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Harley plans 50 new models in next five years; U.S market share +2% in Q4, record 10.8% in Europe

The release of Harley's 2016 fiscals at the end of January showed Harley as having gained market share in 2016 in the United States as domestic motorcycle sales have continued to soften. For the full-year 2016, worldwide Harley-Davidson retail motorcycle sales were down -1.6 percent compared to 2015; with U.S. retail sales down -3.9 percent, partially offset by international growth of 2.3 percent.

CFO and Sr. VP John Olin has warned investors that Harley doesn't expect 2017 unit sales to be anything better than "flat to modestly soft" and that the first quarter of 2017 could be down between -15 percent to -20 percent in terms of new unit shipments to dealers worldwide as the company continues to try and help unwind an over-inventory situation that saw Harley "exit quarters 3 and 4 of 2016 with historically high levels of carry-over products."

"We intend to get them flushed out by the end of the first quarter of 2017,

and we expect to be in-line with historical levels of (current vs prior MY unit) mix by then."

CEO Matt Levatich said that "there's no question that 2016 was a difficult year with the decline in domestic U.S. motorcycle sales overall becoming volatile from May through October in particular" – the speculation being that this was caused by election uncertainty.

“ ‘in the business of building new riders’ ”

Harley says that this resulted in MY 2017 availability needing to be lower than "the year prior" and that they are making sure that it continues to be lower this first quarter "as we continue to constrain MY 2017 shipments."

That decline saw Harley domestic retail sales at -3.9 percent for 2016 at 161,700 units compared to 168,200 in 2015, but with 4th quarter retail

sales essentially flat versus the final quarter of 2016 (actually +0.1 percent) at 26,100 units.

In the midst of the reduced sales, Harley's market share in the 601cc+ sector in which it competes actually grew by +1 percent in 2016 as a whole to a 51.2 percent market share, and by +2 percent in the final quarter to 53.4 percent.

Levatich said that he "couldn't be more pleased with our market share performance, especially in the fourth quarter," but that Harley-Davidson (and by implication everybody in the motorcycle industry) had to come to terms with what he described as a "new normal" in terms of short to medium-term domestic industry expectations.

In which connection, the previously announced increase in rider training focus and investment has seen Harley's dealers train some 65,000 new entrants to the sport; though there are questions to be answered over retention – how many of those trained are going on to buy Harley branded motorcycles - the company

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LATEST HAVOC AND WILD WEST COLLABORATION



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CHICAGO J&P CYCLES UBCBS FINALE



CLASS OF 2017

V-Twin EXPO
by Easyriders

This year's V-Twin Expo, the 18th of its name, saw a modest improvement in attendance and business done according to most of the vendors AMD Magazine spoke with - see our news report page 20 - 33

Photo: Tim Hailey



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We all want to believe, but why is it so difficult to visualize a future with 50 genuinely new models?

Robin Bradley asks the hard questions, but there are no easy answers



V-Twin Expo 2017 Review 20-32

The 18th annual V-Twin Expo saw notable absentees but some returnees and new exhibitors - ten pages of vendor news

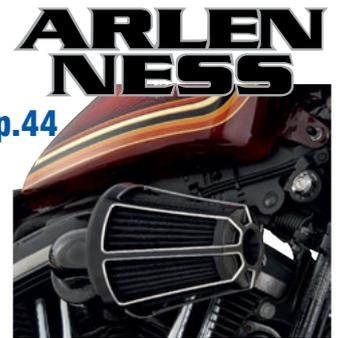
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We all want to believe, but why is it so difficult to visualize a future with 50 genuinely new models?

The past few weeks have been interesting. My annual trip to Cincinnati for the V-Twin Expo was followed by Texas for the Tucker Rocky, Biker's Choice, MAG Brand and Dealer event, then to Indianapolis for the Parts Unlimited and Drag Specialties NVP and Dealer showcase.

As things stand, that gives dealers three potential events in the space of four weeks, in the case of vendors four in five weeks, with the WPS HardDrive sales team training sessions at Boise, Idaho, the week before Cincinnati.

All these events coming just weeks before much of the vendor community decamps to Daytona for Bike Week in early March, and while the burgeoning sequence of "New Gen" bike show events gets underway for the year.

For a theoretically moribund industry, throughout this sequence of events, there were no end of topics exercising the tongues of the market. Politics, inevitably, loomed large, and the opportunity to try to compare and contrast domestic U.S. "happenings" with a Brit's take on Brexit and all that has been proving irresistible.

En route to Cincinnati we tried to swear an oath that we would not allow ourselves to be drawn into political debate while at the show(s). Well, like any battle plan, it didn't stand first contact with the enemy!

National and international politics aside, it was the politics of distributor rivalries, show formulas and OE prospects, especially those of Harley-Davidson and Polaris/Indian, that dominated the airwaves of the aisles.

Specifically, Harley CEO Matt Levatich's 50-New Model pledge has been meeting with a great deal of scepticism - not aided at all by the almost immediate announcement of the Road King Special. There is widespread disillusionment with Harley-Davidson, fuelled in large parts by their apparent inability to think outside of the riding footprint that has dominated the new model offers for more than 20 years now.

Regardless of engine development and suspension tinkering, the withdrawal of the popular and massively underestimated FXR, the withdrawal of the then crate motor program, and the start of increases in tourer production, all in the mid-1990s, are felt to have presaged a period of successful atrophy.

Sales and investor dividends may well have both seen record levels in the intervening years, but most engineering businesses bank their success and use it as a platform on which to build extensions to their core activity that will consolidate their growth and ensure that in future decades shareholders, employees, resellers and customers are able to benefit from forward thinking that has kept the business ahead of its curve, Apple being perhaps the all-time greatest case in point. This has not been the case with Harley-Davidson. There is no question that, among aftermarket vendors, custom shops and custom bike builders, their failure to inspire and lead in terms of the motorcycle industry's "bigger picture" has left a residual cynicism. One that has had most people assuming that the "Levatich-50" will be just like the Road King Special - a raid of the parts bin and quick reprogram of the spray booth.

Rather than owning the "New Gen" space, the Bar and Shield is almost an

irrelevancy to it. Despite their attempts to dominate their hometown expression of the changes that are now marginalizing them (Mama Tried at Milwaukee), their attempts to woo the "New Genners" are doomed to continue to fail, no matter how much marketing budget they throw at "the beards" for so long as they are seen to be trying to peddle them the existing product line.

Just as Harley's outreach to so-called "minorities" has not gone hand-in-glove with new metal and new platforms, they continue to ignore the signals these proto-viable consumers are clearly sending at their peril.

There can never have been another group who are quite graphically demonstrating where their motorcycle sensibilities lie since the Boomers encapsulated by Fonda and Hopper. How many more clues are needed - especially for a design, engineering and production team that is supposed to be characterized by a new-found ability to respond to opportunity quickly?

My initial reaction to Levatich's announcement was "thank goodness for that, about time too, here we go, game on" and such like. But despite his protestations that the "Milwaukee-50" will include reaching into sectors that the company has not sold into before, and regardless of just how impactful he thinks he intends the new offers to be, why is it proving so difficult to actually visualize the company leaving its baggage behind and finally embracing and responding to its 21st century opportunities?

The old cliché of watching an aircraft carrier trying to do a three-point turn in a swimming pool comes to mind. With the withdrawal of Victory, set to make Polaris' Indian iteration an even more focussed and determined competitor, and the European manufacturers putting down ever deeper roots into the turf that Harley needs to compete on, it continues to get ever increasingly difficult "to believe".

It would appear that investors are also sceptical about whether or not the direction of travel is everything it needs to be - the recent annual results produced barely a flicker and trading was still hovering around the \$57.70 mark as this edition went to press some three weeks later.

While returning money to shareholders remains the primary weapon with which the company seeks to fend off unwarranted suiters, rather than de-listing and going private again, it is hard to see where the necessary investment capital for the kind of engineering leaps that they need to make is going to come from. Maybe Harley's interpretation of "high impact" is restricted to displacements rather than also to platforms?

Meanwhile, while we wait to find out, here's one from "left field" for you - what would happen to the aftermarket's center of gravity if Indian were to start a crate motor program sometime soon?

'Indian crate motors?'

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<<< Continued from cover

says it aims to re-double those efforts moving forward. Matt Levatich said that as "the" iconic and leading brand in the motorcycle market "Harley-Davidson not only needs to be in the business of building new bikes, but in the business of building new riders also" and, in what may be a reference to new models to come as well as to conversion of learners, described the "small cruiser market" as "vital".

While wider economic concerns will continue to evolve uncertainly ("we have to be about long-term play and long-term value"), Levatich cites his and Harley's strategic intent as being to "attract more new riders to the market, training new riders and encouraging returnees," while in fiscal terms the 50 new models in five years announcement is based on the success of the new model "drivers" that have come to market on his watch so far (the Rushmores, the 'S' models, the M-8s etc.) and the aim of "growing share and profit in every market."

The success and impact on the balance sheet of the new models and initiatives launched under Levatich's leadership so far is what is driving Harley's stated aim of launching "50 new motorcycles over the next five years – demonstrating the power and strength of our products and changing the way people view Harley-Davidson."

Levatich said that "it is our product development excellence that has been driving us in the right direction, and impressive though the new products of the past four years have been, you haven't seen anything yet."

In what may be tacit acknowledgement that Harley maybe has been slow to 'do a BMW', Levatich has confirmed that this new model blitz will see Harley-Davidson embracing "new segments" relative to the traditional interpretation of what the Harley brand has meant. In response to any specific opportunities the cancellation of Victory may represent, Levatich actually went



Matt Levatich: "It is our product development excellence that has been driving us in the right direction, and impressive though the new products of the past four years have been, you haven't seen anything yet"

Harley-Davidson sales revenue and production data... 4th quarter 2016

Income statements in \$1,000s (except share)	THREE MONTHS ENDED		TWELVE MONTHS ENDED	
	DEC 2016	DEC 2015	DEC 2016	DEC 2015
Net sales revenue	\$933,023	\$1,007,070	\$5,271,376	\$5,308,744
Gross profit	\$286,809	\$320,932	\$1,851,666	\$1,952,460
Total operating income	\$69,410	\$67,225	\$1,048,936	\$1,155,695
Net income	\$47,179	\$42,196	\$692,164	\$752,207
Diluted earnings per common share	\$0.27	\$0.22	\$3.83	\$3.69
NET SALES REVENUE				
Figures are shown in \$1,000s	THREE MONTHS ENDED		TWELVE MONTHS ENDED	
	DEC 2016	DEC 2015	DEC 2016	DEC 2015
H-D Motorcycles	\$685,047	\$751,383	\$4,122,113	\$4,127,739
Parts & Accessories	\$169,445	\$169,707	\$842,637	\$862,645
General Merchandise	\$72,919	\$79,356	\$284,583	\$292,310
Other	\$5,612	\$6,624	\$22,043	\$26,050
MOTORCYCLE SHIPMENT DATA NOTE: H-D MOTORCYCLE SHIPMENT DATA IS NOT THE SAME AS RETAIL REGISTRATIONS				
United States	20,131	28,804	161,839	170,688
Exports	22,283	19,345	100,382	95,694
Total H-D	42,414	48,149	262,221	266,382
PRODUCT MIX				
	DEC 2016	DEC 2015	DEC 2016	DEC 2015
Touring	17,943	19,414	107,410	114,768
Custom	14,852	17,454	93,422	89,207
Sportster	9,619	11,281	61,389	62,407
Total	42,414	48,149	262,221	266,382
RETAIL SALES OF H-D MOTORCYCLES:				
	DEC 2016	DEC 2015	DEC 2016	DEC 2015
United States	26,077	26,044	161,658	168,240
Canada	1,257	1,255	10,203	9,669
Europe	6,734	6,174	39,942	36,894
Asia Pacific Region	8,748	8,787	32,889	32,258
Latin America Region	2,637	3,082	9,701	11,173
Total	46,610	46,857	260,289	264,627

'you haven't seen anything yet'

deeper by indicating that it is his belief that Harley should be able to "compete for every available customer."

Levatich also drew attention to the used motorcycle market as a factor that Harley-Davidson is about to start taking way more seriously than it has done in the past. Describing used models as Harley's "low cost entry-point," Levatich said that "we and the industry as a whole have experienced softness in used bike sales and prices for eight straight quarters. Quite apart from market and economic conditions, it is a fact that new product innovations force used prices down."

"We believe in embracing the used marketplace more fully. The used market is our 'Value Brand' - it has great potential," Levatich says.

While Harley's domestic fortunes continue to have issues, internationally Levatich said that they had "grown sales in every international market except Brazil,

India and Indonesia."

Harley's market share has now hit a record 10.8 percent in Europe (in a highly competitive but nonetheless growing market), up 0.3 percentage points over 2015. Their overall international retail motorcycle sales were down a tad (-1.9 percent) in the 4th quarter, but overall were +2.3 percent for the year, with EMEA leading the growth at +2.6 percent in Q4 and +5.9 percent in 2016; Canada was +5.5 percent in 2016, Asia Pacific +2 percent, but Latin America -13.2 percent thanks in large part to the economic issues in Brazil.

Harley added some 40 new dealerships internationally in 2016, 20 of them opening in the final quarter, with Levatich saying they are well on course to open the intended 150 to 200 new international dealerships between 2016 and 2020, and that Harley plans to continue to grow international sales at a faster rate than in the United States.

Worldwide retail sales of Harley-Davidson motorcycles were -0.5 percent in the fourth quarter at 46,610 units, 20,533 of which were international, and -1.6 percent at 260,289 units for 2016 in total, 98,631 units of which were international (+2.3 percent). Harley-Davidson net income was -5.9 percent for the fourth quarter, at \$1.11 Bn., with net income +11.8 percent at \$47.2 Mn., and EPS (Earnings Per Share) +22.7 percent at \$0.27

Harley says it remains fundamentally committed to "returning shareholder value," citing its ongoing discretionary share repurchasing programs, increasing dividends per share (\$1.40 per share in 2016 against \$1.24 in 2015) and intent to keep its ROIC in the top quartile of the S&P 500.

Motorcycle segment revenue was off by -8.8 percent at 685.0 Mn. for the final quarter and -0.1 percent at \$4,122.1 Mn. for the year; average

"The Road King Special pounds down the boulevard like a gleaming locomotive rolling through a train yard at midnight," (Brad Richards, VP Styling and Design); yes, okay, right ... but is it #1 of 50? Matt Levatich definitely referenced new sectors when he addressed investors and analysts at the end of January; we therefore look forward to the shape of new platforms to come. Oh, and Drab Green? Memo to Mr Richards ... before you get squished under the hyperbole as it races at ya, other colors are available; oh yes, so they are ... three more in fact - so is that New Models # 1, 2, 3 & 4? Okay, okay, so "50 is just a number" as Levatich said ... but I'm sure that we here at AMD Magazine are not the ones counting!



'the used market is our value brand'

revenue per unit year on year actually increased by \$546 in Q4 "behind higher pricing, a richer product mix and slightly favorable currency exchange."

Motorcycle segment gross margin was down, at 35.1 percent of revenue at \$1,851.7 Mn. for the year; operating margin was up at +14.7 percent of revenue at \$875.5 Mn. for the year. "The global competitive environment remains intense, but our 2016 results demonstrate that our increased investments to drive demand and bring impactful new products to market are working," said Levatich.

"Our market share performance gives us great confidence in the strength of our long-term strategy."

"Our long-term strategy is all about growing ridership in the U.S., growing reach and impact internationally, and growing share and profit in every market we serve," stated Levatich. "Our goal over the next 10 years is to build the next generation of Harley-Davidson riders worldwide."

For 2017, Harley-Davidson anticipates full-year motorcycle shipments to be flat to down modestly in comparison to 2016. In the first quarter of 2017, Harley-Davidson expects to ship

approximately 66,000 to 71,000 motorcycles.

Harley-Davidson expects full-year 2017 operating and gross margin as a percent of revenue to be approximately in line with 2016 and its full-year effective tax rate to be approximately 34.5 percent. The company anticipates 2017 capital expenditures of \$200 million to \$220 million.

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Harley share price latest – despite closing at \$57.89 the evening

before these announcements, Harley's share price dropped to \$55.22 in initial trading on Tuesday January 31st before recovering some ground to close at \$57.03.

Harley had seen their share price recover from a low of \$37.23 in January 2016 to a high of \$62.07 in December, for a calendar year gain of 58 percentage points.

It would appear that not only were expectations among analysts not great in the weeks leading up to the release of the 2016 fiscals though.

The new model, inventory management and other initiatives announced, even the focus on delivering investor value, have not, so far, impressed. As this edition of AMD Magazine went to press, Harley shares were trading at around the \$57 mark.



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NEWS BRIEFS

In Switzerland Harley-Davidson scooped 4th place in market share of new motorcycle registrations in 2016; they sold an impressive 3,032 units (down a little from 3,384 units sold 2015) in a market worth 26,391 motorcycles in total (27,319 in 2015). Yamaha is market leader there, with BMW second.

J&P Cycles has entered into an exclusive partnership with insurance provider GEICO. Riders can now receive personal insurance consultations from GEICO at J&P Cycles stores during Bike Week in Daytona Beach, Florida, and the Sturgis Rally in South Dakota. "Our customers are passionate about customizing their motorcycles. Coverage of accessories is critical, and we think GEICO does that best," said Zach Parham, Vice President and general manager of J&P Cycles.

Harley-Davidson took top market share honors in road bike sales in Australia for 2016, selling 10,282 new bikes there for a leading segment share of 21.5 per cent.

U.S. media giant Liberty Media has completed its planned take-over of Formula 1 racing in January for a reported \$8bn. The broadcaster is proposing to add at least two more GP races to the schedule in the USA – at present the annual US GP is staged at the purpose-built Circuit of the Americas at Austin, Texas – also home to the US MotoGP.

Though a small market (43,621 units sold in total in 2016), Harley-Davidson is in 5th place in market share terms in Austria among the "big boys", having sold 1,142 motorcycle there last year, up from 992 in 2015). Indian was 11th in class, selling 82 units (44 in 2015).

Germany has approved a draft law allowing for autonomously driving cars to be active on German streets. Crucially, within the law, responsibility for mishaps continue to rest firmly in the hands of the driver, but allows for the driver to hand control of his or her vehicle to the vehicle's own control system in certain situations and for certain periods of time. The law would require a form of 'black box', which would record all driving data and thereby be decisive in disputes over liability, should the autonomous driving technology fail.

Black Brand apparel

Headed up by ex-HotBike Magazine and ex-S&S man Howard Kelly, Black Brand was launched last year to fill a gap in the mid-range leather apparel market and is distributed exclusively by Biker's Choice. Of Black Brand, Howard says: "We are a group that is not for everyone. Black Brand doesn't care what kind of bike you ride, just that you ride. Our gear is

not what you buy when you want what everyone else has—you need to be the wolf, not the sheep to ride in Black Brand. "We are making our mark on the cruiser apparel industry, and we are determined to do things that other companies are not. We refuse to be all things to everyone, and we produce apparel for people who want to be different.

The 'Compression' jacket is made from top grain leather, with an asymmetric leather racing stripe overlay. Features include YKK zippers, including zippered sleeves, reflective trim, snap-fit quilted, insulated, removable liner, plus a six-year manufacturer's warranty against defects.



"We are the premiere head-to-toe apparel line for cruiser riders, giving you choices, both in styling and function. We will set the direction and trends in the market in such a way that other apparel companies will start to copy our designs. We won't stray from being a motorcycle clothing company, which means we are committed to bringing you the best apparel for the best price, because nobody else has the balls to. "We started by looking at the apparel lines in the already highly competitive motorcycle industry. We looked at apparel in the lower-end market. We looked at apparel in the high-end market, and we found there was nothing for the mid-line market. That is where we come in.

"We began by analyzing every facet of apparel that was currently available for motorcycle riders. Other manufacturers seemed to be making jackets without considering what a rider, or passenger, might want or

The multi-pocket 'Tempest' two-piece rain suit from Black Brand has a two-year manufacturer's warranty against defects and features a dual storm flap front with an expandable hood and elastic closures at the wrist and ankle. The front and back of the suit has reflective stripes; the pants feature heat-resistant pads on both inner legs and the jacket has hook-and-loop fit adjustments.



need: vents on jackets that were supposed to allow air flow, but were blocked by pockets; women's jackets that rode up while riding, forcing them to buy a larger size just to be comfortable; seams that were added for no apparent reason. "We made it our mission to make a product that was better. The result?

All of our women's jackets have a hip zipper that allows give in the jacket and prevents it from riding up. Jacket liners that snap back into place instead of a button and fabric loop. A riveted leather strap in all the jackets for easy hanging. An easy way to identify a man's jacket from a woman's, and the right amount of pockets to make jackets useful.

"We listened to what our dealers and their customers had to say and made our apparel better than anything else on the market."



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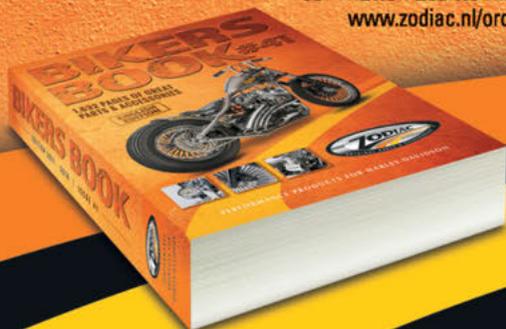
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RSD Super Hooligan 2017 Championship Race Series

Roland Sands Design (RSD) has announced a full Super Hooligan Street Bike Flat Track Racing National Championship Series for 2017.

RSD says: "We've selected the best events in the country to be part of the series, which aims to establish the frightening, yet rewarding craft of piloting street bikes at break-neck speeds around dirt, grass and concrete tracks.

"The riders are the stars and are comprised of a unique and diverse background of everyday Joes, Flat Trackers and Road Racers to retired, washed-up Champions, as well as Nine-to-Fivers, Stunt and Motocross riders, and everything in between. It's a no-holds-barred battle to the checkered flag on 500+ lbs. of fury.

"With races across the country ranging from custom bike shows and concerts to pro American Flat Track events and beach-side racing, the diversity promises a unique experience at each event. Indian Motorcycle has stepped up with a FTR750 Factory Indian Scout GNC race bike as the championship prize. Dunlop Tires, Motul Oils, K&N Filters and Bell Helmets are also involved in a big way, bringing fat contingency checks to the competitors, rewarding heroic rides and top finishers."

RSD go on to say that "The spirit of hooligan racing comes from a simpler



time, when you raced – and could ride home on – any bike you owned. With its roots in Southern California motorcycle culture, today's flat track hooligan racing category is rapidly gaining in popularity with riders of all ages and experience levels across the nation by offering the fun of motorcycle

competition in a less structured environment.

"Combining the craft of custom motorcycles and racing, the Super Hooligan rules are loose and limit the bikes to 750cc and up twins in stock frames with dirt track tires and no front brakes.

2017 NATIONAL CHAMPIONSHIP - Street Bike Flat Track Race Schedule

The series started on...

February 12 at The One Pro - Salem, OR.

February 17 - Mama Tried's Flat Out Friday - Milwaukee, WI

and will continue on ...

March 25 - American Flat Track Atlanta Short Track -

Dixie Speedway/Woodstock, GA

April 22 - Hippy Killer Hoedown - Perris, CA

June TBD - Costa Mesa Speedway Super Hooligan Night -

Costa Mesa, CA

July 22-23 - Dirt Quake USA - Castle Rock, WA

August 9 - Buffalo Chip TT- Sturgis, SD

August TBD - Wheels and Waves Invitational- Cayucos, CA

October 7 - American Flat Track Finals - Perris Auto Speedway/Perris, CA

October 14-15 - Bolsa Chica Banzai - Bolsa Chica State Beach, CA

*Dates and events are subject to change.

Rick Whitehead, 1954-2017



Rick Whitehead, seen here in a picture taken outside Custom Cycle Engineering's Oceanside, California facility when AMD visited some 11 years ago

We're saddened by the passing of our friend Rick Whitehead of Custom Cycle Engineering (CCE).

After attending Chico State Business College, he joined his father's company DEW (Donald Edward Whitehead) Manufacturing in 1979. Custom Cycle Engineering began making motorcycle parts in the 60s. In the early 80s DEW and CCE came together and started developing and manufacturing such parts as the temperature gauge dipstick (Baja Products), steel triple trees, spool hubs, close ratio gear sets, intake manifolds, and more. They supplied parts for catalog companies such as Drag Specialties, Custom Cycle Delight, Motorcycle Goodies. The company was passed over to the brothers Rick and Jim Whitehead in the 90s.

Rick ran CCE until his passing, and Jim will keep it going. Rick is survived by wife Sandy, daughter Heather and three grandchildren.

Robin Bradley says: "Rick was a really good guy, and the business he operated with his brother will always have a very special place in the history of the custom motorcycle industry; any business that Randy Smith could regard as a safe home for his creativity had to be the real deal, and Rick was just exactly that - I always enjoyed spending time with him when I could.

Drag Specialties 2017 catalogs

The 2017 Drag Specialties 'FatBook' catalog is out, and with over 1,800 pages of "the latest and greatest products and information to give your customer's bike a truly custom look," it is another 'must have' desk-bending masterpiece of the distributive arts.

From Evolution through to Twin Cam, "our dealers are sure to find the look and performance parts, accessories and fitment information they need. We have added new and exciting parts to our Drag Specialties name, plus expanded selections from big names like Biltwell, Ciro, Vance & Hines, Klock Werks, Bassani, Revolution Performance and Legend Suspensions, just to name a few.

"We have also made changes to the organization of the FatBook, moving tools, chemicals and lubricants, cleaners and polishes,

trailer and transport products to the all-new tire catalog." In which connection, the all new tire and workshop items catalog is also available and seen here; for 2017 "we've made it so you can serve your customers better, faster and easier by adding our complete inventory of tools, chemicals and lubricants, cleaners and polishes and transport and trailer products to our tire catalog, making this the ultimate one-stop shop for the top-selling dealer service items!"

Of their 'FatBook' Drag Specialties say: "The FatBook



will always remain your best source for late-model V-Twin needs", but dealers shouldn't forget to check out the 2016/17 OldBook for more specific needs concerning

pre-1984 H-D models.

"Together, along with the Tire, Tools, Chemicals & Lubricants, Cleaners & Polishes and Trailer & Transport catalog, you will find an unrivaled assortment of every part and accessory available to you and your customers, to help keep American V-twins rolling for years to come."

www.dragspecialties.com

Latest Havoc and Wild West collaboration launched at V-Twin Expo

NEWS BRIEFS

The latest result of the collaboration between Havoc Motorcycles of Canada and Buckner, Kentucky based Wild West Motorcycles, is the 'Havoc 1245S', unveiled at this year's V-Twin Expo – an S&S 124ci (2,032cc) rubber mounted Bagger with a 180 rear tire, Rivera Primo 6-speed transmission and BDL (Belt Drives Limited) primary. The motorcycle's hand-crafted frame is CNC laser-cut and TIG welded "in the latest in frame engineering technology to stretch out to a comfortable 70" wheelbase," says Havoc Motorcycles' President Dr Jarrod Wiener. "Its aggressive front end, raked to 38 degrees, features a 26" contrast-cut wheel at its leading edge, beautifully accented by a sporty chin spoiler. The Havoc 1245S offers modern bagger styling with lines inspired by the iconic Wild West Gunfire pro-street model," he went on to explain. "It's hard to stop looking at it, but it was designed to be a rider's bike." Gas-charged Progressive Suspension provides a sporty feel, while powerful 6-piston differential bore Hawg Halters (HHI) calipers and dual 13" brake rotors make for safe,

reliable, responsive, fade-free braking.

"We use exclusively components that are among the best quality, best known and best engineered USA-made parts in the industry, without compromise," said Wiener. "There is some concern in the marketplace today that customers won't be able to find replacement parts for certain brands of motorcycles. Every component on a Wild West - Havoc motorcycle comes from manufacturers who command extremely high levels of consumer confidence and respect for their longevity and durability. Our motorcycles can be serviced by any competent V-twin technician."

Quality extends to the steel braided hoses and lines and billet CNC-machined accessories, all of which come standard. "We won't send you a parts catalog when you get the bike home. You'll be hard pressed to find anything to upgrade on the bike," added Wiener.

Like all Havoc and Wild West motorcycles, the 1245S is a hand-made "production custom" motorcycle with a 17 digit VIN, listed in the NADA (National Automobile Dealers

Association) "Red Book" for ease of financing and insurance, and to protect the owners' investment. "The value proposition? Simple: design beauty, build with quality, and back it up with a 24-month warranty," says Jim Winn, CEO of Wild West Motor Co, speaking to the philosophy that has seen him stay in business when many others have fallen by the wayside and see close to 5,000 Wild West branded motorcycles sold and ridden real miles in the past three decades.

"With this model, we're marking 2017 as the 30th anniversary of Wild West Motor's continuous production of motorcycles," said Jim.

"We're designing, developing and building with the passion of a new company, and with the wisdom of a long-established one. It's never been more exciting."

And there is special pricing on this model: to mark the 30th anniversary, the first 30 examples of the 2017 Havoc 1245S will be offered at the special introductory price of USD \$45,000, direct from the factory.

www.havoc-motorcycles.com
www.wildwestmc.com

A U.S. Consumer Product Safety Commission report shows a continuing decline in the number of ATV deaths and injuries. The report finds a "statistically significant decreasing linear trend" in ATV related injuries for 2007-2015. For 2007 to 2012 reported ATV related fatalities declined by 31 percent, and ATV related fatalities involving children declined by 50 percent. Reporting for 2013 to 2015 is ongoing.

The second annual woman-led ADVWoman Rally will be held July 20-23, 2017 at Flying Heels Rodeo Arena in Granby, Colorado. Organized for women and families, the event will include a variety of self-guided rides, Geocache scavenger hunt, classroom training sessions as well as on-range adventure and dirt bike rider training. All the instructors will be women, but men are welcome too.

Polaris has declared a 5 percent increase in the regular quarterly cash dividend, raising the payout to \$0.58 per share. This increase represents the 22nd consecutive year of Polaris increasing its dividend effective with the 2017 first quarter dividend. CEO Scott Wine: "We have maintained a disciplined, consistent approach to returning cash to shareholders, and dividends remain one of the important ways we can deliver further value. This underscores our steady cash flow generation, and continued strong financial position."

Designed as a loyalty-generating complementary shop differentiator to boost pre-owned motorcycle sales, EFG Companies of Irving, Texas, is offering U.S. motorcycle dealers a "Million Mile Club" warranty promotion on powertrains on approved, carefully inspected, pre-owned motorcycles. Available on models current plus 10 years with less than 60,000 miles, 1,000,000 Mile Limited Powertrain Protection focuses on expensive powertrain components such as engine, transmission, primary drive and drive axle; available for 12/24/36 month coverage, and for new motorcycles. Additional component coverage and benefits such as roadside assistance also available.



Jarrod Wiener (left), President of Havoc Motorcycles in Canada, with Jim Winn of Wild West Motorcycles, Kansas, and their new S&S 124ci engined Bagger featuring "recognized top quality American-made component brands such as S&S Cycle, Hawg Halters, BDL and Rivera"

Nick Beaulieu scoops "King of the Builders" at Chicago J&P Cycles UBCBS finale

The J&P Cycles Ultimate Builder Custom Bike Show (UBCBS) series crowned its 'King of the Builders' at the championship round at the Progressive International Motorcycle Show in Chicago on the weekend of February 11th and 12th.

With more than 350 motorcycles and tour-wide awards totaling over \$100,000 in cash and prizes, the eighth annual J&P Cycles sponsored series ran through all seven IMS shows, culminating in the award of over \$57,000 in cash and prizes at the Chicago finale, where Nick Beaulieu was named as the 2017 "King of the Builders."

Jeff Najjar, organizer, said that "the 2016-2017 J&P Cycles UBCBS series has proven to be one of the best yet with creative designs and concepts from some of the leading builders and craftsmen in the country. We strive to support and promote the custom motorcycle building industry, and give our designers a national platform to display their works of art. We are very excited to announce Nick Beaulieu as the 2017 'King of the Builders', adding his name to a prestigious roster of prize winners."

Voting was by a panel of selected guest judges including Jeff Holt, Brand Director for Hot Bike and Street Chopper Magazines; Chris Callen, Editor-in-Chief of Cycle Source Magazine; Pat Jansen, Builder; and Carl Pusser, builder and past UBCBS winner. The UBCBS hosted four classes of competition: Freestyle, Modified Custom, Modified Harley-Davidson and Modified Retro, as well as special awards categories such as The Originality Award, The Ingenuity Award, Best Paint, the K&N Award, People's Choice Award, and 'Sho Dog'.

The annual competition is proudly sponsored by J&P Cycles, who is returning as the title sponsor of this elite-level competition and supporting the "People's Choice" award along



The 7-city, \$100,000 plus cash and contingency prize fund J&P Cycles Ultimate Builder Custom Bike Show Series reached a crescendo in Chicago in February in which some 350 competitors from around the United States had battled to reach the championship round

with Bell Helmets, as well as Harley-Davidson, who returned as the presenting sponsor of the Modified Harley-Davidson class, and Royal Enfield as the presenting sponsor of the Modified Retro class.

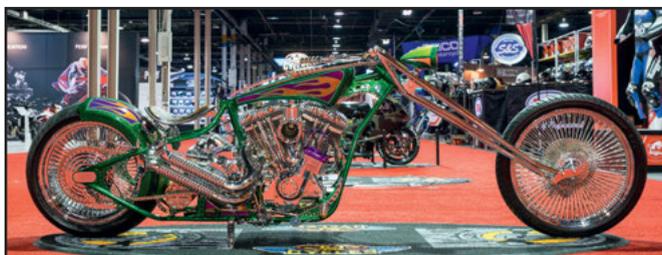
J&M Audio and Condor Products are also on board as product sponsors,

providing gift certificates to select class winners and runner-ups throughout the IMS Tour and Championship.

Additional brands sponsoring the championship include: Arlen Ness, Atomic Dice Studio Arts, BDL, BMW, C&S Custom, G Clean, Helmet Sounds, K&N Engineering, Kuryakyn, Led Sled



The 2017 'King of the Builders' and Freestyle Class winner at Chicago was Nick Beaulieu of Forever Two Wheels, Windham, Maine, with "The Hate Machine", an S&S 111" engined custom chopper with a custom-made girder front end, hand-made frame with pentagram downtube and axle blocks, one-off pentagram wheels, hand-made exhaust with pentagram exhaust tips, custom tail section and aluminum gas tank and Baker 6-speed featuring a BDL belt drive.



Freestyle Second - Wayne Burgess: "Spitball Magoo" 1996 custom Shovelhead



Modified Harley-Davidson winner - Steve Iacona, Iacona Customs, Brooklyn, New York: "Phoenix" - 1992 1200cc Sportster



Modified Harley-Davidson second - Dusty Pine: 1993 Sportster

2016-2017 J&P CYCLES UBCBS NATIONAL CHAMPIONSHIP WINNERS:

Freestyle

- 1 **'KING OF THE BUILDERS'**
Nick Beaulieu,
Forever Two Wheels:
"The Hate Machine",
S&S 111 custom chopper
- 2 Wayne Burgess:
"Spitball Magoo",
1996 Custom Shovelhead



Modified Custom

- 1 Evan Favaro,
Speakeasy Motors:
"Ethel", 2015 Custom
with a Kiwi Indian front end
- 2 Kyle Shorey, Speed Foundry:
"MahaKala",
2004 Triumph T100

Modified Harley-Davidson, presented by Harley-Davidson

- 1 Steven Iacona,
Iacona Customs:
"Phoenix",
1992 1200 Sportster
- 2 Dusty Pine:
1993 Harley-Davidson
Sportster

Modified Retro, presented by Royal Enfield

- 1 Steve Dietzman:
1968 Triumph Chopper
- 2 Matt Anderson:
1982 Harley-Davidson FXRS

Customs, Motone Customs, Rinehart Racing, Thundermax, and Vance & Hines.

Nick Beaulieu, 2016-2017 UBCBS 'King of the Builders', said: "Thank you to the Progressive International Motorcycle Shows and J&P Cycles for giving me the opportunity to be here and providing me with a platform to share my work. It's great to be here, supporting the industry with my fellow builders and enthusiasts."

www.motorcycleshows.com



Modified Custom winner - Evan Favaro, Speakeasy Motors : "Ethel", a 2015 custom with 21" front wheel, custom intake and rear brake and prototype billet/Lexan valve covers, hard tailed frame, custom neck and Kiwi Indian leaf spring front end



Modified Custom second - Kyle Shorey, Speed Foundry: "Mahakala" - 2004 Triumph T100 with overbore, porting and heads polished by Tony Lewis of Eurosports Cycles, hardtail by Cycles One, metalwork by Speed Foundry



Retro Mod Winner - Steve Dietzman: 1968 Triumph Chopper, 21" front wheel, 18" rear, Low Brow Customs gas tank. Steve was the only competitor to take win in the Chicago round, then went on to win in the National Championship



Retro Mod second - Matt Anderson: 1982 FXRS



Tim Scates took the Chicago round Freestyle win with a 2006 custom featuring a twisted downtube frame, Danny Gray seat and custom gas tank, split gas/oil bag, 21" spool front wheel and Hurst floor shifter, 1920s era police car spotlight, 1956 Cadillac air vent air cleaner and a 1938 Chevrolet taillight



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American Motorcyclist Association CEO testifies against proposed motorcycle tariff

A proposed 100 percent tariff on European motorcycles would harm U.S. consumers by pricing affected models beyond the reach of American families, American Motorcyclist Association President and CEO Rob Dingman told a federal trade committee last week.

Dingman said motorcycles should be removed from the list of products included in the proposed tariff.

"Many of the European-produced motorcycles in the affected categories are available at reasonable prices that allow for entire families to enjoy countless hours together outdoors, strengthening the family unit," Dingman said during a public hearing of the Office of the U.S. Trade Representative's Section 301 Committee.

"A tariff that threatens to significantly raise the retail cost of these motorcycles or curtail their supply, holds the potential to cause irreversible damage to outdoor recreation and the families that participate in it."

The Office of the U.S. Trade Representative proposed the tariff on 51cc to 500cc motorcycles imported from Europe as part of its ongoing battle with the European Union over U.S. beef raised using hormones. The EU will not accept the beef, so the Trade Representative is seeking leverage in negotiations.

The tariff would affect motorcycles with engines displacing 51cc to 500cc from Aprilia, Beta, BMW, Ducati, Fantic, Gas Gas, Husqvarna, KTM, Montesa, Piaggio, Scorpa, Sherco, TM and Vespa. There is no direct connection between motorcycles and the EU's ban on the importing of U.S. beef products treated with hormones. The lack of an agricultural tie between the two products runs counter to sound trade policy, Dingman told the committee.

"American motorcyclists are unnecessarily caught in the crossfire of this completely unrelated trade dispute," Dingman said. "Since my organization represents motorcycle-



riding consumers, I can objectively and without vested commercial interest assure you that this action will do more to harm individual Americans than it will to leverage the European Union." Motorcyclists sent more than 10,300 e-mails to Congress on this issue, posted more than 9,400 comments to Regulations.gov, and sent nearly 5,300 e-mails to President Donald Trump. Of the comments submitted via Regulations.gov, 82 percent came from motorcyclists.

European makers of 51cc-399cc motorcycles used for racing provide nearly half the units available to U.S. consumers, and nearly a quarter of the market in the 400-500cc class. There are no significant U.S.-made options for consumers in those market segments. In the on-road motorcycle segment,

100 percent of the models 300cc and smaller are imported to the United States from abroad.

The Office of the U.S. Trade Representative tried this same tactic in 1998 and 2008, but the efforts were thwarted when the AMA, the Motorcycle Industry Council and bike manufacturers and retailers rallied motorcyclists against the plan. At that time, the U.S. Trade Representative instead raised the tariff on a variety of European food products.

Others testifying against the tariff today included Carroll Gittere, President of Powersports Data Solutions; Iain McPhie and Ritchie Thomas of Squire Patton Boggs; John Hinz, President of KTM North America Inc. and Husqvarna Motorcycles North America Inc.; Mario di Maria, President and CEO of Piaggio Group Americas Inc.; Rick Alcon, owner of R&S Powersports Group; Tim Cotter, Vice President of MX Sports; and Tim Buche, President and CEO of the Motorcycle Industry Council.

EBR Motorcycles to close, again

After just about a year, EBR Motorcycles, LLC, the latest iteration of Erik Buell Racing ("EBR" - located at East Troy, Wisconsin) is to close (again).

The company has started to wind down production. Owners LAP (Liquid Asset Partners), who re-established the company in January 2016 (after it had entered administration in April 2015), will conclude EBR's affairs with the sale of production equipment and excess parts, commencing March.

In a statement, LAP said that "EBR will continue to honor warranties and provide technical and parts support to current dealers and riders who bought motorcycles manufactured by EBR." The statement went on to say that "EBR will continue to review strategic alternatives with interested investors



regarding production operations. The decision was a tough one for EBR as it has been solely focused on the growth and building EBR for success.

"The team at EBR has worked tirelessly, making every effort to build the company. There is no fault on any of the team at EBR for this decision. They and their families have our deepest gratitude for their efforts and dedication to EBR.

Despite investing in the region of \$2m when he acquired the assets, it would

appear that LAP owner Bill Melvin underestimated the challenges such an undertaking faced, and has lost confidence in EBR's prospects in present market conditions.

"This difficult decision was based primarily on EBR facing significant headwinds with signing new dealers, which is key to sales and growth for a new company. In addition, EBR has had limited production in 2016 and 2017 that was under goal. The combination of slow sales and industry announcements of other major OEM brands closing or cutting production only magnified the challenges faced by EBR."

Melvin effectively acquired the business after an investment, racing and joint development program with India's Hero Motorcycle collapsed;



At the time of his acquisition, LAP CEO Bill Melvin said "I believe EBR has established itself as one of the premier motorcycle manufacturers in the world and has strong potential as a viable business." What a difference a year can make!

Buell Motorcycles originally having been closed by the then Harley-Davidson CEO Keith Wandell at the height of the banking crises triggered recession in 2009.



Thank you for your service...

Seen here at the recent V-Twin Expo, Cincinnati, there's a minimum of 120 years of V-twin parts and accessories industry experience here - from left, Jim Preisler, Khrome Werks; Jim Betlach, V-Twin Expo; Tom Motzko, Drag Specialties. The three were colleagues "back in the day" when they worked for Tom Rudd when he owned and operated Drag Specialties before it was part of Fred Fox's LeMans Group.

E-H ... "Reborn to be Wild" Part Deux?



After bravely trying to bring the brand back in the 1990s in an attempt to exploit Harley's production shortfall at that time, Don Hanlon's purpose-built Belle Plaine, Minnesota based Excelsior-Henderson factory hit the buffers in 1999 and filed for bankruptcy in 2000, despite making what were regarded at the time some good bikes (dual overhead cams, four valves per cylinder anybody?). News has now emerged that Denver, Colorado based Aaron, Bell International (ABI), an "independent investment bank" and M&A advisor, has been hired to explore options for a phoenix of the Minnesota based manufacturer.

In a press release that raises as many questions as it answers, ABI founder and president Ralph Bellizzi said: "We look forward to working with Excelsior-Henderson during this exciting time in America, with the resurgence of manufacturing pride and interest in motorsports."

The release went on to say that the "convergence of several market factors has created a unique opportunity to reignite the heritage-rich Excelsior-Henderson brand. Recent motorsports industry reconfiguration, with Polaris Industries ending production of Victory

Motorcycles to focus on its historic Indian Motorcycles, and Arctic Cat's sale to Textron, combined with the strength of American motorcycle manufacturing and sales worldwide, make the market ripe for the re-emergence of the venerable "E-H" marque."

Regardless of just how accurate an interpretation of current market conditions and opportunities those statements are, the release goes on to say that "Excelsior-Henderson's deep, rich heritage is what elevates this opportunity well beyond the ordinary. As one of the original "Big 3" OEM motorcycle manufacturers along with Harley-Davidson and Indian during the early decades of motorcycling, Excelsior-Henderson's heritage includes owners Henry Ford and Charles Lindbergh, and a long list of 'firsts,' being the first motorcycle to circumnavigate the world and officially 'clocked' at over 100 mph, to engineering and design innovations until ceasing production by owner Ignatz Schwinn of Chicago during the Great Depression." [Bicycle magnate Schwinn bought E-H in 1911, but then

closed it in 1931].

"In the 1990s, that engineering and design legacy was painstakingly carried forward with the rebirth of the brand and the development of a proprietary new Super X motorcycle by the Excelsior-Henderson Motorcycle Manufacturing Company. The company produced nearly 2,000 motorcycles featuring dual overhead cams, four valves per cylinder, closed-loop fuel injection, integrated cassette transmissions, anti-dive suspensions, and more. Owners of the motorcycle today are just as fervent about the brand as on the day they rode them off dealers' lots.

"Despite discontinuing production in late 1999, the business opportunity remains relatively turn-key due to its intellectual property and intensely loyal, active customer base." Bellizzi said it's impossible to overstate the unique opportunity this presents. "An offering like this is extremely rare. An entrepreneur or investor can essentially pick up where the previous company left off, bypass the most difficult barriers to entry, and build upon the established success of this heritage-rich brand in a highly lucrative industry. It's literally a once-in-a-lifetime opportunity."

www.excelsiorhenderson.com

Biker's Choice catalog adds 3,500 new items



Tucker Rocky has released its 2017 Biker's Choice dealer catalog with more than 3,500 new products added to the product line.

Inside the 1,984-page desk-bender are "fantastic new products the company is proud to offer. Arlen Ness has added parts for both Victory and Indian motorcycles, and S&S is once again offering complete engines," says Sr. Director of Marketing Dawn Zassick.

"Plus, the fast-growing Twin Power workshop staples and replacement components program has added many new products to their line, including clutch kits, valve and spring kits and the "Tension Reliever" manual primary chain adjuster, to name a few.

"Biker's Choice is also proud to introduce more new premium brands to this year's catalog line-up – leading brands such as suspension manufacturers American Suspension and Arnott, Drift Cameras, the internationally respected Koso Gauges range, race-bred precision manufactured Magura controls from Germany, Revere seats, LED accent lights by XK Glow and accessories, luggage and wheels from San Diego Customs."

www.tuckerrocky.com

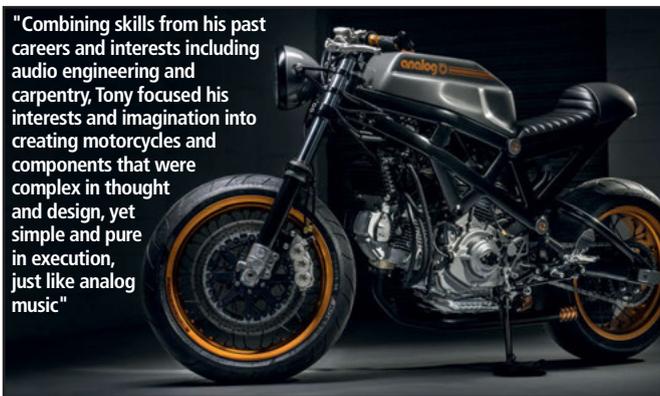
Spectro partners with Analog Motorcycles

Spectro Oils of America has announced a partnership with noted Gurnee, Illinois, custom bike builder Tony Prust's Analog Motorcycles.

Spectro say "these two great brands will work side by side on many of the great builds created by Analog founder Tony Prust, as well as showcase together at events across the United States.

"I first met Tony at the Barber Vintage Motorcycle Festival," said Alex Josefson, President of Spectro Oils. "I was immediately drawn to the craftsmanship of Tony's builds. He bases his designs and production on efficiency, quality and performance, exactly the values that the Spectro brand has always been about. What I didn't know, initially, was that Tony was already a Spectro user and advocate – that made working together a no-brainer."

"Combining skills from his past careers and interests including audio engineering and carpentry, Tony focused his interests and imagination into creating motorcycles and components that were complex in thought and design, yet simple and pure in execution, just like analog music"



Speaking about the collaboration, Tony said: "I have been using Spectro Oils for years and never had an oil related issue using their products. When it comes to vintage bikes, the Spectro brand of products has everything I need to keep these machines

running at their optimum. We couldn't be more pleased to have Spectro as the official oil of Analog Motorcycles."

www.analogmotorcycles.com
www.spectro-oils.com



PMI (Wiseco, ProX, JE Piston) sold by Dover Corp. for \$150m

Dover Corporation has sold its Performance Motorsports International (PMI) division - owner of the likes of Wiseco, ProX Racing and JE Piston - to New York based private investor Kinderhook Industries, a diversified portfolio equity investor with around \$2 billion of capital under management.

A new holding company – Race Winning Brands (RWB) – has been formed to trade the former PMI business, headquartered with Wiseco Piston at Mentor, Ohio. The deal is reported as being for some \$150m., with Dover retaining a small percentage stake in the new holding company.

Commenting on the transaction, Dover's President and Chief Executive Officer, Robert A. Livingston, said: "This transaction provides the new owner the opportunity to leverage the strong leadership position PMI has built over the years and grow the business. At the same time, it allows

us to focus on our higher growth core markets."

Kinderhook, owner of the likes of NitroFill, Superwinch and Bestop, will install operating partner Brian Reese as CEO of RWB, with former Mr. Gasket

CEO (ACCEL etc) Bob Romanelli, also a Kinderhook operating partner, as executive chairman.

Paul Cifelli, the Managing Director of new owner Kinderhook is quoted as saying: "A fundamental tenet of



Mentor, Ohio based Wiseco (seen here at V-Twin Expo) has changed hands, with parent company PMI (Performance Motorsports International – also owner of JE Piston and ProX Racing) being traded by Dover Corporation to Kinderhook Industries, a "buy and hold" mid-market equity investor, in a debt funded \$150m deal



Kinderhook's investment philosophy is identifying unique investment opportunities where our experience, abilities and network of operating partners can help create value. Race Winning Brands aligns perfectly with this investment philosophy. We are confident that Kinderhook's proven 'buy-and-build' strategy will allow us to expand RWB's leadership position in the automotive and powersports performance markets."

Financing for the transaction was provided by a debt syndicate led by Antares Capital, Varagon Capital Partners, Madison Capital and NewStar Financial.

www.kinderhook.com

Motion Pro supporting AMA Flat Track series in 2017

Loomis, California, tools, cables, workshop supplies and accessories specialist Motion Pro is supporting the AMA Flat Track series this year as the official cable, tool and control for the 2017 racing season. "We're excited to have Motion Pro join us in 2017," said Michael Lock, CEO of American Flat Track. "Their quality products cover the spectrum of needs for not only our racers and crew, but for all motorcyclists. Their involvement is much appreciated by us and is another vote of confidence from the industry in the American Flat Track series."

As a part of Motion Pro's overall strategy to "be the gold standard in racing", the company has agreed to provide the series with cables, tools and various controls in order to execute a professional at-track experience at each event for both spectators and competitors.

"Motion Pro is proud to begin a new partnership with American Flat Track, adding to the decades of support we have provided the flat track community," said Jon Mullins, Motion Pro Race Manager. "We look forward to continuing development of our products with the many riders and teams we support in the American Flat Track paddock. The 2017 AFT series will bring great venues and racetracks for the riders, which will produce great racing for us fans!" American Flat Track will kick off the 2017 season during Daytona's Bike Week festivities on Thursday, March 16 with the all-new DAYTONA TT, built inside the tri-oval at Daytona International Speedway. The DAYTONA TT will mark the dawning of a new era for America's most historic form of motorcycle racing, with the historic rivalry between Harley-Davidson and Indian Motorcycles renewed.



Motion Pro's race credentials are "robust" and the range of product available to dealers "remarkable" as Joe Fratis, V-Twin Product Planner, said (seen here left with General Manager Kevin Veltfort) at the recent Tucker Rocky/MAG brands Dealer Expo

Motion Pro was founded in 1984 by 6-day ISDT gold medal winner Christopher Carter. The brand has been involved in motorsports since it was founded, proudly supporting both professional and amateur riders. While Motion Pro has its roots in dirt track, they also support off-road,

supercross, motocross, ATV, and various other disciplines.

www.motionpro.com



Arnott awarded ISO 9001:2008 certification



Arnott's TruAIR technology 'Ultimate Ride' kit is a premium air suspension solution for 1990 and up Tourers and features FOX shocks and a Goodyear air spring.



Merritt Island, Florida based Arnott Air Suspension Products, "the leader in aftermarket air suspension parts and accessories," has been awarded ISO 9001:2008 Management System Certification. The internationally recognized and respected ISO 9001:2008 certification system is based on quality management principles, which include strong customer focus and continual improvement of robust, efficient processes. "It has always been Arnott's goal to ensure our customers consistently receive high quality products and services," said Arnott CEO Todd Nash. "Now, with the ISO 9001:2008 Certification in hand, we have both a current affirmation of our long standing commitment to excellence, and a roadmap to help us continue to meet or exceed customer expectations



in the future." In addition to ISO 9001:2008 Certification, Arnott recently received TÜV Rheinland Product Safety and Quality Certification, assuring customers and partners in Europe that its products meet the highest safety and quality standards. Last year, Arnott's products also earned GOST ISO 9001-2011 Certification and the EurAsian Conformity (EAC) Mark for Arnott's Quality Management System, which is required for export to Russia, Belarus, Kazakhstan and Armenia. At the start of the year Arnott unveiled a new website design featuring their 'Ultimate Ride' and 'Smooth Ride' TruAir technology onboard air suspension kits for motorcycles, including Tourers and Softails. www.arnottcycles.com



Seen here at the recent Tucker Rocky/Biker's Choice Dealer Expo in Texas, Arnott motorcycle suspension director Glenn Nash told AMD that "reaction to our latest generation of Tourer and Softail True on-board air suspension has been excellent. Expect far more application news soon"

Vance & Hines 2017



Santa Fe Springs, California based exhaust manufacturer Vance & Hines has released its 2017 V-Twin products catalog, now with added V&H 'Raceshop' components. The burgeoning program, bred from the decades of race experience that underscores everything that Terry Vance and Byron Hines do, now extends from valve sets, springs, guides and sets through cams, lifters, pushrods, pistons and oils. In exhaust terms the highlights are, inevitably, the new products, and for 2017 these include state-of-the-art

connectivity and tuning features for the Fuelpack FP3 and Monster V Touring slip-ons with 2017 and Touring M-8 updates throughout the range, including touring Power Duals fitments, Dresser Duals, touring Eliminator 400, oversized 450, twin-slash round and hi-output slip-ons. However, we here at AMD have "reasons to believe" that maybe, just maybe, we haven't yet seen the full V&H 2017 story unfold yet – yes, you heard it here first, there is definitely more to come! www.vanceandhines.com

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V-TWIN EXPO

JANUARY 28 & 29 2017

CINCINNATI, OHIO



Words by Robin Bradley
robin@dealer-world.com



Pictures by Sara Viney
sara@dealer-world.com

The 18th annual 'Cinci' show saw several regulars and major players absent themselves for a range of reasons, many of them not to do with the efficacy of the show as such. However, with concerns widespread, the 120 plus exhibitors (including several new vendors and returnees) who did make the investment reported better Saturday traffic than they'd expected, and better business done than had been the case in the past couple of years - even the "Super Bowl-free" Sunday was a tad better than usual. Most of the vendors that we here at AMD Magazine spoke to said that they would be returning for 27th-28th January 2018. www.vtwin-expo.com



CIRO: Aero Rudd, son of legendary Drag Specialties and Kuryakyn founder Tom Rudd, heads up a new parts and accessories business that has grown quickly since making its 2015 debut. Available from Drag Specialties, Parts Unlimited and Zodiac International, the range extends from advanced, controllable LED lighting solutions through to detailing and tidy-up parts for all areas of the bike, from the cockpit, fairing and front end to the rear fenders and bags; www.ciro3d.com



K&N Engineering: Following the launch last year of their Big Twin, newly revised cast aluminum 'AirCharger' intake system, the Riverside, California, filter and performance specialist has added two more intake designs that are "guaranteed to deliver increased horsepower" - 'Street Metal', 'The Shaker', and soon to be released 'The SideDraft'. These stylish, contemporary cast aluminum, high volume RK Series intakes feature a washable, oversized K&N high-flow air filter, backing plate and built-in dyno-tuned velocity stacks. They mount with an integrated breather system and completely replace the stock air cleaner assembly with its external breathers. Each feature a reputable K&N limited warranty. K&N will offer Drycharger wraps for use in inclement conditions and extended service intervals; www.knfilters.com

CenterFlo: A new exhibitor at V-Twin Expo, Sacramento, California based CenterFlo's patented valve design throttle body utilizes a segment bored cylinder pair to precisely control air flow to form an obstruction free bore. Eliminating the throttle blade and shaft allows a greater volume of air to flow more freely into the engine, making more mid-range torque and higher top end horsepower. "Low rpm driveability, which often suffers with larger throttle bodies, is now greatly improved with finer control at the beginning of throttle movement." It has mounting provisions for stock-compatible injectors and sensors. Projected to be available for 2006-2016 cable throttle Big Twins by summer 2017; CARB certification is pending; www.centerflo.com



Heartland: Now owned by former Sales and Marketing Director Lonny Spiva, the Fullerton, California, custom styling and conversion kit specialist is back on the new products trail again with a choice of recently introduced kits for Dyna models. The 200 D and 240 D allow for a 200mm and 240mm rear tire respectively, utilizing Heartland's patented billet aluminum struts with a choice of two steel fender lengths and leather seat. The struts are slotted and pinned for Heartland's also patented second seat options. The struts are finished in either chrome, gloss black or 'TuxCut'. Check out their all-new website rebuild at www.heartlandbiker.com

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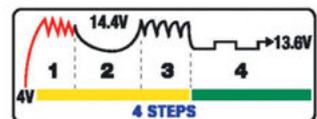
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BadJack Machine: Another new exhibitor in 2016, Austin, Texas based BadJack Machine's patented Boot Dragers cruiser pegs for Big Twins are "an innovative and stylish solution that give bikers an alternate riding position, reducing fatigue on long rides." They simply bolt on to existing OEM standard, swept and half-moon style floorboards without modification or damaging the boards. A deceptively simple idea, they are machined from high strength, lightweight billet aluminum and deliver a fatigue relieving alternate rider foot position; www.badjackmachine.com



Kendall Johnson Customs: Back at the V-Twin Expo for the first time in many years, the Winston Salem, North Carolina based customizer was back with a burgeoning range of performance parts and accessories in addition to the head porting, engine re-building and performance upgrade packages they are best known for; www.kendalljohnsoncustoms.com



Antigravity Batteries: More than just a battery manufacturer, Las Angeles, California based Antigravity is a purveyor of advanced power solutions, with their top-of-the-range American made ultra-lightweight YTX12 24-cell lithium ion motorcycle battery said to be the "highest power lithium nano-phosphate motorsport battery ever made." At just 5 lbs it is said to deliver a weight saving of up to 14 lbs in motorcycles, and despite its compact 5.82" x 3.4" x 5.12" design, it can produce a massive 720 cranking amps. It features all-brass terminals and comes with a 3-year warranty. Also check out their 6-volt 8-cell lithium-ion battery - lightweight and small enough to fit all horseshoe type oil tanks or early battery boxes - and their small but powerful MicroStart jump starter and portable power solution; www.antigravitybatteries.com



Yelvington: The Florida based trike conversion kit specialist (Harley touring, Dyna and Sportster models) made their V-Twin Expo debut as a parts vendor, showcasing the reverse pulley for tourers that they introduced last year and their Suspension Technologies shock absorber program (headed up by Mike Alex, it includes shocks for the Indian Scout as well as Harley applications). Engagement of Yelvington's patented reverse system is simple: "It's just so natural," says Director of Sales & Marketing Mark Russell, "just flip a switch and ease out the clutch. Once engaged, the pulley rotates normally, while the wheel rotates in reverse. To move forward, just flip a switch and ease out the clutch; www.yelvingtonusa.com



ACCEL: "Hello boys, we're back!" Now under the ownership of Tennessee's Holley Performance, the Mr Gasket/ACCEL/MSD program, along with historically associated brands such as Mallory and Hays, are now under the same ownership as the likes of Earl's hoses, Nitrous Oxide Systems (NOS), Superchips and Hooker Headers - with powersports sales in the experienced hands of former Crane man Mike Golding (seen here left). Expect to see a new product blitz getting under way in 2017! www.holley.com/brands/accel/

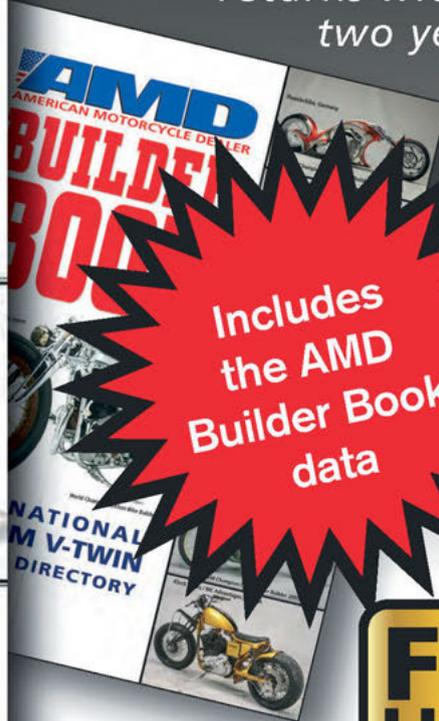
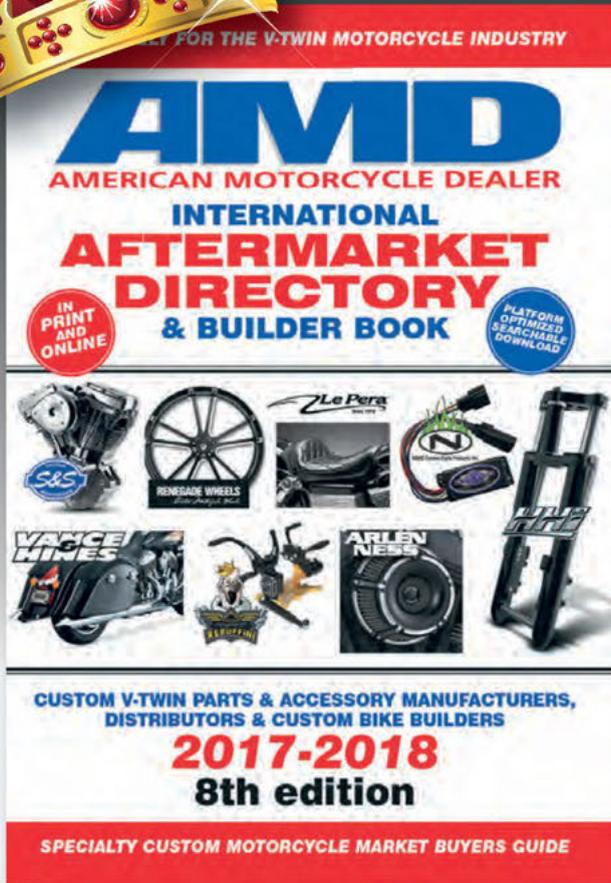


Red Thunder Exhausts: Designed and manufactured in Italy by renowned Italian exhaust manufacturer Arrow/Giannelli, Red Thunder Exhausts are designed by Noiseart in London and available with Dyno tested power gains for Sportster, Softail, Dyna (and FXR) and Touring models. Made in stainless steel, they feature a removable dB killer baffle and several interchangeable reverse cone end caps. They are available in choice of polished, satin or ceramic black finishes as full systems for XLs, Dynas and Softails, and 2:2 or 2:1 full systems or dual slip-ons for the stock header pipes on tourers. They come with built-in oxygen sensor ports, optional catalytic converters, and dependent on the configuration and application, the company claims weight savings of up to 50 percent over stock; www.redthunderexhaust.com



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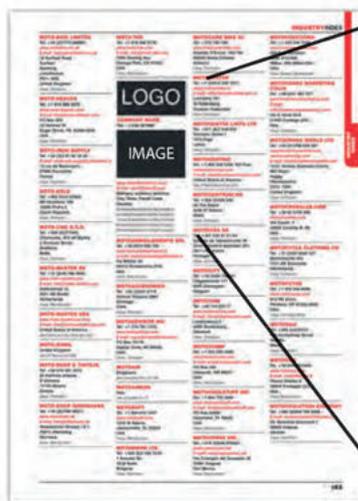
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Arlen Ness Enterprises: The Dublin, California based bike builder to parts designer has scored a massive home run with its forged 10 Gauge CNC-machined billet aluminum range since it was introduced 24 months ago and 'Big Sucker' air cleaner technology. Their latest unobstructed airflow inverted radius design air cleaner kits pull air in from the face of the air cleaner as well as the sides. Made in forged billet aluminum, each hidden breather is O-ringed at the heads and exits at the mouth of the injector/carb to provide "efficient breathing and a virtually closed loop system, eliminating the need for any external hoses or hardware. Also check out their new beveled, reusable billet oil filter featuring high-tech, laser-cut 304 stainless steel medical grade micronic cloth, a filter technology that is said to catch particles down to 35 microns, "about three times better than conventional premium oil filter media"; www.arlenness.com



Belt Drives Ltd (BDL): Recent new products from the Anaheim, California, manufacturer include an early belt drive Twin Cam upgrade kit, GMAQ brake calipers for 2017 models, a new enclosed primary featuring BDL's new 'Quiet Clutch' technology (available as a conversion or retro fit for Softail, FXR and Shovelhead models), newly redesigned pressure plates that "noticeably improve positive feel at the lever and ensure a flawless release onto the clutch pack and enhanced lock-up" for 1990-up open belt drive kits using the standard cable system, and 2014-up drives with the stock hydraulic clutch, new black 2" open drives for 1970 to 1978 Shovelheads, and new 2" wide open belt drive system kits for Touring and Softail models from 2007-up that feature a unique 2-piece motor plate design and BDL's patented "BPP" ball bearing pressure plate; www.beltdrives.com



Baker Drivetrain: "Get ready, it's almost ready." The Street version of Baker's much trailed "tightly tuned" mod-free install GrudgeBox' overdrive 6-speed late model builder's kit will feature straight cut 1st, 2nd and 3rd gears, helical 4th, 5th and 6th and is designed and geared for everyday highway riders with modern H-D horsepower – 2006 and later Dynas and 2007 and up Softails and Tourers. The Strip variant will have straight 1st, 2nd, 3rd, 4th, 5th and 6th gears, and is designed and geared for "performance buffs, racers and speed freaks seeking negligible power loss." www.bakerdrivetrain.com



Two Brothers Racing (TBR): Recent new products from the Californian exhaust manufacturer include 'Comp' series full systems for M-8 Fls, Scout models, Street Bob, Lowrider, Wide Glide or Fat Bob Dyna models and FXRs – plus this TBR "Power Tower" dealer POS introduced by TBR V-twin Sales Manager Mark Jacobs; www.twobros.com



Blackmore Manufacturing: Showcasing his recently updated 'Wedge II' frame mounted fairing, Bill Blackmore went "Back to the Future" for a concept made famous by the 'Vetter' fairings of the 1970s and 1980s – "a frame-mounted fairing is inherently more stable," says Bill. "It offers more wind protection and storage, and is less affected by side winds and the kind of pressure wave that every biker experiences when an 18-wheeler passes them on the Freeway." Manufactured in TPO (thermoplastic olefin or olefinic thermoplastic elastomers), an advanced form of ABS that has significant manufacturing process and durability advantages, each 'Wedge' fairing is supplied with a complete mounting kit, including all necessary brackets, fasteners and a wiring harness, in a finish that needs minimal preparation for paint; www.wedgefairing.com



Darkhorse Crankworks: The Newton, Wisconsin based division of Hoban Brothers is renowned for its blue-printed engine re-manufacturing and performance upgrade programs. Their "Man-O-War" Signature series crankshaft for 4 3/8" early and late and 4 5/8" late A-models came about as a result of distributor and dealer requests for new Darkhorse certified crankshaft assemblies. In partnership with top USA flywheel manufacturers who supply precision matched components, "Man-O-War" crankshafts are "affordable, top-of-the line crankshafts designed and built specifically for an intended application and customer, for a bottom end that will surely strengthen your bottom line," says General Manager John Dahmer, seen here right. "This is a product that will stand the test of time and torque. Our H-beam chromoly connecting rods have centerlines that are machined to within .0003" of each other. They are the only rod that can provide you a true .001" stack-up tolerance – increasingly the industry standard"; www.darkhorsecrankworks.com



Barnett Clutches & Cables: Recent new products from the respected Californian cables to clutches manufacturer include complete Scorpion clutch assemblies for '07-'16 Big Twins, clutch kits for 2017 FLs, Scorpion series clear derby covers, Big Twin clutch spring conversion kits, clutch cables for '14-'16 Chief, Chieftain, Roadmaster and Scout models; www.barnettclutches.com



Design Engineering Inc (DEI): A year ago, the award-winning Avon Lake, Ohio based noise control and thermal barrier specialist Design Engineering Inc. introduced an updated version of its award-winning flexible heat shields to include additional sizes and premium finishes. Since then further additions to the DEI range have included their Protective Split Sleeve – “great way to add additional protection to exposed wire looms, hoses and cables,” according to DEI’s Director of Motorcycle Products Brian VanKoevering. Most recently DEI has extended its best-selling titanium exhaust wrap with LR (lava rock) technology with a great looking satin black finish edition. Extremely popular with customizers and performance tuners, installation is easy because the material is more pliable and no pre-wetting is needed. It is temperature resistant to 1,800 degrees F (nearly 1,000 degrees C) and available in all of Design Engineering’s popular roll lengths; www.deipowersports.com



SuperTrapp Industries: From Jaybrake brand forward controls, Jardine accessories and EPS off-road radiators to Kerker and SuperTrapp disc system exhausts, the Cleveland, Ohio, manufacturer has updated its slip-ons, 2:1:2 bigger head pipes, Fatshots 2:1 and Bootlegger 2:1 systems for selected 2017 M-8 tourer, Softail and Dyna applications. Their 2:1 Fatshots are said to “deliver huge performance gains,” with discs added or subtracted to optimize power and sound. The 1.75” diameter primary pipes flow in to a 2.5” collector; equipped with a full coverage heat shield, the 3.5” chrome body flares out in to 4”; www.supetrapp.com



DP Brakes: Exclusively distributed by Drag Specialties, DP Brakes pads are derived from the first and original sintered brake pad design and material. As U.S. Sales Director Larry Mills explains: “Today more than 95% of all new motorcycles and ATVs - from such manufacturers as Harley-Davidson, Yamaha, Honda, Kawasaki, Suzuki and BMW - roll off the assembly line with sintered metal brake pads as original equipment (OE). As the only aftermarket manufacturer focusing exclusively on developing and producing sintered metal brake pads, DP Brakes is unique in the industry. Both as replacements and performance upgrades for OE sintered metal brake pads, DP Brakes’ complete product line offers fitments for every riding application, including racing, sport, touring and cruising; www.dp-brakes.com



KB Pistons: Best known for their ‘Silv-O’Lite’ and Keith Black racing piston brands, Carson City, Nevada based parent company United Engine and Machine is also known as one of the pioneers of the use of silicon enhanced hypereutectic alloys. In their KB V-twin program, headed up by Sales Director Marko Glush (behind counter, left, seen here with Hastings Ring’s VP Business Development Dan Qualls), KB Performance Pistons’ 4032 alloy forged piston applications include 113” engine combinations using the stock 4.375” stroke in 4.060,” 4.065” and 4.070” bore sizes. The company says that KB915C nets 10.5:1 with a 85cc Twin Cam head and 9.5:1 with a MVA 95cc head; KB661C nets 11:1 with a 85cc Twin Cam head and 10:1 with a MVA 95cc head. Both feature an anti-friction skirt coating and include Hastings rings, pins and locks; www.uempistons.com



Avon Tyres: Their unique Road Hazard and Cobra 15,000 mile warranty programs have been real winners for the U.S. owned British tire maker. Avon added to its Cobra applications last year with a 16” trike fitment. Though best known as the industry leading tire of choice for V-twin cruisers, Avon saw the credentials of the Cobra enhanced last year when it was selected by Triumph as OE fitment for the 2017 Bonneville Bobber; www.avonmoto.com



Rivera Primo: With the dust now settled on their move within the Greater L.A. area, Rivera Primo followed up the launch of their “Game Changer” 32-tooth compensator sprocket with the new Brute III Extreme enclosed belt drive for high horsepower street or competition applications requiring above average strength and reliability. Primo says that the 11mm 1-3/4” Kevlar poly chain super belt is extremely durable and designed expressly to live with the extreme shock loads generated by large displacement, highly modified American V-twins. It comes with their award-winning Pro-Clutch assembly. It fits between the stock or aftermarket inner and outer primary covers on Softails and Dyna models from 1990 to 2016; www.riveraprimo.com



Khrome Werks: One year on from their V-Twin Expo debut under the ownership of well-known Lincoln, Nebraska OE exhaust manufacturer Lincoln Industries, the beast truly has been unleashed. Khrome Werks is benefiting from R&D and equipment investments that have seen sales of industry legend Jim Preisler's designs grow in what can only be described as a challenging market for exhaust manufacturers. One of Lincoln's market leading core competencies has always been their high quality decorative nickel chrome and their 'Eclipse' finish – a proprietary high-temperature electroplated black chrome that produces a finish "that you feel you could just dive right into"; www.khromewerks.com



Kibblewhite Precision Machining: Will Kibblewhite (right, seen here with sales engineer Mike Perry) oversees a Pacifica, California, facility where the science of replacement and performance valvetrain really has been turned into an art form. From their acclaimed Black Diamond, Tensilite and White Diamond valve programs, to stems, retainers, springs, guides, seals, seats, tappets and shims, the "KPMI System" is materials and design matched system engineering that produces compatible components that work together in glorious harmony – a not inconsequential consideration where any engine is concerned, but not least in the V-twin layout; www.kpmi.us

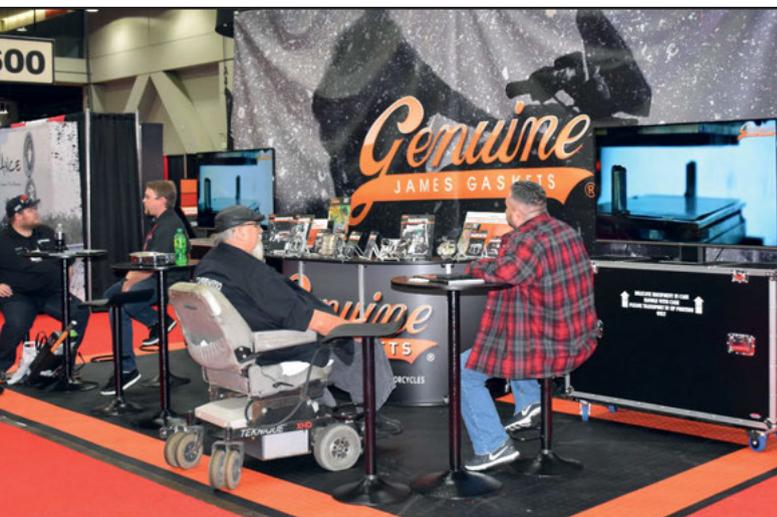


Mid-USA: The Hazelwood, Missouri based distributor's new 2017 'En-Cycle-Pedia' catalog showcased the results of another busy 12 months, adding further to its extensive own brand range, many new accessory brands, and a slew of products for Harley's 2017 M-8 Touring models. At over 1,100 pages, their 2017 catalog includes many specialty products that prove that it is the details that matter as well as the big ticket items; www.mid-usa.com

RAM Mounts: Ranging from universal to custom, RAM offers a wide variety of bases to choose from depending on the style of bike and desired mounting location. Each base connects to their patented double ball and socket design - RAM was introduced in 1992 and offers "thousands of modular products for any adventure." An innovative and versatile modular approach to managing a rider's "creature comforts" it centers on a system of ball and socket mounts that revolve around an elastomeric rubber ball - incorporating a non-slip feature and shock and vibration dampening. Materials include high quality assembly hardware, durable composites, steel, stainless steel, rubber and aluminum; the mounting bases and complete kits are manufactured in the USA and come with a lifetime warranty; www.rammount.com



Magnum Shielding: CEO Scott Hurwitz (left) and Engineering Manager Chris Hughson introduced the new Magnum 'Caliber' handlebar kits for 1 1/4" Bagger and Ape Hanger handlebars with 12," 14" and 16" height options for select ABS and non-ABS models. Based at Pittsford, New York, Magnum says this is the industry's only truly complete kit that combines great fitting and perfectly matching braided brake lines and control cables with their new chrome plated or black powdercoat finish premium quality 'Caliber' handlebars; check out their newly rebuilt website at www.magnumshielding.com



James Gaskets: The Dayton, Nevada based market leading gasket and seals manufacturer is working hard on a major new product project that is leveraging their state-of-the-art R&D, materials science and manufacturing investments with a program that will see them staying at the cutting edge of the late model replacement and performance gasket market; www.jamesgaskets.com



The Leatherworks Inc: Home of the 'Nickel' saddlebags, Aimee Thacher always gets animated where quality materials and genuine craftsmanship are concerned, and that passion translates into just about the best quality design and craftsman made motorcycle luggage money can buy. Check out their leather-matched fits for Indian models; www.leatherworksinc.com



NAMZ: Just three years on from buying and adding the Badlands line of lighting modules to his established range of NAMZ electronic components, Jeff Zielinski says he has completely re-engineered the line with new platforms to speed up the manufacturing process. Two new modules were launched this winter, using the same mold and same circuit board, have helped to reduce machine time while simplifying the bill of materials and increasing fill rates into the high 90s. "It also made for a near perfect module" says Jeff. "They already boasted a less than a 1% failure rate per 20,000 units sold, but now we have unprecedented flexibility for new module designs. We continue to grow the company by producing new modules for motorcycles – right through to Indian, Victory and late model CAN/Bus Harley-Davidsons. Jeff says: "We're so confident that we produce and engineer the very best lighting modules that we offer a lifetime warranty on all modules purchased after December 31st 2016. Why would you ever want to use anything else? Stay tuned as 2017 will be another banner year for NAMZ as we have some new items that are sure to thrill!"; www.namzccp.com



Paughco: The Carson City, Nevada based company continues to be one of the best manufacturers of frames, fenders, front ends, wheels, gas tanks, handlebars, triple trees, trike conversion components and everything in between. Founded in 1969, Paughco is one of the industry's primary "go to" sources for custom parts and accessories for Harleys; www.paughco.com



Memphis Shades: Recent new products from the Rossville, Tennessee based manufacturer include their spoiler windshields for Batwing fairings, 'No-Tool' Trigger-Lock windshield mount kits, their popular Fats and Slim windshields, and spoiler windshield for Road Glides that curves back towards the rider with an optically correct vertical section that sends the airstream up and over the rider; www.memphisshades.com



Spectro Oils of America: The Brookfield, Connecticut based v-twin oil specialist is again offering their annual pre-season stocking discount for existing and new dealers. From now until March 31st dealers can take advantage of this one-time offer to receive a 10% discount off their entire order. "The core of our business is a dealer first philosophy. We understand that the winter months can be tough for a majority of motorcycle dealers. We make this discount available before spring every year, so it's easier for dealers to stock up on the products they need before the spring rush happens," said Joe Russo, National Sales Manager for Spectro; www.spectro-oils.com



Le Pera: The legendary Californian seat manufacturer is in the second generation family ownership of Bob Le Pera Sr's daughter Christine and son Bob Le Pera Jr (right). Seen here with some random photo bomber (who actually looks a lot like Allen Alvarez of Daytona Twin Tec), Le Pera celebrate their 45th anniversary this year. Recent new products include their race-inspired Daytona sport seat, Aviator up front seat and Signature II chopper seat; www.lepera.com



Drag Specialties: The Janesville, Wisconsin headquartered market leading distributor continues to be a strong supporter of the market's independent specialist trade expo, as well as investing in events specifically for its own dealers. This year Drag Specialties will have hosted dealers at the Lucas Oil Stadium at Indianapolis just three weeks after V-Twin Expo (the new 'Indy'?) and will do so again at their annual National Vendor Presentations and dealer showcase at Madison, Wisconsin, at the end of August; www.dragspecialties.com



Goodridge: Founded by Stuart Goodridge in the UK in 1969, Goodridge braided stainless steel brake lines have been designed to offer "the very best in braking performance. Unlike factory fitted lines, Goodridge brake lines won't expand under pressure, giving you more precise braking right when you need it. Every Goodridge brake line is individually 100% pressure tested and guaranteed to be leak-free, corrosion resistant and backed by a lifetime guarantee"; www.goodridge.net



HorsePower Inc: The Indianapolis based performance specialist designs and manufactures a wide variety of throttle bodies, intakes, air cleaners and more to complete EFI builds. Newly available from HPI is what is said to be the only aftermarket throttle body upgrade for the 2017 M8 Harley-Davidson. A 60mm billet throttle body with fully CNC ported 1.900 intake port will be available later this spring; www.horsepowerinc.net



Hawk Performance: The Ohio based subsidiary of one time Harley OER brake pad manufacturer Wellman Friction Products (part of Carlisle Brake & Friction), Hawk offer aftermarket sintered metallic and NAO organic (Non Asbestos Organic) disc brake pads that "offer world-class braking performance for sport and heavy motorcycles. This product line combines the quality and fitment of Original Equipment with unsurpassed stopping power and quiet braking performance"; www.hawkperformance.com



RacePro: A familiar sight at American motorcycle rallies, the RacePro truck is a mobile showroom for many of the market's best known brand names – not least NGK spark plugs, Yuasa batteries, Schumacher Electric (battery chargers and testers) and Mikuni Carburetor – indeed, Race Pro owner Rob Hassay says "we offer access to the largest inventory of Mikuni carb replacement and service parts in the world!" www.888racepro.com



Daytona Twin Tec: Allen Alvarez, owner of the Florida based fuel injection tuning specialist, says "ours is the only complete EFI system of its kind. Available in AlphaN, 100kpa and 300kpa speed density formats, the TCFI systems take serious tuners and engine builders to the next level - without compromise." Allen was recently the recipient of a Lifetime Achievement Award by Easy Riders Magazine in recognition of his almost 40 years involvement with the motorcycle industry – a career that has seen him involved with a veritable "who's who" of many of the best respected names in the motorcycle aftermarket; www.daytona-twintec.com



Brock's Performance: New products from the Dayton, Ohio based performance specialist include these Slovenian made carbon fiber wheels by Rotobox and additions to their custom swingarm program. Well known for their Dyna Street-Pro and FXR Street-Pro swingarms, Brock Davidson's new performance bagger swingarm has been designed for high-power, high-torque applications. It allows you to shed up to 50% of unsprung weight compared to the stock design it replaces; www.brockperformance.com



K&P Engineering: Based at Littleton, Colorado, the proven technology of Dave Fisher's unique, environmentally friendly high performance stainless steel micronic, cleanable and reusable oil filters are said to deliver superior filtration and high flow rate. Using magnetic pre-filtering, they are unaffected by water, heat or pressure, easily inspected and meet or exceed manufacturer's specifications; www.kandpengineering.com

Rinehart Racing: Bought out two years ago by CEO Judd Hollifield when Gerald Rinehart heard the tempting call of retirement, recent new products from the Asheville, North Carolina based manufacturer include new slip-ons for 2017 Tourers, added to their popular 'Xtreme' true dual complete systems, Slimline and Classic duals, Touring 2-into-1s and Softail, Dyna, Sportster, Trike and Indian Motorcycle options; www.rineharttracing.com



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Energy One: Clutch specialist Kent Foltz (Santa Fe Springs, California) says all their clutch kits come complete with friction and steel plates, and the extra plates kits include springs. The friction plates are made with a maximum groove pattern for heat dissipation and oil circulation, with either 6061 T6 aluminum or high tempered steel core, with their race proven friction material. All steel plates are made with high tempered steel and vibratory deburred for extreme flatness for positive engagement and performance; www.energyoneclutches.com



Headwinds: Celebrating the 25th anniversary of his custom lights business this year, Joel Felty (center) makes some of the best quality motorcycle lights available. Recent new products include 7" LED headlights, complete bagger set-ups for FLST, FLH and Springer, and new 4 1/2" and 2" spotlights, plus a wide range of turn signals; www.headwinds.com



Dynojet: The North Las Vegas, Nevada performance tuning specialist says they started tuning 2017 Harleys as soon as they were in showrooms last August. The Power Vision, along with the "popular and affordable" tune license program, support the newest models available. New this year, the Power Vision CX supports 2014+ Indian motorcycles, Victory Octane, as well as 2008+ Victory 106ci models. The company says that "when it comes to tuning American V-twins, Dynojet has the best coverage available"; www.dynojet.com



RC Components: The Bowling Green, Kentucky based wheels to exhausts manufacturer has added three new designs to its lifetime warranty backed forged wheels program for 2017. The 5-spoke 'Clutch', the 10-spoke 'Maverick' and the 'Illusion' are available in sizes from 16" to 30" in chrome, black eclipse or gloss black finish in the case of the 'Illusion'. Selected designs and fits across the RC range are available with standard, "linked" or no ABS options and choice of matching front (left and right) and rear floating rotors, pulleys, sprockets and air cleaners; www.rccomponents.com



ASA Electronics: Recent new products from the Elkhart, Indiana based manufacturer include Jensen brand plug and play replacement stereo and speaker upgrade options. Their HD1BT650 Harley-Davidson direct replacement Power Sports audio kit scooped this year's V-Twin Expo Audio Product of the Year award; www.asaelectronics.com



P3R Flywheels: First seen at V-Twin Expo last year, patent pending P3R Polygon H-D Twin Cam crankshafts feature a heat-treated steel crankpin that has been polygon and cylindrically ground in one fixture for "absolute concentricity between the polygon pin ends and the bearing diameter with less than 0.0001 run out." The company says that "the P3R polygon flywheel can transmit three times as much torque as any other hub to cylindrical shaft assembly"; www.p3rflywheels.com

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Our 2017 FatBook cover bike — a stunning, custom Dyna with modern flair — is an outstanding showcase of what may be accomplished with a little inspiration. Visit with your Parts Europe sales representative and get into the FatBook, to help your customers plan their modern custom.

See the complete parts list at: dragspecialties.eu

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Twin EXPO
by Easyriders

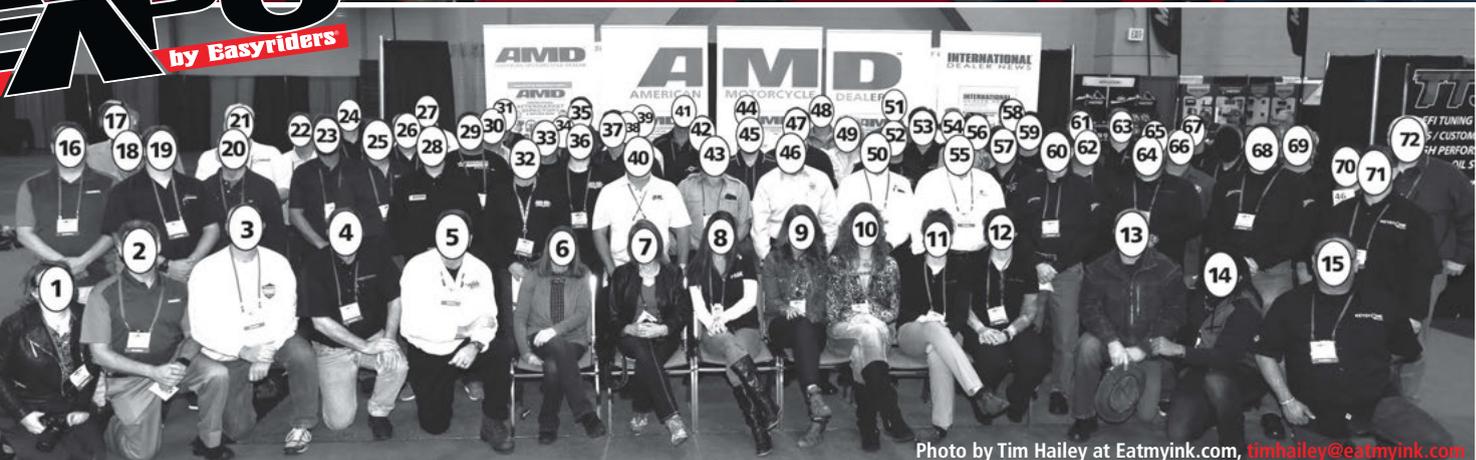


Photo by Tim Hailey at Eatmyink.com, timhailey@eatmyink.com

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Can you have too much black?

Pevely, Missouri based manufacturer and distributor Midwest Motorcycle Supply has added to its Ultima wheels program for 2017 with a third finish option for their popular 'King Spoke' wheels – 'Black-on-Black', which is added to their Black on Chrome and Chrome on Chrome wheels.

All available from 16" to 26", Ultima 'King Spoke' wheels have all steel construction with 48 solid spokes for durability. The look can be highlighted with matching polished stainless steel 'King Spoke' rotors and pulleys available in black, chrome or polished.

Also new for 2017, Ultima 60-spoke wheels come in sizes from 16" to 26" with a black billet hub, black rim and chrome spokes for a "true classic look."



**MIDWEST
MOTORCYCLE SUPPLY**
Pevely, Missouri, USA

Tel: 636 931 3200

midwest@midwestmc.net

www.midwestmc.net

www.ultimaproducts.com



Filler panel lights

These new filler panels with LED lights from Ciro are said to smooth out the rear of '06-'17 FLHX/FLTRX models "to create a finished, custom look."

Dramatically increasing rear visibility, the "unique" Ciro multi-function controller provides red running and brake lighting with amber turn signals.

Plasma LED turn signal technology "creates an effect that stands out even at great distance."

DRAG SPECIALTIES
Janesville, Wisconsin, USA

Tel: 608 758 1111

drag@dragspecialties.com

www.dragspecialties.com



Late model compensator bolt Torx socket

Camarillo, California based JIMS say that on 2014-present Big Twins Harley changed the compensating sprocket fastener to an internal drive, very large Torx bolt. The socket for this bolt can be difficult to find and most likely is not in most standard tool boxes. Often it can only be purchased in an expensive set. So JIMS now offers a quality, lifetime warranty backed 1/2" drive Torx socket for this application, priced affordably and sold individually.

JIMS
Camarillo, California, USA

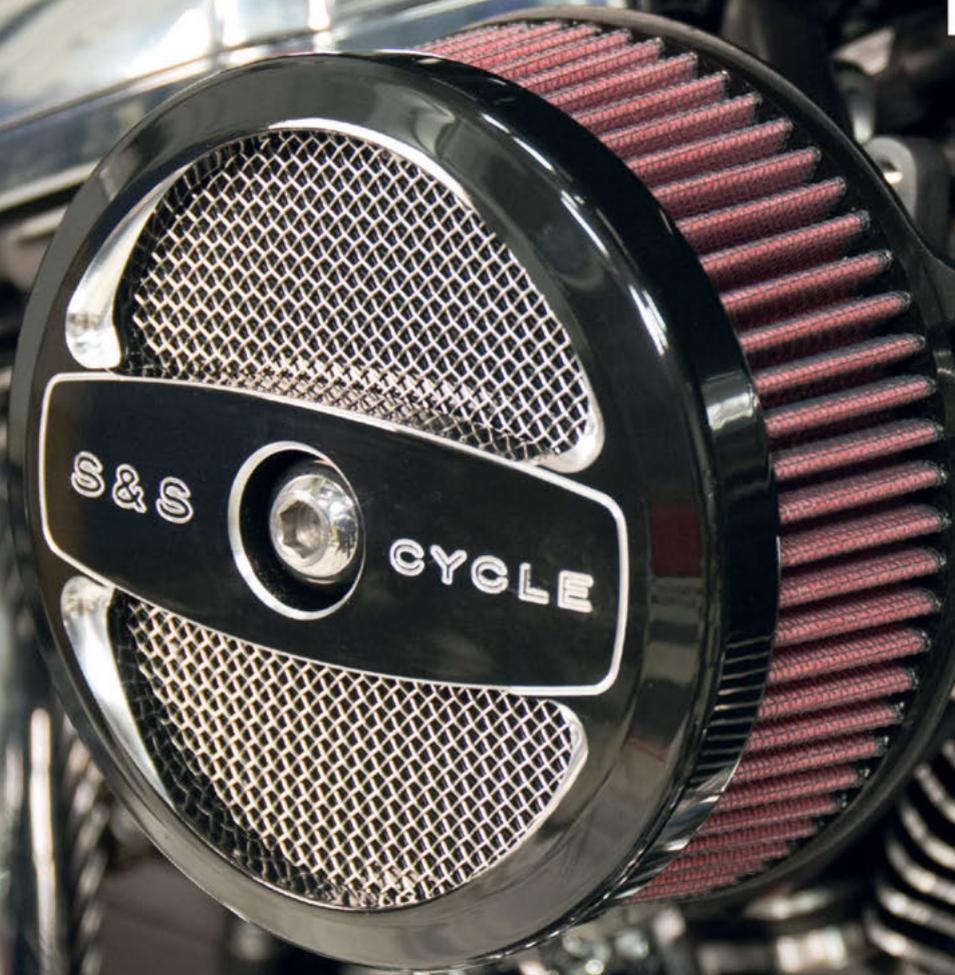
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Dimpled, ribbed or spiral

Available through Drag Specialties, these Ken's Factory grips and 4 1/8" and 4 1/2" male-mount footpegs are machined in aerospace grade T6 heat-treated 6061 billet aluminum.

Styles include ribbed, dimpled or spiral, in polished or 'Black Machine' finishes for most '84-'17 models.

Also seen here, Ken's Factory driver floorboards are in billet aluminum with rubber vibration-reducing inserts for a sure grip.

Available in anodized 'Black Machine' or polished finish, they measure 5 1/16" by 14 3/8" by 1 1/2"; suitable for '84-'17 FLT/FLHT, '09-'13 Trikes, '86-'17 FLST and '12-'16 FLD models.



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



Ken's Factory dimpled, ribbed and spiral style grips, with matching male-mount footpegs in 4 1/8" and 4 1/2"

Driver floorboards include vibration-reducing rubber inserts

GMA 2017 forward controls

Just released by GMA, a subsidiary of Californian manufacturer Belt Drives Limited (BDL), these updated forward controls incorporate reshaped mounting brackets that provide a lower profile and "unique, super clean appearance."

Additionally, GMA's FC-100 and 200 control kits now feature a splined shift shaft and shift shaft arm with pinch bolt for plenty of indexing options. The shaft is now larger in diameter, supported by an oil impregnated bronze bushing pressed into the left side mounting bracket, and fitted with an adjustable actuating rod and clevis design for the rear brake pedal - while retaining the adjustable indexing foot lever, which helps get the brake and shifter levers right where they are wanted.

The redesigned mounting brackets make for a simple,

unhindered installation and provide plenty of clearance for aftermarket frames. The new controls will fit standard OEM (3-hole) left and (2-hole) right side FX and early FL style frames. GMA cite application for 1986-1999 models, but they will fit earlier models; '70s Shovelhead applications will require a modified voltage regular mount.

Available with round or flat pegs, and a choice of show chrome, gloss black or polished finish.

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



Lower triple tree wind deflectors for Indian



Now available for select Indian models, these lower triple tree wind deflectors redirect wind and water passing through the fork legs downward to reduce noise levels, moisture and turbulent upward airflow between the tank and fairing. The durable stamped steel design mounts discreetly to the lower tree beneath the fairing for a clean look that's hardly noticeable. Kuryakyn, USA, www.kuryakyn.com



Bates 'Freedom' riding boot

Following up on their 'Bomber' riding boot in the February edition of AMD, Rockford, Michigan based Bates Footwear's 'Freedom' boot is said to offer "premium performance, protection and all-day comfort" and that all the materials used are "100% sourced and manufactured in the United States."

Constructed from water-resistant leather and nylon uppers, the 6-inch Freedom boot features a Dri-Lex lining to keep cool, dry and comfortable. Poron XRD (a lightweight, thin and breathable material that's engineered for repeated impact and shock

absorption) impact foam in the side panels offers total ankle protection, while leather toe shift reinforcements ensure durability. The boots are anchored by a rugged Italian designed Vibram rubber lug outsole for sure footing on and off the bike.

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"Oil Change in a Box"



Quick change kit



Oil change in a box

Californian oil blender Maxima's "Oil Change in a Box" is designed to ease the oil change process. Each kit comes with all necessary products to complete a full oil change including 20W-50 engine, transmission and primary oils, plus a K&N "Wrench-Off" oil filter in black or chrome.

Depending on the year and model, synthetic or mineral engine oil kits are available for coverage from '84 Evo engines right up to late model Twin Cams and '84 to present Sportsters. Also seen here, the Maxima "Quick Change Kit" includes one gallon of oil only, plus choice of K&N oil filters for '99 and up Twin Cams. Maxima 5WT, 10WT and 20WT V-Twin fork oil options are also available.

MAXIMA RACING OILS
Santee, California, USA
Tel: 619 449 5000
E-mail: sales@maximausa.com
www.maximausa.com



Seen here at the recent Tucker Rocky dealer event, Maxima's V-Twin Oils specialist Garrett Andrews says that "our oil change kit options are proving very popular as they give dealers the flexibility of service solution options they need"



Kraus inverted front forks for Tourers

The two most critical factors affecting motorcycle safety and handling are the tires and the suspension, especially at the front end.

The bigger (length of wheel base) and heavier the motorcycle, the more any front end component compromises or inherent design weaknesses affect the handling of the bike and the

comfort and safety of the riding experience. The well documented advantages of inverted front ends especially come into their own when trying to manage the inertia and energy dynamics created on performance upgraded bikes and heavy Tourers – applications where the stresses being placed on conventional fork tube and triple tree set-ups are at their greatest and at their most noticeable.

Cazadero, California based Kraus Motor Co say their "advanced engineered and high quality" ST inverted front end offers the option to convert FLH/FLT models "into finely tuned, great handling Sport Touring motorcycles."

Designed to bolt-up to stock FLH/FLT models, allowing the ability to run factory/stock wheels and bodywork if desired, Kraus say their kits come complete and ready for stock fitment. Appearance options include either gold Ohlins FG forks or black Race Tech forks with optional axial brake mounts for stock brakes. Kraus billet aluminum touring triple trees, axle and wheel spacer kits, rotor spacers and stock fitment fender mounts are included. Kraus say they recommend using a composite fender to reduce unsprung weight.

Direct bolt-on fitments for all 2000 - 2015 Touring models include FLHR Road King, FLHT Electra Glide, FLTR Road Glide and FLHX Street Glide, but they may fit other models subject to existing set-up.

KRAUS MOTOR CO
Cazadero, California, USA
Tel: 707 632 6252
info@krausmotorco.com
www.krausmotorco.com



S&S tuned induction air cleaners

One of the many S&S products available through Drag Specialties, these tuned induction air cleaners feature a swept forward two-in-one design that rams additional air into the cylinders to give a natural supercharging effect that increases mid-range torque.

Delivering nearly twice the filter area of a teardrop air cleaner, they are constructed with a chrome

runner and bracket (except where noted), backing plate, filters and hardware.

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When you've gotta have brass ...

Oklahoma City based Brass Balls Cycles are a "go-to" for genuine solid brass ribbed foot and toe pegs; machine-knurled for grip.

Dar Holdsworth's Brass Balls line, seen here at the Tucker Rocker Dealer Expo in February, includes 'bars, grips, risers, air cleaners, covers and pegs and is now available through Biker's Choice.



BRASS BALLS CYCLES
 Oklahoma City, Oklahoma, USA
 Tel: 405 270 0995
sales@brassballscycles.com
www.brassballscycles.com

Saddlemen 'Eliminator' seats and matching tail sections

Made by Saddlemen in California and available through Drag Specialties, these 'Eliminator' saddles and tail sections for solo riding tidy up and convert any motorcycle to give it some street tracker styling.

The tail sections feature an optional under-tail section to conceal the bottom of the tail, providing a completed fit and finish to the look. A weldable steel frame mounting hoop creates a solid foundation for the tail section; D-zus seat fasteners cleanly mount the seat for a pro-built look.

Taillights, license plate and turn signals require relocating; 27.25" length x 6" nose width x 10.75" midway width; sold in black

gel-coat finish - ready to prep, prime and paint.

The seats are designed to mount seamlessly with the 'Eliminator' tail sections; they fasten to the tail section using the integrated D-zus fittings; the seat base is durable marine grade fiberglass construction.

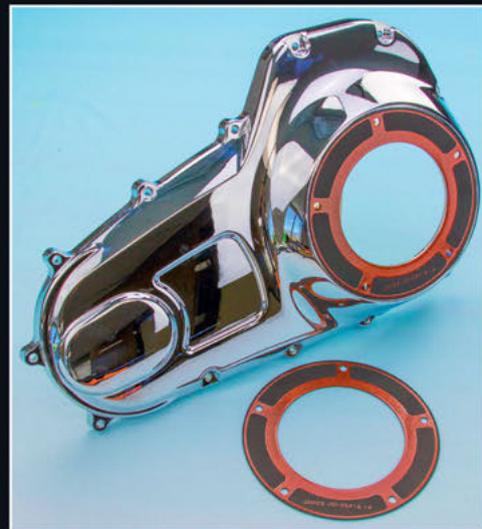
Available as Lattice stitch (LS) for retro styling or carbon fiber look for contemporary styling, they are 18.75" overall length x 9" widest dimension x 1.25" thick. Removal of the seat, fender and fender struts required; 100% durable marine grade fiberglass construction.

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The foam compresses, providing excellent torque retention sealability, with no additional sealants required.

Premium quality gaskets and seals for all Harley-Davidson® models 1936 to present

New products from HardDrive

HardDrive knurled grips



These beefy 1-1/2" diameter grips with fine knurling for excellent grip, without chewing up hands or gloves, have been precision CNC-machined from T6061 aluminum and are available in either black anodized, raw, polished or brass. "Quality is in the details," says HardDrive, "so using only solid brass, not plated like cheaper versions, we assure the finish will never fade or wear off. Available for cable throttle and throttle by wire models.

Lyndall 'Light Weight' wheels



Lyndall wheels "combine cutting edge design and beautiful craftsmanship in its truest form," according to HardDrive. The chrome or black B-52 and TT Tracker wheel styles are both said to be stronger and lighter than stock – "improving the performance, functionality and beauty of a bike like no other can." Matching pulleys, sprockets and rotors also available.

Pathfinder Road Glide LED headlights



Pathfinder LED is offering a new plug-n-play Road Glide headlight assembly that is said to shine further, wider and brighter than the halogen bulbs on the market. The LED projection style headlight is available in both chrome and black and installs into 2004-2013 Road Glide models with ease. Backed by a 1-year warranty, the multiple LEDs shine with 3000 effective lumens per bulb.

Rooke Customs dress-up kits



HardDrive American V-Twin Product's creative ambassador, Jesse Rooke, "has a long history in motorsports and custom bike building, and his racing style is expressed through these bolt-on colored accent pieces. These bold, anodized components are packaged together in a model-specific kit or available separately." Choice of red, blue, raw, polished, black and gold.

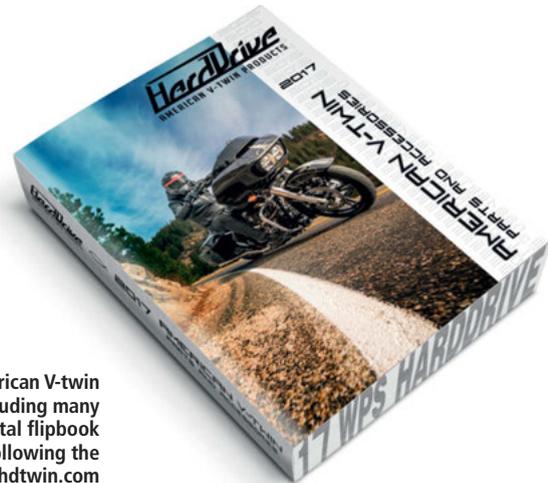
The 2017 HardDrive catalog is "packed full of American V-twin parts, accessories, chemicals, tools and more including many new and exciting products and brands." A digital flipbook version or full PDF download is available by following the links at www.hdtwin.com

West Eagle raised mid-controls

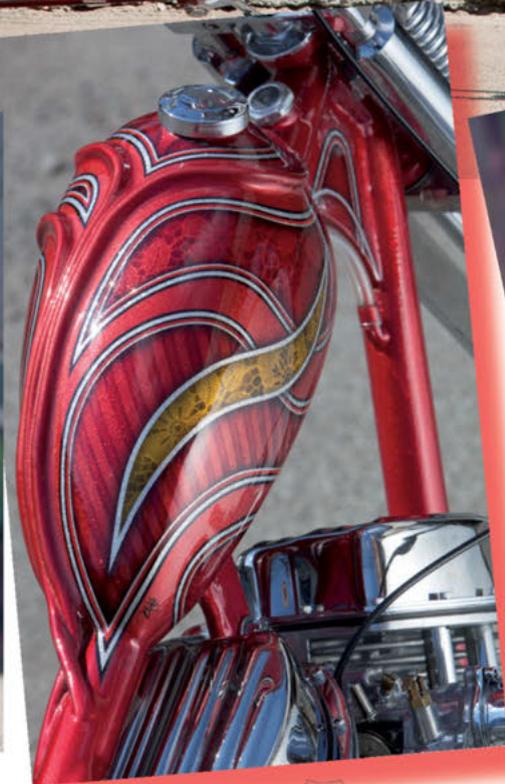


Raising the pegs on a Sporty or Dyna "gives a unique look and better cornering clearance." Designed by West Eagle, the mid-control foot location can be moved up 4" and back 1.5" on Dynas and up 2.5" and back 1.5" on Sportsters. Foot pegs and toe peg are not included. Applications include mid-control Sportsters '04-'13, mid-control and forward control Sportsters '14-up and mid-control Dynas '06-up.

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CC - 10/2017 - +33 (0)4 73 94 84 02 - "Francica" Bike courtesy of Billy ItalianChoppers - Pics by Steven Ramirez

"Monster Sucker" with hidden breather tech

Ness Enterprises have released a "Monster Sucker" 90-degree air cleaner kit featuring their award-winning, patented Big Sucker hidden breather technology with "more filter surface than any other aftermarket 90-degree design currently available."



for a rain sock. Filters are re-usable and do not require oil, just rinse and re-use.

The kits are available for 2017-up FLT models M-8s and can include CNC-machined forged billet aluminum throttle servo covers in deep cut 10-gauge of beveled styles; covers can be added at any time to any standard Monster Sucker kits that were originally purchased without covers.

Also seen here, these intricately machined forged billet aluminum construction speaker grills "for a

clean, sculpted look" are also available in 10-gauge, deep cut and beveled with a black anodized or chrome finish. Sold in pairs, they include the stainless mesh with matching billet dash accessories, windshield trim, horn kit, and more also available. Finally, this CNC-machined billet aluminum gauge



trim in deep cut, 10-gauge or beveled is a "simple and fast install that adds style to the inner fairing." Each style has matching speaker grills and tank dash accessories for the complete look; available in chrome or black.

ARLEN NESS

ARLEN NESS ENTERPRISES
 Dublin, California, USA
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Ness' hidden breathers are O-ringed at the heads and exit out of the mouth of the injector/carb to provide efficient engine breathing, maximizing performance and eliminating the need for any external hoses or hardware.

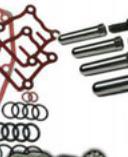
The inverted 90° style filter features a built-in inverted top to pull in air not only from all sides of the filter but also the front, which results in more performance-gaining airflow. Each filter is constructed from synthetic material that is water resistant, which in most cases eliminates the need



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Scout handlebar choices

Celebrating their 20th anniversary this year, Mitchell, South Dakota based Klock Werks say they are offering a "vintage touch" for the Scout 60 with their 'Klassic' handlebars (seen here).

Described as "an optimal choice for a more aggressive position, paired with our Klassic seat pan kit, they make a great start point for bringing a touch of Scout heritage to the late model.

"Bars can be the difference between an enjoyable ride and an uncomfortable one, and our 1" KlipHangers adjust to each rider's unique positioning - available with machined Klamps."

KLOCK WERKS
 Mitchell, South Dakota, USA
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Fuel injector



From Eastern Motorcycle Parts in Blackville, South Carolina, these replacement fuel injectors meet OE specifications and have the EV-6 USCAR connector; for '06-'17 Twin Cam models with cable throttle control. Available through Drag Specialties, USA, www.dragspecialties.com

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Small, powerful and smart

The new OptiMate 1+ has undergone improvements that has turned TecMate's entry level charger into a 'deluxe' battery maintainer. Delivered with a 1.8m (6ft) power cable (like all other OptiMate chargers) for security, convenience and versatility, two keyhole slots allow for easy wall mounting and there is a slot to fit a Velcro strap - shaped so that the charger can hang from a motorcycle's handlebar.

New attractive packaging showcases the high-quality OptiMate 1+ perfectly at the counter or on a rack or wall, guaranteed to generate that important consumer impulse buy.

High quality cable accessories are included – such as the O-04 battery clip, which is custom-designed to grip onto flat, square or round battery posts, and the O-01 weatherproof battery cable (-40°C rated 0.82mm² cable, 15A fuse), which comes with M6 rings that perfectly fit powersport battery hardware. A rubber boot and cap seals the SAE connector against water and dust.

The key to the strength of the OptiMate 1+ is the unique OptiMate 24-7-365 maintenance programme. OptiMate's "connect and forget/no more problems" claim has been proven and appreciated by millions of riders worldwide.

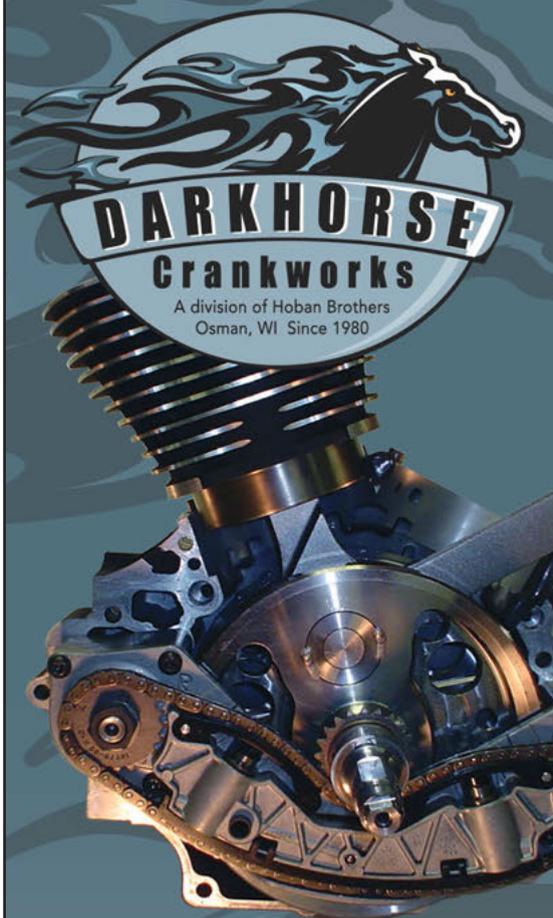
The OptiMate maintenance programme does not cycle the battery, it automatically connects and disconnects every hour, always monitoring and then replacing only the charge drained in that previous



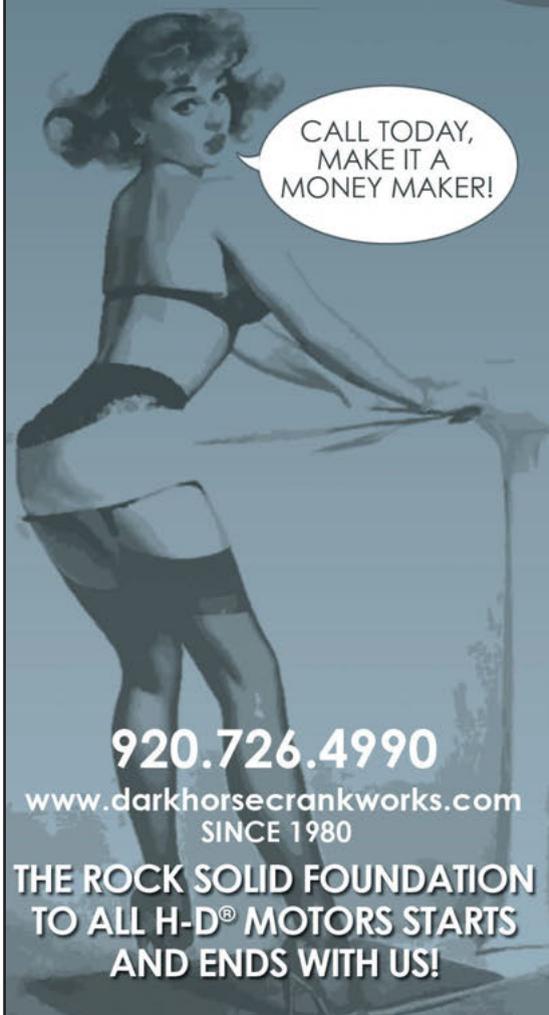
hour. The longer you leave the battery connected, the stronger it becomes!

A special low Volt pulse mode can 'wake up' the battery from as low as 4 Volts before it delivers constant current charge. If the battery is too far gone, this smart little charger won't simply "green light" that battery, as many other designs and brands do, instead it warns the rider that the battery cannot hold charge.

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Crankshaft position sensor



Twin Power has introduced a replacement crankshaft position sensor that is an exact O.E.M. fit, offering the same functionality as the stock sensor.

"The crankshaft position sensor is one of the most important parts of your motorcycle," says James Simonelli (seen here at the Tucker Rocky brand expo), Brand Manager for Twin Power. "When it goes bad, your bike isn't going anywhere. This new product will keep you on the road and solve a known problem cost-effectively." Simonelli went on to say that this product has been endurance tested to 60,000 miles to ensure sensor longevity, as well as 100% U.S. tested to O.E.M. specifications. It features an O.E.M.-style connector that provides an exact fit and has a unique coverage for Harley-Davidson applications.



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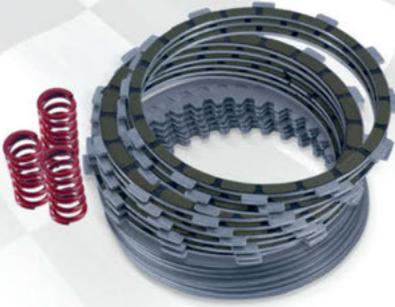
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More Pickard Tourer upgrades

Available on its own or as part of a specially priced package, this raked fairing for '13 and older Street Glides (also newly available for '14-up Street Glides), corrects the headlight angle on a 26 or 30 inch short neck kit in big wheel baggers.

As part of a short neck fairing package, it comes with American Suspension weld-on or bolt-on kit featuring the short neck and the triple trees as well as the raked outer fairing.

Pickard's 'Slip Fit Short Neck' allows the use of a 26in or 30in wheel on any Touring model '09-'14 and is described as being suitable for use with front air-ride systems. Once installed, the short neck allows more suspension travel and positions the forks in a more



vertical position to give the bike a smoother ride and reducing the amount of additional rake needed, keeping the trail closer to stock.

Also seen here, this "beat down" replacement Road Glide inner fairing (for 2013 and earlier) features a new 7" Double Din head unit mount and adapter (also available separately for stock radio upgrades), 6.5" speaker pods and modified glove box doors.

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Rigid Evo straight backbone and wishbone style frames

Wishbone style rigid 4, 5 and 6-speed frame with 30 degrees rake and zero stretch for 130/140 tires



These custom frames from Californian manufacturer Kraft Tech are manufactured in 1 1/4" DOM mandrel-bent TIG and MIG welded steel tubing with 30 degrees rake and 0" stretch.

Designed for 4, 5 and 6-speed transmissions (transmission plate available separately), they accept Evolution engines with clearance for cylinders up to .200" taller than the stock Evos. They use the stock '86 - '99 Softail oil tank and rear brake caliper. The gas tank mounts, rear axle, exhaust bracket, belt guard tabs and coil bungs are all available separately.

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New
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für Twin Cam und Evo !!!

Italian design Bagger parts

Italian custom bike builder and suspension specialist OttoDiCuori (ODC – check out their 'Milano' and 'Roma' inverted front forks) has a new series of Bagger parts designs available.

Seen here is a new LED equipped combo turn signal/tail/brake light unit that fits to the rear fender of 2014 and up touring models. The housings are made in black anodized aluminum and accept ODC's new lightweight license plate bracket.

Designed specifically for the Rushmore Street Glide batwing fairing, these special mount mirrors can be raked and moved to adjust for increased front wheel sizes, keeping the stock clean mirror look inside the fairing.

The grips and levers available from ODC are made in CNC aluminum with unique, durable, grip-friendly colorway-mix billet resin inserts. Available for all dual cable and throttle by wire models in a choice of black anodized, chrome, brass, grey anodized and bronze anodized.

ODC billet floorboards are available in chrome or black for Touring models and Softails. The shape and rubber mounting are designed for maximum long distance comfort.

International distribution is through Custom Chrome Europe.



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Comp Cams V-Thunder and Thumpr chain drive cams



Comp Cams' Thumpr chain drive cams for '06 Dyna Glide and '07-'17 Twin Cams are made in 8620 billet steel and feature a "sophisticated 'Endurance Ramp' lobe design that makes great power, but is easy on the tappets and the valve train"

Drag Specialties is stocking a wide range of performance upgrade engine parts manufactured by Memphis, Tennessee, based Comp Cams. Their 8620 billet steel cams feature a sophisticated "Endurance Ramp" lobe design that "makes great power, but is easy on the tappets and valve train for long life."

Cam sets include the TC-3103 - an "excellent bolt-in torque performance cam set" for 103"-110" engines that are described as delivering strong low end power - "the ideal cam for a sport touring feel that gives additional power gains when used with a performance exhaust and high flow air cleaner and immediate passing power when cruising in 6th gear,

with great power up to 5200 rpm."

Their mid-range performance TC-3102 cam set, also for 103"-110" engines, deliver the same strong low-end and mid-range power - "ideal for power up to 5400 rpm."

The TC-3103 cam set is a bolt-in for 103"-117" engines, but they "really shine when used with ported heads and added compression - awesome for 110" or 117" CVO kits with great power up to 5800 rpm."

Additional applications include cam sets for 103" - 120" and 110" and up (to 130") engines with modified heads and 10.5 compression for power to 6000 and 6200 rpm respectively and Thumpr chain

drive cams for '06 Dyna Glide and '07-'17 Twin Cams with the top-of-the range TC-4104 cam set "designed as a serious performance cam set for larger engines, giving outstanding performance in 120R, 124" and 130" engines - delivering a very wide power band and pulling great at up to 6400 rpm".

Also seen here, Comp Cams "Beehive" style valve spring kits are said to be a drop-in performance valve



Comp Cams' "Beehive" style valve spring kits and tool steel retainers for '05-'17 Twin Cams

train upgrade that deliver "a host of well-documented benefits over conventional cylindrical valve springs, for increased rpm capability with no rocker box clearance problems and industry-first lightweight tool steel retainers that are 30+ percent lighter with greater strength and durability than conventional chromoly steel retainers."

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



Replacement hydraulic cam chain tensioners

These stock replacement hydraulic cam chain tensioners made by Mojave, California based performance parts specialist Feuling Parts feature machined billet 6061 aluminum tensioner housings. The pads are injection-molded Nylon with added Teflon to increase wear and friction resistance. The tensioners are single piston, duplicating the output pressure of the stock units they replace, and the kits include ARP (Automotive Racing Components of Ventura, California) 12-point chrome moly hardware.

They fit Feuling, factory and SE '07-'16 cam plates



and conversion cam plates that are designed to run the early '99-'06 camshafts.

The inner and outer hydraulic tensioners (available separately or together) includes cams, chain drive and conversion cam plate.

Direct drop-in replacement injection-molded Nylon with added Teflon tensioner pads are available for the factory cast tensioner housings as well as the billet Feuling tensioner housings. The replacement pads include new hydraulic lash units.

FEULING PARTS
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Metalsport 34 incher with exclusive Vee Rubber 140/40/34

Best known for their Big Wheels, South Gate (Los Angeles), California based Metalsport Wheels, founded in 2007 by Ron Loynds, were one of the creators of the "Big Fronts", and have now unveiled a 34" wheel and Metalsport exclusive Vee Rubber 140/40/34 tire combo.

Based on a billet 3-D wheel, fully machined from start to finish in-house at Metalsport at their 30,000 sq ft facility, popular styles available include their 'Don Juan Torque', 'The Whip' (seen here), 'The 15-spoke' and 'The Corleone'.

Finishes include chrome, all black anodized and polished; matching

rotors are available in 11.5, 11.8, and

13" with 18" coming soon

- this wheel and tire

combo is slated to be ready for

shipping by the end of March, and

Metalsport say they are now taking deposits.



METALSPORT WHEELS
 South Gate, California, USA
 Tel: 562 776 9594
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www.metalsportwheels.com



Highway pegs with mounting arms

These highway pegs with mounting arms from Burlington, Wisconsin based Rivco fit 1 1/4" diameter highway bars and are available through Drag Specialties in ribbed, tapered or slotted styles in chrome or black, with 5" or 2 1/4" (chrome only) mounting arms. Drag Specialties, USA, www.dragspecialties.com



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New!

HHi Billet Fork Covers

HHi proudly announces the launch of their New Billet Fork Covers. These stunning taper cut covers come in Chrome, Black and Shadow Cut, in classic smooth or cutout styles.

The new covers fit both early and late style Touring Bike models and come in +1" to +4" lengths to fit applications from stock to 32".



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Back to the future with cast rocker box covers

With the family's engineering credentials in the European aerospace and other industries, personal riding passion saw Nico Esteves take the family name into the custom bike building and parts design and manufacturing business six years ago.

EMD (Esteves Motorcycle Designs) has now seen their fast-growing parts and accessory program picked up by Drag Specialties, and seen here are the cast rocker box covers featured in the 2017 'FatBook'.

Manufactured in die cast aluminum with CNC-milled gasket surfaces, they mount in place of the stock rocker box designs, using the factory hardware and gaskets.

They are available in raw finish or EMD's own 'Black Cut' finish.



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XR 'Trackster' rocker box covers - give Evo Sportsters an XR750 flat track racer look



Iron Evo rocker box covers – designed to add a vintage look to Evo engines



'Sherman' rocker box covers – bolt-on upgrades for 1999 – 2017 Twin Cam engines, these stock replacements "add cool, rigid, old-fashioned industrial style and class"

Shovel style rocker box covers – for retro look Shovelhead styling conversions on Evo engines



TBR 2-into-1 for 2017 Scout



France based purchasing portal provider and distribution, buying consortium and vendor representation specialist MAG Connection continues to expand the fast-growing range of products available to its dealers.

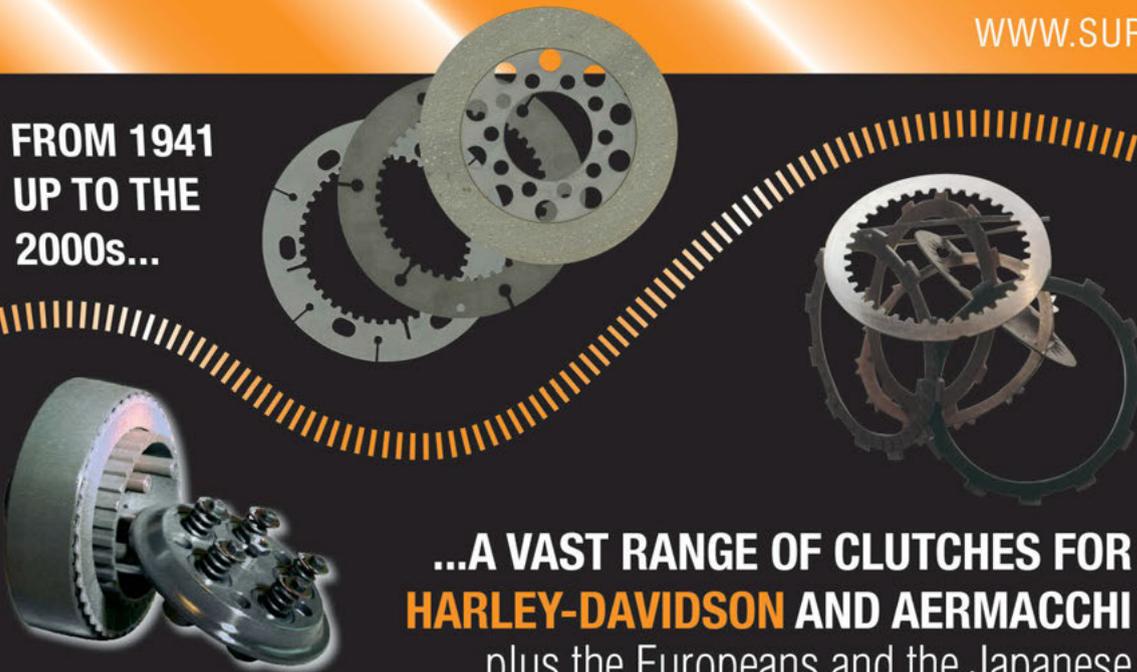
Seen here for the 2017 Indian Scout, this new mandrel bent stainless steel 2-into-1 with carbon end cap "accepts the stock O2 sensor and is designed and tuned for maximum possible increases in torque and horsepower." With hand TIG-welding and an upswept muffler for improved ground clearance, features include carbon fiber end cap and high temp SS wool packing material.



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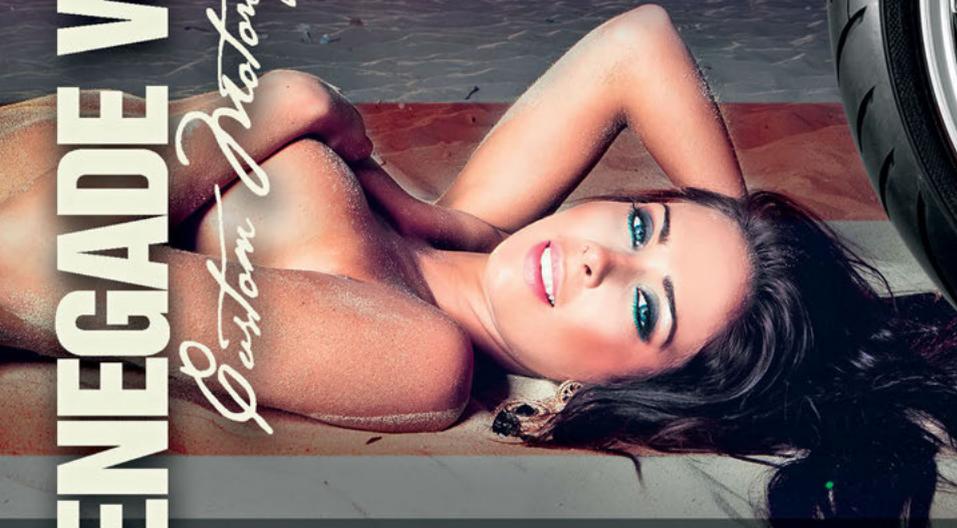
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RSD radial masters with mirror mount



These race-derived radial master cylinders with a built-in reservoir are said to "deliver stunning performance and feel for any bike, with classic RSD styling and no need to mount a separate external reservoir."

With fully adjustable levers and clearance for stock switch housings, this "versatile system will drastically improve the brake/clutch system from the master cylinder down."

The increased leverage produced by the radial technology is said to get the most out of the stock or aftermarket brake caliper; available for 1" bars, a twist adjuster modifies the lever distance from the handlebar. There are 2.5" of lever adjustment and brake light switch.

Compatible with OEM switch housings and CAN-Bus wiring, mirror mount clamps are sold with masters or individually. CNC-machined from billet aluminum, brake masters are available for 9/16" bore for single disc and 11/16" bore for dual disc applications; clutch masters are 11/16" bore; mounting hardware included.



ROLAND SANDS DESIGN
 Los Alamitos, California, USA
 Tel: 562 493 5297
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www.rolandsands.com

The 'Wall' saddle

This is a new incarnation of an old favorite seat design from Hollister, California based specialist Corbin Saddles – designed for '07 - '16 Sportsters with the standard 3.3 gallon fuel tank.

The classic Corbin fastback has been a top seller, known as the 'Wall' because of the impressive five and a half inches of vertical back support brought about by the raised tail section. Very effective for hot rodded bikes and cafe racers, where a less reclined posture is desired, up front the ergonomically designed platform increases the area of body contact to disperse rider weight evenly and eliminate hot spots.

Dished in the center to eliminate pressure on the tailbone, the nose of the saddle has been sculpted narrow to provide for good ground reach.

Corbin's exclusive Comfort Cell foam provides resilient comfort and a low seating



platform for a slim profile. High density foam provides a long-lasting ride and plenty of support. The entire saddle touches the bike only with rubber bumpers to protect the paint, and it is said to provide a perfect fit and contours the crown and profile of the fender. It installs using a tongue in the front and a single bolt into the fender at the rear.

CORBIN
 Hollister, California, USA
 Tel: 831 634 1100
www.corbin.com

Z-Bars with built-in LEDs

These new bars from Paughco feature a modified Z-Bar design, and each set is 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. The bars are pre-slotted for internal wiring. Available in 1 inch and 1 1/4 inch diameters with choice of 5", 8", 12" and 16" rise in chrome or black finish; not compatible with throttle-by-wire applications. Paughco, USA, www.paughco.com

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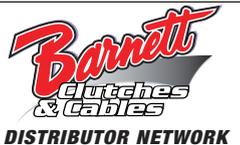
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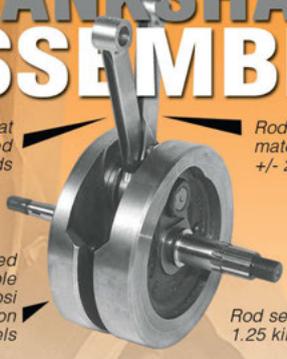
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AIMExpo creates strategic partnerships with local dealers in new host city of Columbus, Ohio

Following the announcement that the 2017 American International Motorcycle Expo (AIMExpo) would be relocating to Columbus, Ohio, for the fifth annual event, two of the best known dealerships in the USA - A.D. Farrow Co. Harley-Davidson (A.D. Farrow) and Iron Pony Motorsports (Iron Pony) - "each expressed a desire to lend their local expertise to make AIMExpo's move to the heartland of powersports a greater success," says AIMExpo organizer MIC Events.

"Both dealerships call Ohio's capital home and will be working together with the AIMExpo team to help communicate the value of AIMExpo's platform in its new host city to the greater powersports industry and to the region's deep enthusiast consumer base." AIMExpo will take over the Greater Columbus Convention Center this September 21-24.

A.D. Farrow is one of the most successful and storied Harley-Davidson dealerships in the United States, celebrating its 105th anniversary this year, first opening its doors in nearby Nelsonville, Ohio, in 1912. Now with three locations in the area, A.D. Farrow is Harley's oldest authorized dealer.



"Columbus is everything our industry needs to have a great gathering," said Bob Althoff, Dealer Principal, A.D. Farrow Co. Harley-Davidson. "First, it is a friendly place, and I sense a real anticipation on the part of folks hereabouts to roll out the red carpet for AIMExpo. Second, there is a concentration of riders here in central Ohio who will, I assure you, turn out in a big way. The visuals surrounding this year's AIMExpo will be a remarkable sight, and with perfect weather in late September, Columbus will be a terrific ride-in destination."

Iron Pony Motorsports boasts one of the largest dealerships in the United States, representing 12 different manufacturers inside its 133,000-square foot showroom. The family-owned dealership has been in business since 1975 and is dedicated to making the user experience the best it can be. This includes aisle after aisle



of OEM and aftermarket products, hosting a rental program through EagleRider Columbus, and offering its Iron Pony Riding Academy in association with Motorcycle Safety Foundation and Motorcycle Ohio safety instructors.

"The city of Columbus and the surrounding region is full of passionate motorcycle riders and powersports enthusiasts," said Frank Lark, Vice President of Marketing at Iron Pony Motorsports Group. "We interact with them inside our dealerships and ride alongside many of these folks, so we know firsthand there is a real desire to have a show here in Columbus that is the caliber of AIMExpo. We're thrilled to be working

with the AIMExpo team to help build excitement and make 2017 the best year yet!"

As dedicated, high profile family-owned dealers, A.D. Farrow and Iron Pony will work alongside the AIMExpo team to integrate and build exposure for the event in the region surrounding Columbus. A co-branded presence at regional events, expanded advertising, marketing and social media campaigns, exclusive access for loyal customers of each dealership, and other initiatives will highlight the strategic partnerships.

"With 41% of U.S. powersports dealers within a 500-mile radius of the city, we're looking to key local partners to help us tell the story of 'Why Columbus', and why dealers and consumers - both near and far - should visit AIMExpo," said Larry Little, Vice President & General Manager, AIMExpo. "This strategic partnership with two of the most prestigious and influential dealerships in and around America's 15th largest city is an important step in connecting the industry with the region, and in creating the setting for Columbus to become 'Powerports USA' to AIMExpo's domestic and international visitors."



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