



AMERICAN MOTORCYCLE DEALER

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First quarter market share and stock price gains in the U.S. as reduced shipments help dealers move MY 2016 carry-over inventory

Harley-Davidson's first quarter 2017 results paint a mixed picture of the company's fortunes. Overall, their performance to March 31 was no worse than the factory had been forecasting when reacting to the "new reality" that their 2016 annual results represented back in January, with "First quarter U.S. retail sales in line with our projections," according to CEO Matt Levatich.

"We remain confident in our full-year plan despite international retail sales being down in the first quarter. We are very pleased with our continued growth in U.S. market share and the progress our U.S. dealers made in reducing their inventory of 2016 motorcycles in the quarter."

Harley-Davidson retail motorcycle sales in the U.S. were down -5.7 percent compared to the year-ago quarter, driven by soft industry sales and the company's decision to reduce shipments of model year 2017

motorcycles - a decision that appears to have succeeded in helping dealers focus on selling down their model year 2016 retail inventory. Harley's U.S. market share for the quarter was 51.3 percent in the 601cc-plus segment, up compared to the first quarter in 2016.

Overall, international retail sales decreased -1.8 percent compared to the same quarter in 2016, resulting in worldwide Harley retail motorcycle

“grow international to 50 percent of sales”

sales being down -4.2 percent compared to the same period in 2016. International retail sales were down behind weak sales in Asia Pacific (in particular, but partially offset by strong growth in percentage terms in Latin America). Retail sales in EMEA and Canada were both down as they competed against strong prior year first

quarter growth of +8.8 percent and +16.3 percent respectively.

However, at just -0.4 percent down, their EMEA (mostly European) sales have actually held up well in the context of poor official "new model" first quarter registration statistics in Europe. Triggered by a rush in the final quarter of 2016 to pre-register held-over Euro 3 compliant inventory (in advance of the January 1 deadline for Euro 4 new model compliance), reported first quarter demand in Europe is being artificially suppressed as tens of thousands of zero mileage pre-registered motorcycles (from all manufacturers) sat in dealer showrooms with massive discounts and incentives.

Following their 2016 fiscals, the company started to cast its "long-term strategy" as a ten-year plan – citing the objectives it has set itself as achievements to be realized through 2027. In doing so Harley has reiterated the plans unveiled in January this year, now adding more detail to the bones of

Continues on page 8 >>>

MAY 2017
ISSUE #214



2017 SHOW REVIEW



JOHN PARHAM RIP



El Lunes

This is 'El Lunes', a 2004 Sportster based 6th placed Freestyle entry at the 2016 AMD World Championship by Racz Arpad Dorin (Anarchy-Custom) from Cluj, Romania - see more on pages 32 and 33 ...



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POST MASTER

AMD (ISSN 1465-7627) is published monthly by Dealer-World.com, 5, Rendlesham Mews, Rendlesham, Woodbridge, Suffolk, IP12 2SZ, United Kingdom. Subscription price \$200 per year.

Postmaster: Please send address changes to: AMD, Dealer-World.com, 5, Rendlesham Mews, Rendlesham, Woodbridge, Suffolk, IP12 2SZ, United Kingdom or e-mail to ben.bradley@dealer-world.com

PRINT BY WARNERS MIDLANDS
BOURNE, LINCOLNSHIRE, GB

ISSN 1465-7627

**Comment**

Robin Bradley laments the passing of a friend and what feels like the end of an era in which everything was new and fun

**Indonesia**

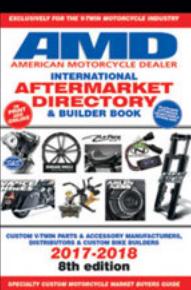
'Showbike Fighting' Jakarta is the latest event to join the AMD World Championship of Custom Bike Building Affiliate Network and choose a winner for 'AMD XIII' at 'INTERMOT Customized' in Germany in October 2018

**Parts Unlimited & Drag Specialties bring back "Indy" ... 17-31**

Robin Bradley and his camera spent two days in parts and accessory heaven as the industry returns to the scene of past crimes

PROGUIDE:

The new, the best and the must-haves

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Everyone's friend

For me, and I sense for a lot of other people too, there is a sense of 'fin de siècle' about the passing of John Parham. In its creation, establishment, growth, metamorphosis and eventual sale, the story of the J&P Cycles business that John and wife Jill built over three decades is a story that feels like it provides a timeline of the evolution of our entire industry.

From humble enthusiast beginnings to being in the right place with the right idea at the right time as the custom parts and accessory industry exploded beyond anyone's wildest expectations, their mail order 'super-dealership' reflected the changes in motorcycle tastes and technology we have seen since the 1980s, not just the changes in scale.

John and Jill's business life also became a test case study of the impacts that

changes in technology of another kind would have on all our lives. At around the time we all had our first US Robotics 9600 modems (remember them?) and the emergence of the first websites in the mid-1990s, I remember John saying that he was reading that new generations of technology were going to have a huge impact on our businesses. For a man who was Iowa through and through, and who never had a big-time college education, people underestimated John's capacity for curiosity and an open mind at their peril. We identified each other as fellow travelers when it came to get all enthused about new ideas and the benefits of change – I'm sure he must have driven Jill mad. I read somewhere that she decided early on that their offices had to be on opposite sides of their building just as soon as they had something that was large enough to afford the luxury of space for anything other than boxes upon boxes of parts and John's memorabilia.

John read widely and traveled extensively to go on courses and find out how to operate, market and develop a mail order business. When technology started to change traditional print catalog mail order, it was through trial and error that he and Jill were able to become successful early adopters where e-commerce was concerned. Through the prism of my own 'early days' limited experience in such matters, it appeared to me that they were always experimenting with the latest thinking; always eyeing the cutting edge of many of the practices and techniques that eventually became the staples of doing business online.

However, being in an industry that was a personal passion in John's case, and one that still remains much more of a bespoke than a commodity market to this day, it has always seemed to me that what John and Jill achieved was to develop a unique recipe that adroitly fused the often mutually incompatible demands of enthusiast led markets with large scale inventory management and e-commerce fulfilment.

The 'front office' look and feel of everything that J&P Cycles did (and still does thanks to having John and Jill's son Zach at the helm) always makes the customer feel like a rider and not just a consumer. The behind the scenes service delivery is

driven by state of the art technology and techniques that serves rather than shapes the mission ... an Amazon specifically for bikers before there was an Amazon for all.

J&P Cycles was never algorithm first, values last – as far as its customers are concerned it was and largely still remains passion and enthusiasm first and last, and in the largest part this is testimony to John and Jill and their early days of standing for hours in freezing tents and halls, selling and trading piles of often obscure used parts.

While selling off their promotions business back in the early 1990s was a major step and a huge leap of faith, it was a necessary one, and the experience of talking directly, face to face with riders about what they needed or thought they wanted for their pride and joy was experience that carried them into the success that J&P

Cycles eventually became.

I've written elsewhere about the first time I had the honor of meeting John, and like so many of us, there are just so many John Parham anecdotes I could share. From him hiding the booze bottle in a paper bag in typical American fashion late one night when we were on the Harwich, England to Hook-of-Holland overnight ferry, through to the 'Baywatch' moment we shared on that same trip when the cop that caught us speeding in Holland

turned out to be a statuesque 5ft 10 inch thirty something 36-26-36 blond in spray-on leathers – throwing her leg nonchalantly over her parked police spec Beemer, shaking her hair loose as she removed her helmet and pulled her zipper down to reach in for her ticket pad.

There were the shared trips to places such as the now infamous Custom Chrome Dealer Shows in California, where John would introduce me around and tell me who was buying from whom and who was shafting whom (sometimes literally as well as figuratively); and then there was the time when John rescued my sad ass after I'd (for some dumb reason) thought it would be a good idea to embrace the 'Daytona Bike Week' experience by staying in a crappy old rented RV in the parking lot behind Carl's Speed Shop, when scumbags robbed and shot the guy in the next van!

But that's the thing – everyone has JP anecdotes and everyone only ever has great things to say about him. He was a "Universal Man" who was universally liked and admired, and if there were more guys like him in this world, Man would it be a better place!

John used to enjoy reading this column – so this one's for you bud!

Robin Bradley

Co-owner/Editor-in-Chief

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HARLEY-DAVIDSON RETAIL MOTORCYCLE SALES

	1ST QUARTER		
	2017	2016	Change
U.S.	33,316	35,326	-5.7%
Canada	2,361	2,470	-4.4%
Latin America	2,342	1,886	24.2%
EMEA	10,167	10,210	-0.4%
Asia Pacific	6,863	7,566	-9.3%
International Total	21,733	22,132	-1.8%
Worldwide Total	55,049	57,458	-4.2%

<<< Continued from cover

its prior statements - not least in terms of the increasing emphasis it continues to place on its international business. "We recently announced our plan to build the next generation of Harley-Davidson riders globally. We are energized by our focused strategy, and we believe our powerful brand and commitment to excellence will position us to drive demand for our products and grow our sport," said Levatich.

Harley's Q1 statement lists its five key 10-year objectives as aiming to "build" two million new Harley-Davidson riders in the U.S.; grow international business to "50 percent of annual volume" (which is hugely ambitious given the nature of the competition it faces outside the U.S.); launch 100 new "high-impact" motorcycles (which means it is ramping up its 50 new models in the next five- year plan dramatically); deliver "superior return on invested capital" for Harley-Davidson Motor Company - the ownership vehicle through which it has its S&P 500 share listing and, in a clear side-swipe at those who think the present domestic U.S. political climate should result in an abrogation of corporate responsibility in such matters, Harley says it intends that the growth of its business should be achieved "without growing its environmental impact."

By way of a three-year strategic focus Harley says that in addition to creating new customers and launching new models it wants to strengthen and expand its dealer network, target competitive riders, expand its H-D Touring offer still further, maintain its Premium Brand status and embrace used H-D motorcycles (Harley added seven new dealerships internationally during the first quarter of 2017 and is targeting between 150 and 200 more international dealers by the end of 2020).

For 2017, Harley-Davidson continues to anticipate full-year motorcycle shipments to be flat to down modestly in comparison to 2016; the company says it expects to ship approximately 80,000 to 85,000 motorcycles in the second quarter of 2017. Harley-Davidson continues to expect full-year 2017 operating and gross margin as a percent of revenue to be approximately in line with 2016, and for full-year 2017 capital expenditures to be \$200 million to \$220 million. First quarter 2017 diluted EPS decreased -22.8 percent to \$1.05 compared to \$1.36 in the same period of 2016. First quarter net income was \$186.4 million on consolidated revenue of \$1.50 billion versus net income of \$250.5 million on consolidated revenue of \$1.75 billion in the first quarter of last year.

Harley-Davidson sales revenue and production data...

1st quarter 2017

Income statements in \$1,000s (except share)	THREE MONTHS ENDED	
	MARCH 2017	MARCH 2016
Net sales revenue	\$1,328,711	\$1,576,610
Gross profit	\$477,485	\$590,280
Total operating income	\$291,478	\$388,828
Net income	\$186,369	\$250,489
Diluted earnings per common share	\$1.05	\$1.36
NET SALES REVENUE		
Figures are shown in \$1,000s	THREE MONTHS ENDED	
	MARCH 2017	MARCH 2016
H-D Motorcycles	\$1,099,702	\$1,317,578
Parts & Accessories	\$169,025	\$183,705
General Merchandise	\$55,836	\$70,618
Total	\$1,328,711	\$1,576,610
MOTORCYCLE SHIPMENT DATA <small>NOTE: H-D MOTORCYCLE SHIPMENT DATA IS NOT THE SAME AS RETAIL REGISTRATIONS</small>		
United States	45,784	57,635
Exports	25,047	25,401
Total H-D	70,831	83,036
PRODUCT MIX		
	MARCH 2017	MARCH 2016
Touring	29,068	38,497
Custom	25,154	26,929
Sportster	16,609	17,610
Total	70,831	83,036
RETAIL SALES OF H-D MOTORCYCLES:		
	MARCH 2017	MARCH 2016
United States	33,316	35,326
Canada	2,361	2,470
Europe	10,167	10,210
Asia Pacific Region	6,863	7,566
Latin America Region	2,342	1,886
Total	55,049	57,458



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<<< Contined from page 64

supplier arrangements.

Gross profit for the first quarter of 2017 was a negative \$19.9 million compared to positive \$27.3 million in the first quarter of 2016. Adjusted for the Victory wind-down costs of \$38.6 million, motorcycle gross profit was a positive \$18.7 million, down from the first quarter last year due to product mix and lower Slingshot volume.

Overall gross profit decreased two percent to \$242.5 million for the first quarter of 2017 from \$247.6 million in the first quarter of 2016. As a percentage of sales, reported gross profit margin was 21.0 percent compared with 25.2 percent of sales for the first quarter of 2016.

International sales to customers outside of North America totaled \$166.2 million for the first quarter of 2017, including PG&A, up two percent from the same period in 2016.

During the first quarter 2017, the company repurchased and retired 256,000 shares of its common stock for \$21.8 million. As of March 31, 2017, the company has authorization from its Board of Directors to repurchase up to an additional 7.2 million shares of Polaris stock.

The company guidance range for the full year 2017 remains unchanged. Polaris says it expects adjusted net income to be in the range of \$4.25 to \$4.50 per diluted share, compared with adjusted net income of \$3.48 per diluted share for 2016. Full year 2017 adjusted sales are anticipated to increase in the range of 10 percent to 13 percent over 2016 sales of \$4,516.6 million, also unchanged from previously issued guidance.

First quarter 2017 reported net loss was \$0.05 per diluted share; adjusted net



Polaris CEO Scott Wine: "We saw continued strong performance from Indian Motorcycle, and our ORV business improved its performance in the face of heavy competitive activity and a sluggish powersports environment"



POLARIS
INDUSTRIES INC.

SALES (in thousands US \$)

THREE MONTHS ENDED MARCH 31

	2017	2016	Change
ORV/Snowmobiles	724,103	708,103	2%
Motorcycles	120,289	185,267	-35%
Global Adjacent Markets	91,555	74,109	24%
Aftermarket	217,835	15,517	1304%
Total sales	1,153,782	982,996	17%
Gross profit by segment			
ORV/Snowmobiles	212,959	205,987	3%
% of sales	29.40%	29.10%	+32 bps
Motorcycles	-19,881	27,259	-173%
% of sales	-16.5%	14.70%	-3,124 bps
Global Adjacent Markets	28,098	20,383	38%
% of sales	30.70%	27.50%	+319 bps
Aftermarket	41,564	4,699	785%
% of sales	19.10%	30.30%	-1,120 bps
Corporate	-20,249	-10,750	
Total gross profit	242,491	247,578	-2%
Gross profit %	21.00%	25.20%	-417 bps

income for the same period was \$0.75 per diluted share, slightly ahead of expectations

Total dealer inventory was down 8% year-over-year; ORV dealer inventory was down 9%.

Polaris reiterated its full year 2017 outlook with adjusted net income expected to be in the range of \$4.25 to \$4.50 per diluted share, with adjusted sales for the full year 2017 expected to be in the range of up 10% to 13%.

NEWS BRIEFS

Congratulations to Athena "Chickie" Ransom and her husband Donnie – after several years of difficulty following a bad motorcycle accident (like there's a good one?) and serious family illness, Athena has been able to re-open her Pompano Beach Fl. Vagabond Choppers emporium.

BMW Motorrad has reported worldwide unit sales of 18,265/+10.9 percent for March 2017 and 35,636/+5.5 percent for the first quarter.

The Exhibitor Services Guide and approved housing service links for the 2017 AIMExpo presented by Nationwide in Columbus, Ohio, (September 21 – 24) are now available at the show website: www.aimexpousa.com.

Stunning Show Fact # 10,971 – there are 28 local breweries in the Columbus region, and with more than half of them opening in the last five years, local residents have been inspired to create the "Columbus Ale Trail", however, caveat emptor – it is not a circular route!

Following what it says were "all-time record high retail sales" in 2016, Triumph Motorcycles America has announced that the Bonneville Bobber has been "the most successful new model launch" in their history, and that with five new models added to the Bonneville family for 2017, the company has reported total unit sales up by +15 percent for the first quarter in North America.

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Over 80,000 visitors see the new AMD World Championship affiliate custom bike show in Jakarta, Indonesia

Held on the first weekend of April, congratulations to Indramawan (Managing Editor) and the team at Otoplus Magazine in Indonesia – after more than ten years hoping that they would one day be able to stage an AMD World Championship of Custom Bike Building affiliate event in Indonesia, the 2017 "Showbike Fighting" at the 18th Otobursa Tumblek Blek, a leading Indonesian automotive expo in Jakarta, saw more than 80,000 people exposed to the passion, innovation and craftsmanship of the burgeoning custom motorcycle scene in Indonesia. Congratulations too to 'Veroland' of Kickass Choppers in Indonesia for taking the win that will see him receiving bike freight and travel/accommodation expenses to be able to compete at 'AMD XII' - the 2018 AMD World Championship at INTERMOT 'Customized' at Cologne, Germany, in October next year.

His 1948 Panhead beat off the challenge of Nicko Eigert's (Smoked Garage) Ducati SF 848 (second) and Lufti Ardika (Queen Lekha Choppers), who scored third with a Shovelhead and fourth with a Sportster.

Using an original engine with matching number stock rigid frame, 'Veroland' kept 'Pantastico' pure and simple, with

the springer front end and aftermarket performance components such as a 65 Morris Magneto, L-series S&S carbs, CCE rocker boxes, BDL belt drive, Radir 18 x 3 front and rear wheels and modified Wassel fuel tank with handmade fender, seat and exhaust – "there's no battery" says 'Veroland', "just gas, kicker and big sparks"!

Statistically Indonesia is the third largest motorcycle/PTW (Powered Two-Wheeler) market in the world. It hasn't really been on the northern hemisphere's radar as a hotbed of custom bike building culture to date, but, as with elsewhere in Asia, that is changing.

There are currently five Harley dealers in Indonesia (three of them in the capital Jakarta), and there has always been a small but passionate custom scene there, one that pre-dates Harley's official arrival in the country.

Unlike other custom bike competitions, the AMDWorld Championship program has always been as much about "spreading the word" as it has been about rewarding excellence, and with a population of 250 million people, we here at AMD Magazine are proud to be able to welcome "Showbike Fighting" as the latest member of the AMDWorld Championship of Custom Bike Building



affiliate network.

The efforts of Indramawan and the Otoplus team to create a show that they felt warranted AMD World Championship affiliation go back nearly 15 years. Their hope is that now the Indonesian market has a flagship event as a showcase, the momentum there can accelerate to keep the motorcycle custom and modification culture evolving.

'Showbike Fighting' was first staged in 2004 - a year after Otoplus Magazine had started – and coincidentally the same year of the first AMD World Championship, and as a direct result of the simplicity of concept and emphasis on hand-craftsmanship that they saw in the work of early World Championship winners such as Roger Goldammer.

"We started to regularly showcase the bikes that we were seeing in the AMD World Championship in Otoplus and published special editions called 'Showbike' that showed the Indonesian market what was happening in Europe and USA," says Indramawan, "that helped raise the bar here and shape "the art of the possible" that bike shops and customizers here could aspire to." Fast forward to 2017, and our thanks

2nd place Freestyle: Nicko Eigert, Smoked Garage, Ducati SF 848



3rd place Freestyle: Lufti Ardika, Queen Lekha Choppers, H-D Shovelhead

go to Indramawan and the 'Otoplus' team, to the builders of the 80 or so custom bikes that registered for the first 'AMD' in Jakarta, and to Onno "Madness Photography" Wieringa for representing AMD at the show, and we look forward to hosting 'Veroland' in Germany next year.



1st place Freestyle: Veroland / Desu, Kikass Choppers, H-D Panhead 1948

FREE FOR ALL/FREESTYLE CLASS

1 Veroland / Desu	Kickass Choppers	H-D Panhead 1948
2 Nicko Eigert	Smoked Garage	Ducati SF 848
3 Lufti Ardika	Queen Lekha Choppers	H-D Shovelhead
4 Lufti Ardika	Queen Lekha Choppers	H-D Sportster
5 Ariawan Wijaya	Custom Concept Industries	Yamaha XS650
6 Ariawan Wijaya	Custom Concept Industries	H-D Sportster
7 M. Yusuf Adib	Psycho Engine	Honda Tiger
8 Tedja Widjaja	Imagineering Custom	Indian Scout
9 Samuel Monex	Sinyo Edan	Kiwi Indian
10 Herman Santosa	Studio Motor	Yamaha SR400

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NEWS BRIEFS

The Motorcycle Industry Council Board of Directors has elected Paul Vitrano, Vice President of Global Government Relations at Polaris Industries Inc., as its new chairperson, succeeding Dennis McNeal, Vice President of Motorcycle Operations at Yamaha Motor Corporation, who retired in December. Chuck Boderman, Vice President Motorcycle Division at American Honda Motor Co., Inc., is the new vice chair, with Jim Woodruff, COO at National Powersport Auctions, as secretary/treasurer. Tim Buche continues as President and CEO.

In an effort to prohibit the availability of E15 in the U.S., a pump gas formulation that contains up to 15 percent ethanol by volume, the AMA says it is supporting a bipartisan bill in the U.S. Congress (the RFS Reform Act) that would amend the Renewable Fuel Standard to recognize market conditions and realities. It also would prohibit the U.S. EPA from allowing the introduction of gasoline blends with more than 10 percent ethanol by volume. In other words, E15 will not be permitted if this legislation becomes law.

Polaris has expanded its Slingshot three-wheeled roadster line-up with the addition of a new SL Limited Edition model – the 'Midnight Cherry', which is said to "combine the Thrill of the Open Road with the Ultimate in Comfort and Style," with "new style features for an exhilarating, shared adventure."

John Parham 1954 – 2017

Robin Bradley writes ...

Along with many hundreds of people in the motorcycle industry, it was with great sadness that I learned of the death of John Parham at the end of last week. John was my friend; John will always be my friend.

I first met John in 1989, I think it was, on my first ever business road trip to the United States - after quite by chance finding myself in the motorcycle industry earlier that year.

Unlikely as it was, I was planning to drive from Milwaukee to Des Moines, Iowa, on that trip, and would be going right past the door of J&P Cycles. I had wondered about calling him once I was in the U.S. and inviting myself to go and find out about him.

Coincidentally he called me at my office in England just 48 hours before I was due to leave. He was expressing interest in the magazine I then worked on. John said he was interested in options to grow international sales, so wanted a media info kit.

"Sure," I said, "I could drop it off on Friday afternoon."

There was a moment's polite silence, then in the characteristic Iowa accent that I'd come to love, he calmly explained that he was actually calling me from the United States.



"Thanks for the offer, but it's okay. You see, I'm calling you from Iowa, so you'd probably just better put it in the mail."

"I know where you're calling me from, and I'm driving right past your place in three days' time," I said.

Stunned silence.

"Urm, nah, I doubt that. Nobody "just drives by my place," especially not from England. I'm miles from anywhere. What makes you think you'll be driving past my place?"

"Well, I've got to get from Milwaukee to Des Moines, and I figured I'd go via Madison (to visit with S&S), Dubuque, and then cut across country – Anamosa is on the 151, and that's the way I'm planning to drive ... I'm flying out to Chicago tomorrow!"

Extremely stunned silence.

"YOU GOTTA BE KIDDING ME"!!!

John became one of the first contacts I made in the custom parts industry on

that first road trip ... and 28 years later? We all lost a friend at the end of last week.

There have been some excellent tributes paid to John on the internet, and rather than trying to do justice to an amazing man and his amazing life here, let me point you towards a couple of online resources.

There's a great bio of John (and Jill) on the National Motorcycle Museum website at

www.nationalmcmuseum.org

... and his original inductee proposal and a link to his acceptance speech at the induction ceremony, when he was elected to the AMA's Motorcycle Hall of Fame in 2015, can be found at the Hall of Fame website,

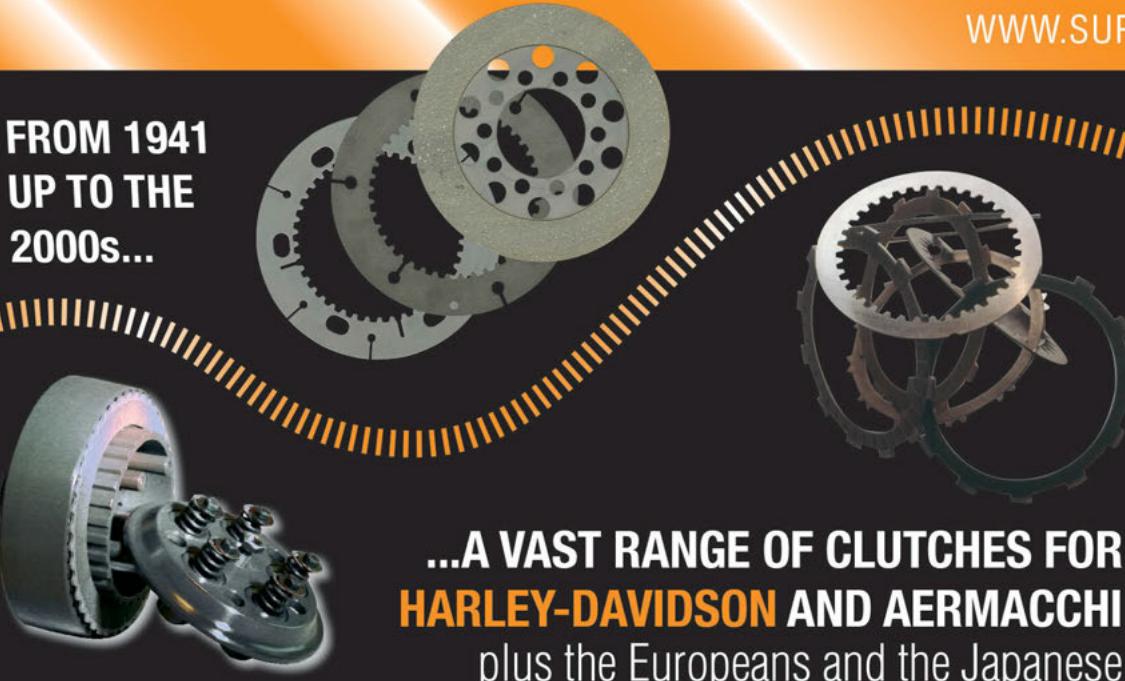
www.americanmotorcyclist.com/hof

"You and I will meet again, when we're least expecting it; one day in some far-off place, I will recognize your face; I won't say goodbye my friend, for you and I will meet again"

A Celebration of John Parham's Life will be held at The National Motorcycle Museum May 6 at 10:30am

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Get Ready to Rumble – it's the 'Miles' up next ...



Words by Robin Bradley
robin@dealer-world.com

As this edition of AMD went to press, the market was gearing up for the next instalments in the renewed track rivalry between Harley-Davidson and Indian Motorcycle that is playing out in the AMA's reimagined 18-round American Flat Track Twins race series this year.

Following three straight wins by Indian Motorcycle riders in the first three rounds (Daytona TT, Atlanta Short Track and Charlotte half mile) the first in a sequence of five mile races slated for six weeks will kick-off with the Law Tigers Arizona Mile Presented by Indian Motorcycle at Phoenix on May 13.

The Daytona TT and Atlanta Short Track wins were taken by Jared Mees with reigning Grand National Champion Bryan Smith making it three from three for Indian straight out of the gate – leaving Harley's XR750R eating the Scout FTR750's dust.

Indeed, Indian took the top two spots on the podium at Daytona, had a clean sweep at Atlanta and took the top two spots again at Charlotte.

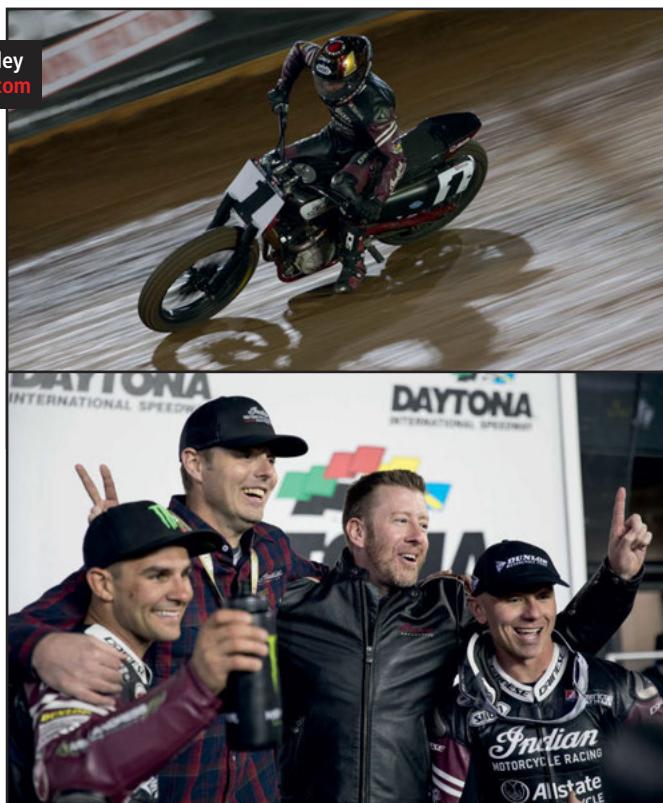
There are plenty of perfectly good reasons why, at this stage, the Indians appear to be dominant, and why it really is too early to draw any conclusions about the likely destiny of the championship - not least among them being the fact that compared to the Harley, the Indian had a full second half of the 2016 and full winter 2016/2017 closed season to get the bike dialled in and get the team set up and ticking like a Swiss watch.

Plus, the FTR750 is a pure race engine, developed for Indian in their own race department, at Polaris Switzerland by Urs Wenger, and is one that features race-specific engine and clutch geometry and set-up.

Whereas Harley's is an adapted low-cost street bike motor made for them in India, shipped as a kit then re-built and race-tuned by one of America's (indeed the world's) leading race shops.

So maybe the results that Harley have had so far actually speak more to the closeness of the racing to come than to any conclusions that can be drawn so far but, either way, I put it to Indian's head of project Gary Gray that their offices must be a pretty cool place to be working right now.

"Ha, yes they are. Obviously, we've got



to be super happy with the way the season has started and we are pretty excited about resuming competition again after the break, but we are not taking anything at all for granted.

"Preparations for Arizona are going well and in the break, we've been able to do some tear downs and have some

more testing coming up before the next race weekend. We had some electrical issues with Brad's bike at Charlotte, but we've got that squared away now, so that shouldn't happen again.

"From the beginning, we've taken a 'create the best team approach'. You see that with, Wyoming Engineering,

AFT Twins Presented by Vance & Hines

Remaining schedule in the 18-race, 76th season for Flat Track racing in the United States ...

- May 13 The Law Tigers Arizona Mile Presented by Indian Motorcycle, Phoenix, Arizona
- May 20 Harley-Davidson Sacramento Mile
- May 28 The Harley-Davidson Springfield Mile I
- June 3 The Red Mile – Lexington, Kentucky
- June 17 OKC Mile Presented by Indian Motorcycle, Oklahoma City, Oklahoma
- June 24 Lima Presented by Indian Motorcycle Half-Mile, Lima, Ohio
- July 8 Rolling Wheels Half Mile, Elbridge, New York
- July 29 Harley-Davidson Calistoga Half-Mile, Calistoga, (Napa Valley) California
- August 6 Buffalo Chip TT Presented by Indian Motorcycle, Sturgis, South Dakota
- August 8 Harley-Davidson Black Hills Half-Mile, Rapid City, South Dakota
- August 13 Peoria TT, Peoria, Illinois
- September 3 Harley-Davidson Springfield Mile II, Springfield, Illinois
- September 9 Harley-Davidson Williams Grove Half-Mile, Mechanicsburg, Pennsylvania
- September 23 Lone Star Half-Mile Presented by Indian Motorcycle, Fort Worth, Texas
- October 7 American Flat Track Finals Presented by Indian Motorcycle, Perris, California



Polaris Switzerland, S&S and great racers and pit crews all coming together to make up the Indian Motorcycle race team. Everyone have been super supportive and so good to work with. We're excited about our relationship with S&S, it's their exhaust on the race bikes, and their performance and tuning experience and expertise has been a massive help. "When we initially developed the bike, we tried hard to make sure that the FTR750 race engine was making peak power that would show well at the mile races, so we're looking forward to the next few weekends.

"We also tried to make sure we could get those top speeds down to the ground to give us the traction needed for the half miles and shorter tracks and so far, that is exactly how it has worked out. Of course, it doesn't hurt that you've got guys like Jared Mees, Bryan Smith and Brad Baker on the throttle, and S&S's involvement goes deeper than the exhausts, important though that is. They have been helping us with the development of that power, helping us in the development process, the race tuning and making sure the bikes run right.

"S&S is a very capable company. With Paul Langley's experience as a racer, and with other performance experts in the industry such as Vance & Hines, he and his team have been able to give us advice on everything from chassis geometry to the race day track set-ups and different power configurations – they've been really helpful.

"S&S is making a big push now with its performance exhaust manufacturing capabilities, so it's a good relationship for both of us – they are getting to show what they can do and hey, guess what, we're getting to win!"

www.americanflattrack.com



Gary Gray

New Chieftains

Proclaiming that "the new standard in bagger design and style is here," Indian Motorcycle introduced two additions to its Chieftain line-up in April - the "custom inspired" Limited and the Elite. For these "bold new 2017 Chieftains, Indian Motorcycle's designers added tons of style with a variety of features that provide a more sleek, meaner look than ever before.

"Our goal was to evolve the award-winning Chieftain platform with new models that elevated the overall style of this bike significantly, while still

staying true to the signature design qualities that Indian Motorcycle is known for," said Reid Wilson, Director of Marketing.

"For those who demand the best of the best, the Chieftain Elite steps up to the plate as a limited edition bike that's as close to "custom" as possible."

www.indianmotorcycle.com

Chieftain Elite



Chieftain Limited



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Biker Fest, Italy, May 18 - 21

The 6th annual Italian Motorcycle Championship will take place at the 31st Biker Fest in Lignano Sabbiadoro, Udine, Italy, on the spectacular Adriatic coast north of Venice, May 18 - 21.

The Italian Championship is the culmination of a 12-event network of custom bike shows held throughout Italy and promoted by Italian custom bike magazine Biker's Life.

It will be staged again on the impressive Terrazza Mare, with over 60 bikes from across Italy expected to compete for top honors – including expenses paid entry to next year's AMD World

Championship of Custom Bike Building at INTERMOT 'Customized', in Germany in October 2018. Classes will include Freestyle, Modified Harley-Davidson, Metric, Streetfighter/Sportbike, Cafe Racer, Scrambler, Bagger and Old Style classes, with the three 'Best in Show' winners receiving 1,000 Euro expenses towards competing at 'AMD XIII'.

Last year's winner was MC Cycles with "Avalon", a beautifully modified and finished Harley-Davidson FXR, Energy Bike with "Ducati DSA", an ultra-radical Ducati Monster 620, and PDF Motociclette with "Big Kahuna", a 1927 Harley-Davidson JD 8-valve.

With a larger vendor presence expected at the event this year, an expanded additional "customizer" vendor area will be set up opposite the Terrazza (in addition to the usual vendor lot at Luna Park) with opportunities for builders and custom shops to present their work – last year this new feature was judged to be a



great success.

Public attendance at last year's 30th anniversary event exceeded 35,000 riders.

Exhibitors included Custom Chrome Europe, Motorcycle Storehouse, Free Spirits, Italian suspension specialists Andreani and Bitubo, Asso Special Bike, along with motorcycle manufacturers such as Harley-Davidson, Indian Motorcycle, BMW, Honda, Aprilia, Ducati (Scrambler), Victory and Moto Guzzi.

Presenting sponsor this year is Bridgestone Tire.

www.bikerfest.it



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Words by Robin Bradley
robin@dealer-world.com



In the fourth trade event with V-twin industry 'action' in the space of four weeks in January and February this year, Drag Specialties and Parts Unlimited pulled off a coup with a "comeback" for industry involvement at Indianapolis. This year saw them filling an exhibition hall underneath the Indianapolis Colts' state-of-the-art Lucas Oil Stadium, but the word is that an even bigger 2018 event will see LeMans booking out the main hall at the remodelled downtown Indianapolis Convention Center ... the crime scene of many a powersports industry dealer weekend of years past!

A hectic schedule of trade events concluded in February with Drag Specialties and Parts Unlimited "bringing back Indy" in the form of their 2017 NVP Product Expo housed in exhibition space beneath the Indianapolis Colts' Lucas Oil Stadium on February 18 and 19. Preceded by two days of vendor presentations to the group's sales force and visiting dealers, the event isn't a replacement for their well-known NVP Product Expo at Madison, Wisconsin, in August. That will still go ahead later this

year (August 26 & 27), but it was an opportunity for the company to "ring the changes" after three or four years of hosting two somewhat later events at King Of Prussia in Pennsylvania and at Atlanta, Georgia.

"It's always good to change things up once in a while," said Jim Matchette, National Sales Manager for Drag Specialties, when I spoke with him at 'Indy' back in February.

"The events at King of Prussia and Atlanta have been really good for us, but we are a national business, so it makes sense to

embrace different areas whenever we can. We may well be back in those areas at some stage – in fact the company will still be involved at Atlanta later this month when Parts Unlimited stages its Showcase at the Supercross.

"However, this year sees Drag Specialties stepping up to the plate to create our own tour of events. The Supercross events work really well for Parts Unlimited, but we wanted to do something different this year for Drag Specialties, so we have created a truck tour where the emphasis is on dealer training."



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Backed by several of Drag Specialties' vendors, the series starts at Tampa, Florida, at the end of March, and then visits all four corners of the United States with 24 events already planned, with the possibility of adding more.

"It's all about connecting effectively with our dealers. Our sales teams will get the opportunity to work closely with their dealers, at an event in their area, and our vendors get the opportunity to extend the kind of training they can give dealers at our NVPs on a more local level - with dealers who may never get the opportunity to otherwise meet with them."

As reported in AMD Magazine two months ago, the series, as presently planned, finishes up in Texas (Dallas, then Houston) in October.

The vendors backing the Drag Specialties tour include the likes of S&S Cycle, Bassani Xhaust, Custom Dynamics, Hogtunes, Khrome Werks, Saddlemen, Klock Werks, LA Choppers, Magna Flow, J.W.Speaker, Memphis Shades, Revolution Performance and four of the tire companies – Dunlop, Pirelli, Michelin and Metzeler.



Jim Matchette: "It's all about connecting effectively with our dealers. Our sales teams will get the opportunity to work closely with their dealers, at an event in their area, and our vendors get the opportunity to extend training with dealers they may never otherwise get the opportunity to meet"

This tour is only one strand of this year's event activities for Parts Unlimited and Drag Specialties though. LeMans' VP Sales Jeff Derge told me that, altogether, the company is involved in more than 70 events this year.

That includes 'Indy' and Madison, the V-Twin Expo at Cincinnati, the Drag Specialties Dealer Training Tour dates, the Parts Unlimited 'Showcase' series hosted at Supercross and Arena Cross events, other race involvements and sponsorships ("We Support The Sport") and another new tour program created this year for the firm's helmet and apparel programs.

"We have created three six-week tours, one each for the Western side of the country, one East Coast and a central swing, with six weeks each expressly for our helmet and apparel brands," Jeff explained.

"The format is two events a week and 36 shows altogether at which dealers see and engage with our complete apparel and helmet ranges, showcasing Thor, ICON, Alpinestars, Slippery When Wet, Artiva and others. Through conventional marketing channels



Reda Innovations: Ron Reda is one of those restless spirits who just can't stop thinking about things. Having invented and developed the 'Wobble Light', and sold the business he'd built around it, Ron, who has more than 30 patents, couldn't just hit the golf course and kick-back, oh no! His Reda Innovations business is all about good, functional design and simple ideas – such as his saddlebag and Tour Pak lights, hard bags gas can, saddlebag Posi Lock, innovative luggage, jacket and helmet locks, lock guards, saddlebag dock and handlebar service fixture. All simple, all effective, all cool; www.reda-innovations.com



Trask Performance: Spring 2017 products exhibited at Indianapolis include Twin Cam billet clutch baskets, 'Assault' series air cleaners and bar risers, 2-into-1 and slip-ons and 'Powerflow' hi-flow air-cleaners for Indian Scouts, pegs and grips, VRSC fuel injection products and a wide selection of innovative accessories; www.traskperformance.com



Wiseco: Key Account Manager Adam Thornton exhibited at Indianapolis just as news had emerged that parent company Performance Motorsports International (PMI – which also owned ProX Racing and JE Pistons among others) - had been sold by owner Dover Corporation for around \$150m. The new owner is New York based portfolio investor Kinderhook Industries, who have established a new holding company for their newly acquired powersports businesses – Race Winning Brands (RWB); www.wiseco.com



you can give dealers new product updates, and the reps and existing shows can let them see one or two samples, but this way our dealers see all the designs and colorways, experience the look and feel of our apparel lines first hand, and form a much better perspective about how they can be merchandised in their showrooms and what can work for them in their local markets. It is all about helping our dealers make good buying decisions.

"It is a huge investment, but we think it is the right investment - just as the Drag Specialties Dealer Training Tour is. We have always invested in the brick and mortar dealers. Fred Fox has a phenomenal track record of backing the store network in our market, and this is another new way of demonstrating our support for the brick and mortar shops.

"Other distributors may have different approaches, but we believe in the store owners and still think their investments in their showrooms represents the biggest shop window the markets has. The vast majority of sales are still through the shops. In the scheme of things, e-commerce is still a relatively



Jeff Derge: "Our events investment is huge, but we believe it is the right one. We have always invested in the brick and mortar dealers. Fred Fox has a phenomenal track record of backing the store network, and this is another new way of demonstrating our support for the shops"

small percentage. Ours is a technical and hands-on, experiential industry. There'll always be a role for mail order, of one kind or another, but I don't think it will ever take over – not in the motorcycle industry.

"The revenue the online stores generate is still money that is going into the industry. But what we also have to do is to help our dealers compete. Above all to help them exploit the unique advantages that a real shop with real enthusiasts brings to the consumer's enjoyment of their motorcycle ownership and riding experience. That is where our focus is – to help everyone in the industry continue to benefit from that."

Talking with Drag Specialties and industry veteran Tom Motzko about "Indy being back" and the long-term impact that this could have, he agreed that the potential is huge. "The reaction has been excellent and we would have been in the Convention



Daytona Twin Tec: "Innovation and technology for serious tuners," says Chief Operating Officer Allen Alvarez. "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." All Twin Tec products are now backed by a three-year limited warranty; www.daytona-twintec.com



Khrome Werks: Sales Manager Michael Gaveske (left) with Erik Paulson (center) and Design Engineer Jason Louden - recent new products include a new 1-3/4" to 1-7/8" to 2" three-step 2-into-2 full exhaust system and 4.5 inch 'HP-Plus' slip-ons for 2017 M-8 Tourers. Available in a choice of slash-cut or billet tipped in either triplex nickel chrome or black, the mufflers feature a 50" 16-gauge body, and a new absorptive baffle covered with stainless steel matt and high temp fiberglass that has been developed specifically for the 2017 Milwaukee-Eight. A bolt-in optional insert is available that complies with SAE J2825 sound test with no appreciable loss of performance. Also new for this year, their patent pending 2-into-1 Torque Booster conversion kit is said to "redefine the cost of performance," delivering the "unmatched performance a 2-into-1 system offers, without the cost or installation of a full exhaust system"; www.khromewerks.com



Klock Werks: Team Klock Werks, Makel Juarez, Brian Klock and Vanessa Nay, are seen flanked by Jeremy Wynn and Joe Gross of Kicker Audio. The brands have collaborated on a new audio line as Klock Werks celebrates 20 years of business in 2017. From patented Flare Windshields to KlipHanger handlebars, fenders and the new audio powered by Kicker, the Klock Werks offer never stands still; www.getklocked.com

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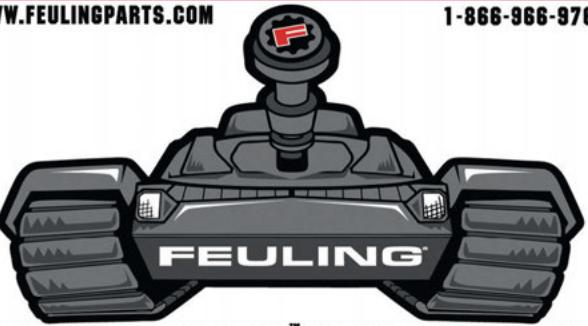
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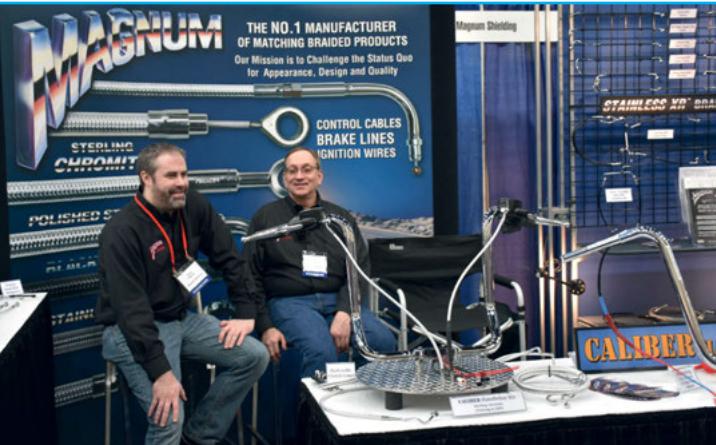
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Magnum Shielding: Engineering Manager Chris Hughson (left) and General Manager Tom Vierthaler – best known for their award-winning brake line assemblies (check out their new stainless XR extreme response series), additional products include their great value, high quality 'Caliber Handlebar Kits'. A complete 12, 14 or 16 inch height 1-1/4" Bagger or Ape Hanger style handlebar package with ABS and non-ABS options, it includes matching braided brake lines, throttle and idle cables, clutch cable (or hydraulic clutch line) and wiring extensions. The bars are machined for internal wiring and pre-loaded with E-Z pull-thru sleeving for easy wiring installation; www.magnumshielding.com



TecMate: CEO Martin Human, right, sells OptiMate and Drag Specialties dual branded OptiMate battery chargers, diagnostics and accessories through the Parts Unlimited/Drag Specialties sales teams. The first specialist to bring "Smart" technology to motorcycle battery maintenance products, the top selling OptiMate-4 got a V.3 upgrade for 2017. First introduced in 2008, the latest iteration combines all the features and advantages that have made the "4" a top-seller with more efficient power circuitry (California approved) that now delivers 1 Amp of charge current, controller software refinements to further speed charging and visual LED indicators on the charger helping to keep the user informed of charge progress. Two models of the Version 3 are available - the standard V3 OptiMate 4 and a dedicated BMW CAN bus edition; www.tecmate.com



Vance & Hines: With the dust well and truly settled following the merger between Tucker Rocky and owner MAG, Vance & Hines remain a major player in Drag Specialties exhaust portfolio. A popular option with their dealers and sales representatives, Ken Draper (left) and Eddie Tejeras (right) are seen here with former S&S man Jon Olsen, an Arkansas based area sales executive; www.vanceandhines.com



Custom Dynamics: Owner and inventor Dave Pribula – celebrating their 15th anniversary this year, recent new products include LED headlamp trim ring and LED windshield trim, 37mm LED amber/white fork wrap arounds, LED Batwing fairing trims, 'BAGZ' saddlebag LEDs and Road Glide turn signals; www.customdynamics.com



Memphis Shades: This low footprint, double sided mobile merchandise unit can showcase four different Memphis Shades windscreen/fairing combinations including their new windshield options for batwing fairings as well as established best sellers such as their 'No-Tool' Trigger-Lock windshield mount kits, their popular Fats and Slim windshields, and spoiler windshield for Road Glides; www.memphisshades.com

Center this year, excepting for an event clash. But we are definitely in the expo center for 2018 and beyond, and yes, I agree – I think this is set to become a major feature of the annual industry calendar.

"As a city, I think Indianapolis was always more popular with vendors and dealers than anyone realizes. But it and Dealer Expo had its issues. These are different times now though. The city has made itself easier to do business with, the expo center is now way better than it was, and there is a very positive and business friendly attitude.

"We are excited about embracing Indianapolis for our own event and yes, of course, the industry legacy is going to help. Next year the show floor will be at least 30 percent larger than this year has been, and we feel good about the plans we have."

Talking with Tom about the market, he agreed that the end of 2016 was "challenging – as it was for everyone. But we started 2017 really well and have had our best first quarter in a long time."

Jeff Derge went on to say that "what is interesting is that there's been no magic tricks, just good old fashioned hard work.



Tom Motzko: "We are super excited about embracing Indianapolis for our own event and yes, of course, the industry legacy is going to help. Next year the show floor will be at least 30 percent larger than this year has been, and we feel good about the plans we have"

There is business out there for the shops, they just need help creating the excitement the market needs to get everyone enthused."

Jim Matchette made a prescient remark, bearing in mind that we were talking in mid-February. "I'm picking up a great deal of excitement about the prospects for the Flat Track racing season ahead. It seems to me that the AMA have done a good job in terms of trying to breathe new life into it, and the competition that we may be about to see between Harley and Indian could turn out to be good for the industry."

Good call Jim – now, about the series outcome, who's your money on?



ASA Electronics: Mark Wojtys, Powersports Product Manager: the award-winning Elkhart, Indiana based manufacturer of Jensen heavy duty 'Plug n' Play' waterproof replacement stereos, speakers and Bluetooth enabled, Sirius ready audio systems that are designed to slot straight into the stock Harley fairings; www.asaelectronics.com



Ballistic Performance Components: Based in South Carolina and Wisconsin, Ballistic is a specialty lithium-ion battery brand, owned and operated by Chris Hackl's advanced engine solutions group Millennium Technologies. Best known in the V-twin industry for their Revolution Performance specialty Harley engine remanufacturing, crankcase services and Big Bore kit operations, Hackl claims that Ballistic is "the world's best lightweight lithium-ion starter battery for powersports vehicles". Hand-built in the USA "to the highest specification available" and backed by a 3-year limited warranty, their EVO2 and EVO3 battery ranges are based on "state-of-the-art" Lithium Ferrous Phosphate (LiFePO4) technology; www.ballistic-batteries.com



Handy Industries: Now owned by Sully, Iowa based Janco Industries (Deann Jansen, left, Joel Jansen, center, and Noah Zylstra), the internationally respected Handy workshop lifts brand is in good hands. Janco is a former vendor of Handy lifts and stepped in to acquire the program when prior owner Western Manufacturing ran into difficulties at the height of the recession in 2010. All fabrication of Handy products is done on state-of-the-art equipment at the company's 75,000-square foot manufacturing facility in Iowa; www.handyindustries.com



TechnoResearch: Mark Boler, left, with former Magneti Marelli Senior Powertrain Controls and Software Engineer Sandro Scaccia - Drag Specialties picked up distribution of the Detroit based fuel injection and performance tuning specialist two years ago. The program includes the 'Tune Builder' mapping tool, 'Direct Link' flash tuner, 'Centurion' branded Super Pro and Super Pro Plus diagnostic tool systems, and the 'Maximus' tuner - described as the "most advanced, easy-to-operate single-user flash tuning tool for all fuel injected Harley-Davidsons"; www.technoresearch.com



Pertronix: Former Performance Machine and Vance & Hines man Mark Finnie (center) is now CEO at the San Dimas, California based manufacturer that bought the Spyke and Compu-Fire starter product lines from Billy McHill two years ago. Seen here with Ian Morier, left, and Jim Hairston, the company is on the new products trail with big plans for the retooled product lines; www.pertronix.com



RAM Mounts: Jake Cook, Powersports Account Manager, shows a versatile range of mounting bases for most styles of bikes and desired mounting location. Each base connects to their patented double ball and socket design, backed by a lifetime warranty. RAM Mounts, owned by National Products Inc., offers made in the USA universal and custom solutions and is based in Seattle, Washington. RAM Mount system was introduced in 1992 and offers "thousands of modular products for any adventure" and "an innovative and versatile modular approach to managing a rider's 'creature comforts,' centered on a system that revolves around an elastomeric rubber ball, incorporating a non-slip feature and shock and vibration dampening"; www.rammount.com



Speed Merchant/EMD: Speed Merchant's Jess Franco (left) with French manufacturer Nicolas Pigeyre. Speed Merchant are U.S. importers for the French made EMD range and head up Drag Specialties' exclusive distribution of the EMD and their own Speed Merchant parts and accessories programs; www.thespeedmerchant.net; www.estmd.com



LA Choppers: Along with metric and Harley custom accessories vendor Baron, Huntington Beach, California based LA Choppers is owned by precision manufacturer Tolemar. Stylish Fusion line branded CNC-machined hard parts and accessories include covers, grips, risers, top clamps, pegs, and air cleaners in a range of finishes, plus Fusion exhaust systems for Sportsters and Tourers; www.lachoppers.com



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Rick's Motorsport Electrics: The Hampstead, New Hampshire based specialist manufacturer has come a long way in the past 20 plus years. Internationally recognized as a manufacturer and distributor of quality electrical motorsport parts and components, Drag Specialties offer their dealers access to new (not exchange or re-conditioned) high performance Rick's rectifiers/regulators that are built to exceed OEM specifications, available as cost-effective replacements. A direct replacement for the stock item on '88-'99 Evo Big Twins and '84-'89 Big Twins, they come with the factory plug ends for an easy install. Part of their market-leading 'Hot Shot' series, they feature MOSFET (metal oxide semiconductor field effect transistor) technology, so they run cooler than OE, which equates to a longer lasting, more durable design. Rick's is also offering a new line of H-D regulators that are made in the USA to OEM specs; www.ricksmotorsportelectrics.com



Arlen Ness Enterprises: Product Specialist Bill Brazzillo (left) - recent new parts include the M-8 'Big Sucker' air cleaners, "Monster Sucker" 90-degree air cleaner kit, also featuring their award-winning, patented Big Sucker hidden breather technology ("with more filter surface than any other aftermarket 90-degree design currently available"), intricately machined forged billet aluminum construction speaker grills (also available in 10-Gauge, deep cut and beveled with a black anodized or chrome finish), CNC-machined billet aluminum gauge and matching billet dash accessories, windshield trim, horn kit, and more; www.arlenness.com



Hawg Halters: Recent new products from the Dahlonega, Georgia based company include billet fork leg covers that are "stunning taper-cut designs manufactured in our own facility from aerospace grade 6061-T6 heat-treated aluminum. They are available for late-model tourers in chrome, black and shadow cut, with classic smooth or cut-out styles," says Owner and Chief Engineer Mark Thompson (seen here left, with Sales Specialist Thomas Stearnes). Also new this season, their 'Spartan' forged billet wheel with contoured three dimensional spokes in show chrome or shadow cut in sizes from 16 to 32 inches. Matching "true" floating rotors and pulleys are also available; www.hawghalters.com



Joker Machine: Geoff Arnold - recent new products from the Lake Havasu City, Arizona based manufacturer include their new 'Streamliner' LED turn signals for 1996-up FLHT models and 'Omega' air cleaner series, featuring a compact design that adds "much needed leg clearance over the stock air cleaner." They have a high flowing K&N air filter for 1991-up Sportster and 2000-up Softail and Dyna models. At 4-3/16" wide and 3-3/8" tall, they sit off the bike by 3-5/8", improving the riding position; www.jokermachine.com



S&S Cycle: Paul Devine, VP Sales – this is already proving to be a big year for the Viola, Wisconsin based manufacturer of "Proven Performance" with a major new product blitz underway and their development of Indian's FTR750 American Flat Track race bikes seeing their prowess as tuners and performance engineers scoring a "three for three" start to the re-envisioned 18-race 2017 series - with the Mile races still to come when rivalry with the Harley team is re-joined in Mid-May; www.sscycle.com

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Comp Cams: Chris Ryan - VThunder Extreme Energy Cams kits for Harley Twin Cam engines come complete with camshafts (for improved low to mid-range or mid to upper rpm range horsepower), adjustable pushrods, spring kit and Torrington bearing; www.vthunder.com; www.compcams.com



Cardo Systems: One of the world's leading manufacturers of rider communications systems, the company never seems to stop innovating. Jamie Cheek, their North American VP Sales, told AMD that their new Scala Rider 'DMC' (Dynamic Mesh Communication) technology "allows for full intercom conferencing from two to 15 riders at a range of up to five miles, with parallel audio streaming allowing riders to listen to music or GPS instructions during their conversations. Our Packtalk/Smartpack entertainment system allows for full uninterrupted intercom communications from two to 15 riders. We are proud to provide the only products in the industry that have the DMC technology"; www.cardosystems.com



Andrews Products: "Engineered solutions to drive the design and manufacture of camshafts, pushrods, transmission gears and related parts for street and strip Harley applications since 1972"; www.andrewsproducts.com



Battistini's Custom Cycles: Rikki Battistini – recent new products include 'Leading Axle' fork legs that take their inspiration from 1970s motocross design concepts. Featuring an axle that is offset over 1 1/2" forward and around 1/2" lower, "to give a perfect trail when fitting a 23" front wheel to any touring bike," Rikki Battistini says they are a "true bolt-on part" that "simply replace the stock lower legs without the need to remove the fairing, trees or change the frame geometry." The 'Leading Axle' fork leg has the corrected trail built right into the leg. Utilizing the stock brakes, fender and all fork internals, Rikki says they can be replaced in under two hours, reducing downtime and labor cost compared to alternate solutions. Machined from 6061-T6 aluminum, they have a wrap-around fender mount that has the corrected alignment built in to allow the use of the stock fender (no need for any extra raise-up kits) and a modular design that allows for various color and finish combinations. The caliper mounting brackets are held in place with two 1/2" bolts to ensure rigidity and provide the option of single or dual disc - a radial mounting bracket and caliper is separately available. The radial mount caliper can be set up to use 11.5", 11.8", 13", 16" or even 18" rotors. The axle can be fitted either way, and is secured with an axle cap which protects the leg from possible damage if cross-threaded, and keeps full suspension travel with a 23" front wheel – there's no need to install travel limiters or uprated springs. With the axle offset, the "high point" of the wheel is moved forward, making the wheel and tire appear larger - doing this gains frame and tree clearance. Using the offset fork leg allows more travel than using raked trees or any previous option. Rikki says his patent pending design "provides an easy way to get the best ride on a 23" wheel conversion - nothing else is needed and it looks great with the stock front fender"; www.battistinusa.com



Goodridge: John Crinch, National Motorcycle Manager: "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 more precise braking. Every Goodridge brake line is backed by a lifetime guarantee, having been individually 100% pressure tested and guaranteed to be leak-free and corrosion resistant"; www.goodridge.net



ICON Motorsports: Drag Specialties/Parts Unlimited's top selling apparel program includes riding gear for all styles of rider; www.rideicon.com



Avon Tyres: Sukoshi Fahey – always a popular choice with custom bike builders at the AMD World Championship of Custom Bike Building, this year saw a new consumer reward program from the market leading British custom tire manufacturer following initiatives in recent years that have included what was believed to have been the first no-charge road hazard warranty program of its kind and a 15,000-mile (24,000-kilometer) limited treadwear warranty program covering their popular Cobra touring tires; www.avonmotorcycle.com



Alloy Art: Justin McGinnis - "we manufacture quality OEM replacement and aftermarket motorcycle parts. Everything is made in-house at our Glendora, California facility with CNC-machined 6061 aircraft-grade aluminum and injection molded polyurethane"; www.alloyart.com



Hogtunes: Canadian motorcycle audio specialist, distributed exclusively through Drag Specialties. Recent new products include in-fairing Bluetooth controller, universal handlebar audio kits and the launch of their new high end brand "Wild Boar Audio"; www.hogtunes.com



Ken's Factory: Lizzie Vasquez and Nelson Kanno – now available through Drag Specialties, the award-winning product line, including Ken's 'Neo Fusion' designs, runs from custom floorboards, risers, triple trees, one-piece clamps, grips and pegs, through to intakes, exhausts, covers, bagger products and lighting; "details create style," says Nelson; www.kensfactoryusa.com



Revolution Performance: Brand Manager Andrew Dellenbach (center) told AMD that they expect to have details of components and services for this year's M-8 tourers available in April or May 2017; www.revperf.com



Coastal Moto: Jason Spillers – the Florida-based wheel manufacturer's custom designs are distributed exclusively through Drag Specialties; www.coastalmoto.com



Bassani Xhaust: Darryl Bassani - distributed exclusively by Drag Specialties, Darryl Bassani designed and built his first motorcycle exhausts in 1969, and having originally done so because, as he said, "all I really wanted was a better pipe for my own bike, and look what happened!" Best known for their Road Rage branded systems and 2-step header technology; www.bassanipipes.com



K&N Engineering: V-twin Product Manager Johnny Jump - new and recent products include their RK Series oversized high-flow air filter and backing plate, dyno-tuned velocity stack and integrated breather system that retains the stock air cleaner cover; the Aircharger, an aggressive 90-degree cast aluminum high-velocity intake tube and high-flow washable air filter; and their 'Street Metal Line', including the 'Shaker' (a nostalgic look cast aluminum high-volume intake design with exaggerated sanded fins) that also features an oversized high-flow air filter and integrated breather system and built in dyno-tuned velocity stack; www.knfilters.com



Legend Suspensions: Distributed exclusively by Drag Specialties, the South Dakota based company branched out from air suspensions with their AXEO front suspensions and REVO shock absorber programs four years ago - a selection of showroom display programs is available for dealers. CEO Jesse Jurrens told the Drag Specialties sales force and assembled dealers that once a rider had test ridden their bike with a set of their shocks or AXEO front cartridge kits installed, he was unaware of any rider not going ahead with the purchase; www.legendssuspensions.com



KB Pistons: Marko Glush – new 'Super Duty' polymer based proprietary skirt coating piston series for Twin Cams – said to eliminate piston rock for the best possible ring seal with no piston slap noise; www.uempistons.com



Ride Wright Wheels: Californian made spoke wheels – from their recently introduced '30-Daddy' fat 30-spoke, through to their 40, 50-spoke 'Fat Daddy', 60 and 80-spoke hand-laced rims; selection of spoke styles, custom colors and matching rotors available; www.ridewrightwheels.com



Lindby Custom: Per Lindby – market leading engine protection “highway” bar manufacturer – originator of the ‘LinBar’, ‘TwinBar’, ‘Multibar’, ‘UniBar’ and ‘MagnumBar’ designs, all distributed by Drag Specialties; www.lindbycustom.com



CIRO: (CEO Aero Rudd, right) – since the Minnesota based custom parts, accessory and lighting designer burst onto the scene at Sturgis two years ago, their broad range, contemporary design concepts, advanced LED technology and high impact marketing have quickly made CIRO designs top sellers; www.ciro3d.com



EMGO: Industry veteran Emil Gomez – from shock absorbers, mirrors and handlebars, through to mufflers, filters and controls, there’s very little that the Mableton, Georgia Guru of Go To sourcing can’t get you, and very few makes and models he can’t get it for; www.emgo.com

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Russ Wernimont Designs: Russ Wernimont (right) - the Murietta, California based designer manufactures popular custom fenders, gas tanks, mirrors, lighting and conversion kits for Softails and Baggers; www.russwernimont.com



ROX Speed FX: Anne Olin – the Cohasset, Minnesota based manufacturer of patented ‘Patriot Series’ 2, 3 and 4” pivoting, 2, 4, 6 and 8” post style risers and 4, 6 and 8” angled post style risers in a choice of finishes; www.roxspeedfx.com



ACCEL: Acquired in 2015 by Bowling Green, Kentucky based Holley Performance, ACCEL had been acquired by venture capitalist James Zenni only six months before his Z Capital partners decided to flip it. In one deal Holley was thus able to add MSD (El Paso, Texas), ACCEL and Mr Gasket to its long-standing ownership of NOS and Earl’s, to give it an impressive powersports industry portfolio that is now being headed-up by former Crane Cams man Michael Golding; www.holley.com/brands/accel

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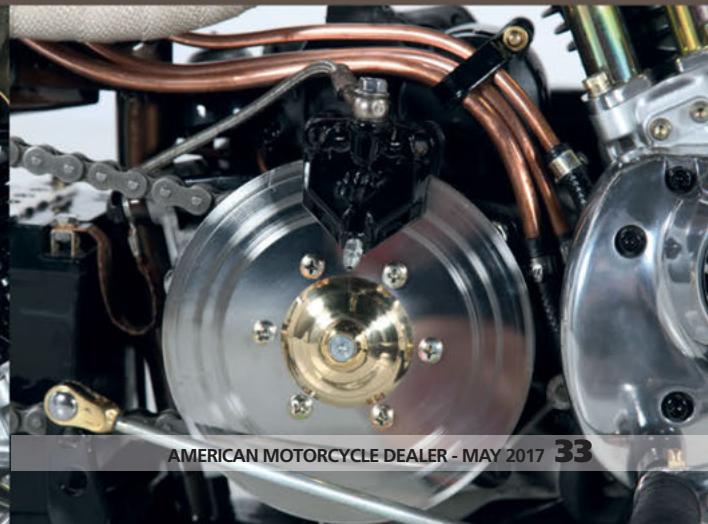
6th Place



El Lunes

This is 'El Lunes', a 2004 Sportster based Freestyler that pulled sixth place in the 2016 AMD World Championship – a bike of many firsts for the event. First of all, it was the first bike we've had in the AMD World Championship from Romania, and we think Racz Arpad Dorin (seen left in the picture below with owner Tira Costin) is one of the youngest competitors we have ever had! The 883 engine is in a sensuously curvy own-made custom rigid frame (Racz' shop is Anarchy Custom at Cluj, Romania's second largest city), with an own-made inverted springer and custom 19" Springer front and rear wheels with Avon Roadmasters.

The drivetrain is stock, but the custom modified Sportster front and custom rear brakes are among the many other own-made custom touches – such as the gas and oil tanks, hidden electrics, short pipes with brass end caps, front brake pump under the tank, inverted springer, copper oil lines and much more.





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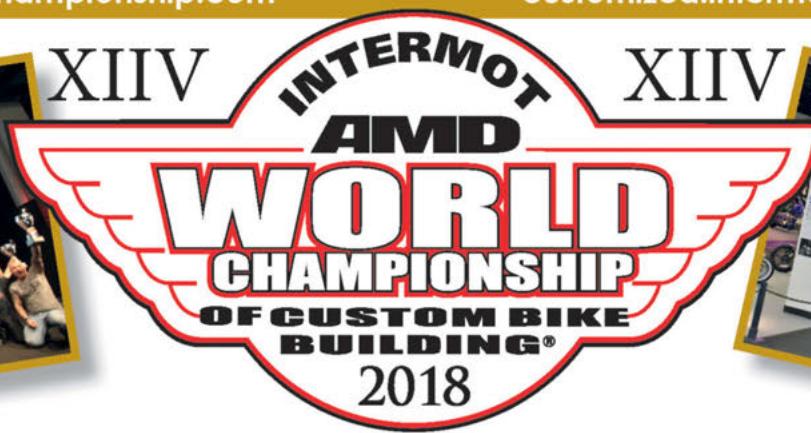
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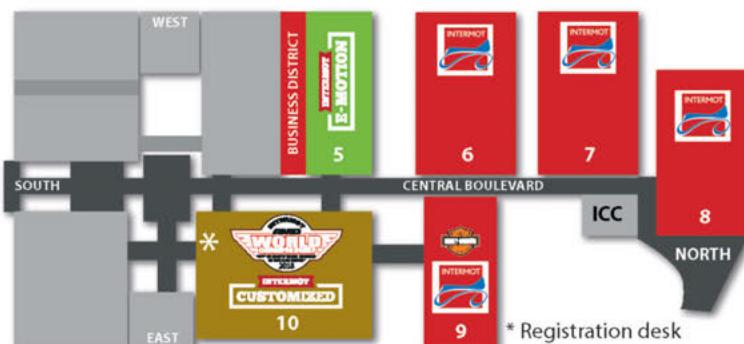
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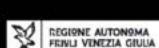


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M-8 Dresser Duals

New from Vance & Hines' Santa Fe Springs factory in California are these Dresser Dual head pipes for all 2017 M-8 tourers.

Described as a "classic True Dual design," they feature full coverage heat shields and dual bung 18mm and 12mm oxygen sensor ports. They are available in chrome or black.

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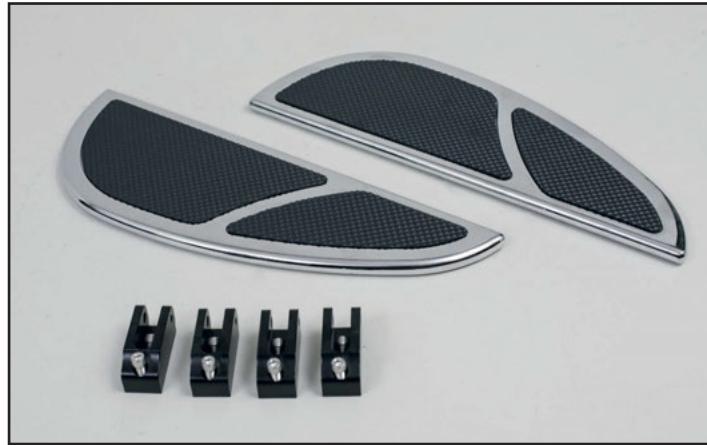


Bad Dad '905' floorboards

France based purchasing portal provider and distribution, buying consortium and vendor representation specialist MAG Connection has added to its U.S. made Bad Dad bagger parts program with these new '905' front floorboards.

The latest addition to Bad Dad's range of rider and passenger floorboard options, they are CNC-machined from 6061 aircraft grade billet aluminum and available in black powder-coat and chrome.

Finished with a high-quality custom cut rubber insert, they include all necessary mounting hardware for any Touring or Softail model. Matching passenger boards, shift pegs, highway pegs and brake pedal also available to complete this custom look.



MAG CONNECTION
Paris, FRANCE
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www.mag-connection.com



Titanium wrap in a sleeve

Avon Lake, Ohio based thermal barrier and sound control specialist Design Engineering is now offering its best-selling titanium exhaust wrap in the form of a sleeve.

Their titanium exhaust sleeve kit is woven from the same high performing VR material as the original titanium wrap – a proprietary material that is engineered to be stronger than glass fibre wraps for improved thermal performance, durability and reliability.



"It's hard to believe, but not everyone likes the look of exhaust wrap," says DEI's powersports product specialist Brian VanKoevering. "But despite different visual tastes, we haven't met one customer that likes getting burned from a hot exhaust. This great looking alternative to traditional wrap satisfies the eyes while offering the same amount of insulation and protection." Each kit includes five feet of sleeve, four stainless steel locking ties, and tie tool to ensure a secure fit on 1.75"-2.25" diameter exhaust systems.

Founded in 1995, DEI is a major manufacturer and supplier of high performance automotive aftermarket products selling worldwide to all sectors of the international powersports market. DEI specializes in the development of thermal and acoustic performance products.

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Arnott air suspension for VRSC



Merritt Island, Florida based manufacturer Arnott Motorcycle Air Suspension, who say they are the leader in "True Onboard Adjustable Air Suspension kits for motorcycles" added to its adjustable FOX shock absorber equipped 'Ultimate Ride' series air suspension kits with a new application for 2007-2017 Harley-Davidson V-Rod motorcycles.

Said to provide "superior control, ride comfort and height adjustability," the kit features Arnott's award-winning TruAIR technology and is available with and without rebound control in either black or chrome. At the heart of Arnott's 'Ultimate Ride' kits are two custom nitrogen-charged FOX shock absorbers with 2.5 inches of shock travel, so that when fully lowered the rear fender will rest very close - but never touch - the rear wheel, regardless of the V-Rod model or year.

Using a patent-pending design, Arnott adds a rugged multi-ply Goodyear air spring to each, which provides the rider with the capability to raise and lower the shock and bike with Arnott's onboard compressor and handlebar-mounted inflation switch. For added ride comfort, Arnott also offers Ultimate Ride kits with FOX's rebound adjustment dials, so the rider can quickly and easily modify the internal rebound damping characteristics of the shocks.

Available in chrome or black with matching black or

chrome handlebar-mounted inflation switches, they have a minimum length of 10.50 inches, maximum length of 13.00 inches, and ship with "everything needed for a fast and flawless installation including detailed installation manual, compressor, distribution valve, fused wiring harness and relay assembly, handlebar-mounted inflation switch, all required tubing and wiring, cable ties, fittings, matching bolt covers and mounting accessories."

The company says that each shock is custom-crafted and rigorously tested in Arnott's Florida manufacturing facility and backed by Arnott's Limited Lifetime Warranty. In early 2017, Arnott earned ISO 9001:2008 Management System Certification and has also received TUV Rheinland Product Safety and Quality Certification, assuring customers and partners in Europe that its products meet the highest safety and quality standards.

Founded in 1989, Arnott's products meet GOST ISO 9001-2011 Certification and the EurAsian Conformity (EAC) Mark for Arnott's Quality Management System.

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doug.taylor@arnottinc.com
www.arnottcycles.com

2-into-2 high performance exhaust for 2017 Tourers

This new three-step 2-into-2 full exhaust system for M-8 equipped 2017 Tourers is the latest "performance engineered" offering from Khrome Werks said to boost horsepower and low-end torque.

National Sales Manager Michael Gaveske says that "right out of the box this system gives significant horsepower and torque gains over stock. Designed to produce the Khrome Werks signature sound, eliminating those annoying high frequency tones, it is



offered with billet tips in triplex nickel chrome, black or our award-winning Eclipse finish."

Made in 16-gauge stainless steel, it has 1-3/4" to 1-7/8" to 2" three-step head pipes, 18mm and 12mm O2 bungs, 4.50" inch muffler bodies with two-inch inlets, and a high flow absorptive baffle with expansion chamber (to maximize torque) that is equipped with removable inserts.

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Renegade one-piece forged trike wheels



Renegade's one-piece forged trike wheels are made using an exclusive custom forging with over 2" of depth, enabling "remarkable 3D deep designs while still maintaining a match to the front wheels," according to owner Chuck Frederick.

Pictured is the chrome "Tahoe", one of Renegade's best-selling wheel designs, and their "double cut" Laredo 'Phantom-cut'. All Renegade's trike wheels are 18" x 7" wide, capable of handling wide 215/70R-18 tires.

Their 'Phantom-cut' technique involves the wheels being machined, polished, and then anodized to a slick ultra-black finish. A second cutting of the wheel then brings the accents to life, finally, the wheels are hand-polished to achieve the high luster that contrasts the ultra-black finish.

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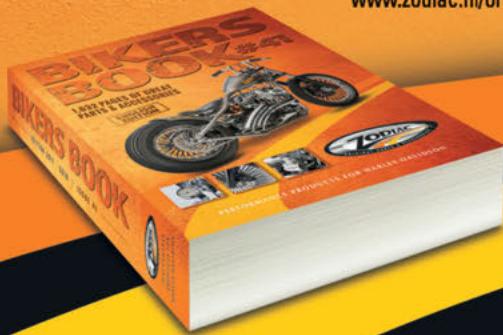


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Drag Specialties premium sintered pads

Manufactured exclusively for Drag Specialties by DP Brakes, the originator of sintered brake pad technology, these premium performance brake pads are said to be dust free, noise free and fade free, offering "superb stopping power even when the pads are cold," according to Larry Mills, the British manufacturer's North American Head of Operations. "DP Brakes were at the forefront of development of sintered metal brake pad formulations right at the start of the technology, and with nearly all motorcycle manufacturers using sintered pads as OE equipment, it makes sense to replace Harley pads with sintered fitments.

"Sintered metal works as well when cold as other pads do when they are hot. Our upgraded high-tech ceramic heat barrier on the back plate stops the heat generated by braking friction from reducing stopping power or causing brake fade by preventing it from transferring into the brake fluid.

"Sintered metal pads aren't just for performance



Larry Mills: "Sintered metal pads aren't just for performance bikes or heavy loads – our formulation exceeds the stopping power and longevity of OE pads, so they are an economical as well as high braking performance solution for your customers' bikes"



bikes or heavy loads – our formulation exceeds the stopping power and longevity of OE pads, so they are an economical as well as high braking performance solution for your customers' bikes."

DP Brakes' OEM replacement spec sintered metal brake pads are designed specifically for Harley-Davidson motorcycles. "They are made of a complex mix of metallic powders (to absorb heat), refractory material (to provide friction), friction modifiers (to alter feel), graphites (to minimize rotor wear and eliminate noise), mixed together and pressed to shape using a hydraulic press that is accurate to 0.002in.

"They are then sintered at high temperature and pressured in a vacuum furnace. This state-of-the-art manufacturing process gives friction material properties that are unachievable using lesser sintering processes."

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

Bolt-in horsepower with K&N replacement M-8 filter

K&N has introduced an all new OE replacement high-flow air filter for the 2017 model Harley-Davidson Milwaukee-Eight engine packages.

The K&N HD-1717 is a direct replacement for the HD OE#29400212, designed to fit directly into the stock air intake assembly without any cutting or fitting required, but also to improve usable surface area over the stock unit. The increased surface area over the OEM part provides very low restriction and improved airflow to the throttle body, resulting in an increase in horsepower and torque.

The K&N injection molded top plate and base plate incorporate stock vent tube inlets as well as a velocity style entry radius for a smooth delivery of airflow. K&N's pleated filter media is said to provide a large filtration area, offering long service intervals. Their multi-layers of woven cotton gauze media are noted for their excellent filtration.

The new unit fits directly into the OEM air filter assembly with OE style mounting tabs to ensure a precise fit; fuel management modifications are not required for increased performance. K&N filters are made by them in California and washable, reusable, pre-oiled and include K&N's unique 10-year/million-mile limited warranty.

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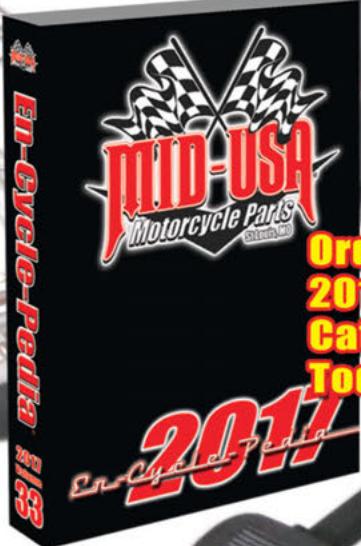
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'Better Sucker' air cleaner for M-8s



Wimmer Custom Cycle has updated the fitment range for its 'Better Sucker' air cleaner for the 2017 M-8 tourers, offering a symmetrical, centered look rather than the off-set positioning of the stock throttle body.

Features include a billet aluminum backing plate (which is said to provide better strength) that eliminates the "broken, cast back plates that plague similar set-ups," according to the company. "Machined into each back plate sits a recessed pocket that encapsulates the performance air filter base, minimizing the unsightly look of the urethane rubber at the filter base.

"The performance filter measures 2.75" deep, providing ample clean air to the oversized radius inlet. Head breathing is provided through an internal passage in the back plate, providing a clean and practical solution."

'Better Sucker' kits are available in black powdercoat or chrome finish, five filter colors, and are compatible with Wimmer Custom Cycle's exclusive AirStar covers or similar aftermarket covers that use a 5.5 inch diameter and center mounting screw.

Dyno tests are said to show an "extra 6hp over the leading competitor"; kits include backing plate, air filter, chrome breather bolts, stainless hardware and gaskets.

WIMMER CUSTOM CYCLE
Perkasie, Pennsylvania, USA
Tel: 215 721 4110
info@wimmercustomcycle.com
www.wimmercustomcycle.com



MX style riser and bar options for H-D applications



These Forbidden Motorcycles risers are available exclusively from HardDrive and feature a 1-1/8" clamping area for MX style bars. They come in 9" and 11" heights and raw or black anodized finishes. The top clamp is a one-piece construction for extreme stability and



durability. The T-6061 aluminum risers are pre-drilled for internal wiring for a clean assembly.

Also seen here, these moto bars have been designed by Forbidden Motorcycles and made by Fly Racing. They have 1" ends for H-D controls and pre-drilled holes for internal wiring so they can bolt directly onto the risers. They feature an MX style 1-1/8" clamping area and are 32" wide, pullback is 3" and rise is 2.5". A notched version is available for throttle by wire models.

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Trike kits



Compton, California based DNA Specialty is offering conversion and upgrade kits for Harley Tri-Glides that accept most of the stock parts. Their kits include body styling options, trunk door and left and right side fenders in structurally reinforced, hand-laid, gel coated, ready for paint fiberglass.

The trunk door has internal hinges, and the kit accepts the Harley Tour Pak and fits all Tri-Glide models; mounting bracket sold separately.
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Passenger Floorboard Spreaders



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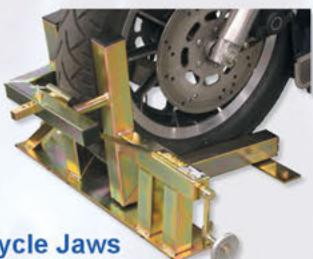


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More from Zodiac

Aquatic Factory waterproof OE replacement stereo



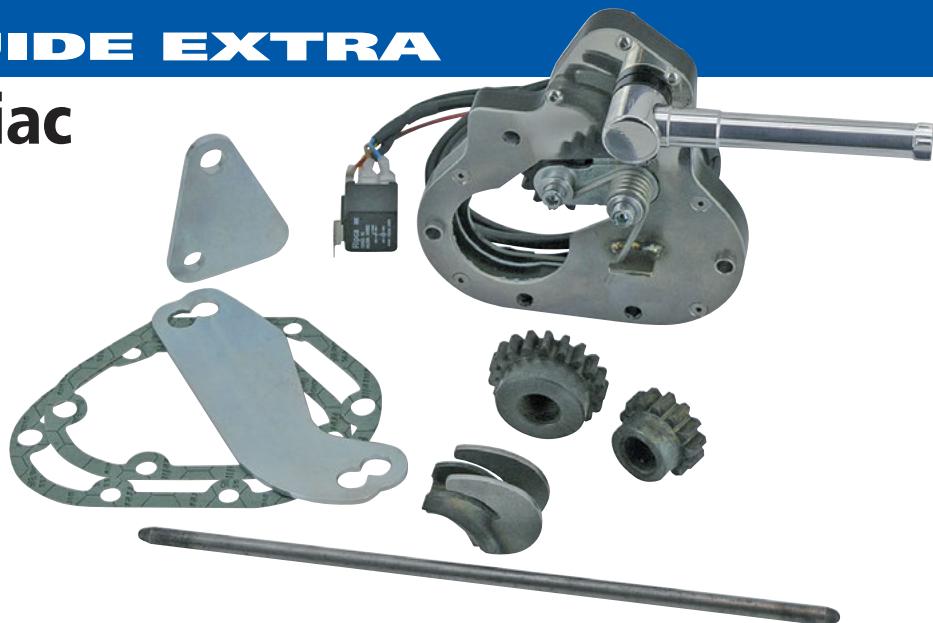
This Aquatic Factory stereo is a high-end replacement for the OEM stereo on 1998 thru 2013 Touring models. It exactly fits the OEM mounting location and is Plug & Play with the OEM wiring harness and handlebar controls. These units are IP55 rated fully waterproof and feature detachable face plates that cover a compartment big enough to store a Smartphone up to the size of a Samsung Galaxy Note or iPhone 7 Plus.

Both versions support Bluetooth, MP3, AM with 12 presets and FM radio with 18 presets, USB device charging, have a 3" screen, a 288 Watt amplifier, 3.5mm stereo jack and stereo pair of RCA inputs, Bass/Treble and Balance/Fader. The Standard version has a monochrome DOT matrix LCD display. The SuperLuxe version has a full color screen with Album Artwork display, and also has direct connection options for iPhone and iPod, USB input, iPod and iPhone navigation, DSP EQ and loudness control, plus a light in the storage compartment. It also comes with a waterproof dummy face plate to replace the control face plate when the bike is parked, as well as an extra waterproof remote USB socket. The dummy face plate is separately available for use on the Basic and older DeLuxe version.

'Night Owl' E-approved 5- 3/4" LED headlight unit



Super bright headlight unit with high and low beam CREE type E-approved LEDs - comes pre-wired with 3-post H4 connector to fit almost any 5-3/4" headlight. A connector for use on selected 2014-up models with a H13-style connector can be separately ordered.



Reverse gear kits for Big Twins

This Dutch made complete and easy to install reverse gear kit features a CNC-machined billet steel and aluminum housing and hardened gears. The complete unit is only 20mm (.790") thick and fits between the transmission trap door and clutch control cover. It features a hand-operated billet aluminum lever to put the bike in reverse gear - just pull the clutch lever when the bike is in neutral and switch into reverse. The included relay and switch make the neutral indicator light go out, so the bike can be driven backwards, using the clutch and throttle just like driving forward. Installation does not affect any of the forward gears. The kit includes everything needed - installation instructions, gaskets and hardware. Available for most 1987 and later Big Twin and Twin Cam, including the 2017 Milwaukee- Eight Touring models. Additional parts kits available for 2006 – 2016 models equipped with an OEM or Screamin' Eagle hydraulic clutch; these reverse gear kits are designed for use on Touring models. Installation on other models may interfere with the rear exhaust header and consequently require modification of the provided shift lever and/or exhaust header or the installation of an aftermarket exhaust system.

RST adjustable brake and clutch levers

These 7-stage adjustable brake and clutch levers provide functionality combined with an attractive design. They provide optimized



clutch control and a predetermined braking point, exactly adjusted to the rider's hand size. Precision machined from billet aluminum, they are assembled with stainless steel hardware; the TÜV/ABE approved design folds back in case of an accident. Brake and clutch levers are sold individually and fit stock Harley and Victory handlebar controls.

Shinko E270 Super Classic tires



The Shinko E270 has a full aspect ratio saw-tooth design that gives the tire a classic appearance. Featuring a four-ply rated nylon carcass for extended wear, they are available in blackwall, single stripe whitewall, or double stripe whitewall versions. The E270 is S-rated for speeds up to 118mph (180km/h) or H-rated for speeds up to 130mph (210km/h), and can be used front and rear (must be used with inner tubes).

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Custom front end styling from Italy

Italian parts and accessory specialist Rebuffini continues to build on its international reputation for high quality stylish parts and accessories with their 'NEXO 4.0' inverted front ends.

With 46mm inner tubes and 58 mm clamps, the versatile design gives plenty of options for customization, and they are fully adjustable with spring preload and rebound tuneable on the fork caps and compression on the fork leg. For improved heat dissipation, responsiveness and durability, Rebuffini forks are CVD (Chemical Vapor Deposition) diamond coated with lapped sheaths and inner cartridges to further reduce friction.

The aluminum fork lowers are 3D CAD CNC with FEM (Finite Element Analysis) guaranteeing high strength and lightweight strength precision sizing.

Compatible with the ABS sensor, they are 800mm long, with a 115mm stroke, 108mm radial caliper bracket, have 40-stop compression and rebound and 10mm spring preload adjustment.

They have been designed and manufactured in collaboration with WSBK experienced Italian specialist MUPO Race Suspension; the set comes complete with stylish, lightweight, fully functional black anodized CNC-machined aluminum triple clamps with built-in brake-tee lines for a clean look and a faster installation.

For a more traditional old style custom look, Rebuffini 'Redemption' springs are 3D machined in "structural" 6082 billet aluminum, a relatively new and the strongest of the 6000 series aluminum alloy with excellent corrosion resistance - the addition of a large amount of manganese controls the grain structure, which in turn results in a stronger alloy. Hydraulic Ohlins shock absorbers that have been tuned exclusively for this project are supplied with it, to provide a comfortable ride and a high

performance. Equipped with adjustable springs, they are available in three different colors (yellow, black and chrome).

Produced in five different lengths for Softail Evolution and Twin Cam and aftermarket frames, the legs are installed on bushings and steel pins; AISI 304 stainless steel hardware included. Compatible and matching accessories include billet aluminum turn signals, brake rod and three-position option headlight bracket, all in billet aluminum in a choice of finishes.

Finally, Rebuffini offer a choice of hand control and master cylinder options for CAN bus or standard push button applications for cable or hydraulic clutches. Their RR90 line are a dual-connector Plug and Play replacement for the original controls that maintain all original functions, work with the ABS



sensor and have backlit switches.

The RR90 radial hand controls are said to improve braking performance; traditional push buttons also available.

With the same functionality and application options,

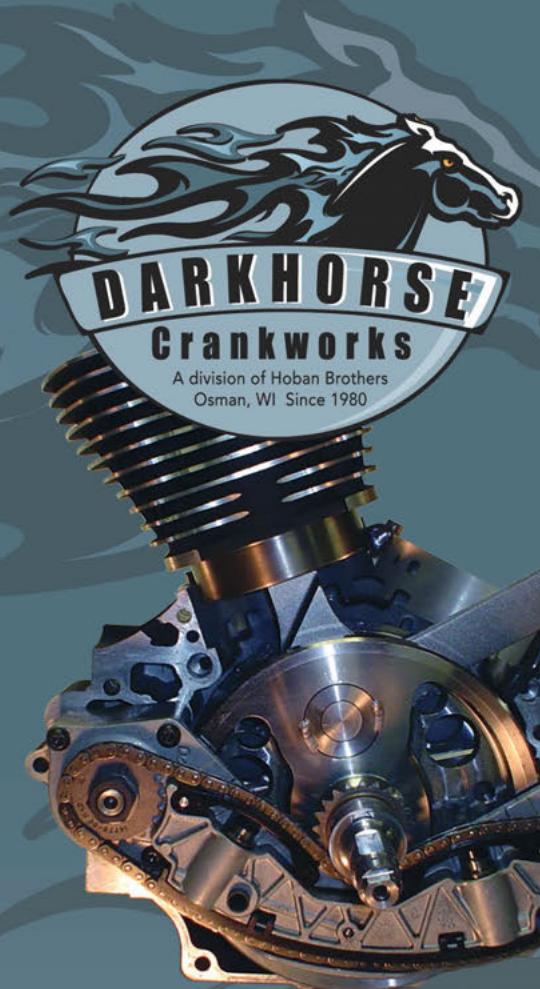


compact race style 'Atlantis' master cylinders and adjustable, customizable levers feature in Rebuffini's 'Exclusive Collection', which are CNC-machined from a top quality Swiss sourced aluminum and available for single disc or dual disc set-ups.

ABS compatible, three-switch housings can be added to each side with the traditional push buttons; also available for '11-'17 Softail and '12-'17 Dyna CAN bus applications.



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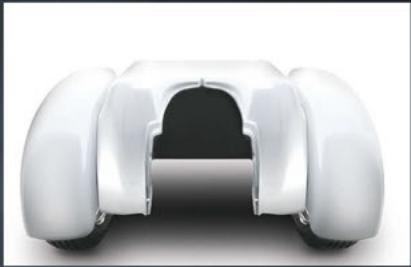


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AMD PRO GUIDE

Class-leading Drift Ghost 4K camera with rotating lens and direct live streaming



Founded in 2009 by e-commerce entrepreneurs Robin Parker and Sab Jhooti, UK based Drift Innovation is a specialty action sports camera business that is often to be found topping independent ASC reviews. Internationally recognized for their quality and technology, the Drift product range is a genuinely motorsports friendly and genuinely innovative program that provides the specialty retailer with "better quality and more features than competing products at a lower price-point and higher margin."

Tucker Rocky and Biker's Choice have been appointed North American powersports market distributor for the Drift range and are introducing the Drift Ghost 4K, described as "the next generation of ASCs."

Featuring a sleek, low profile, streamlined "bullet" style modular design and 330 degree rotating lens that allows mounting in any direction, the Ghost 4k provides the user "more flexibility to capture the storytelling action footage they want with less time needed for setting-up and adjusting the camera as it shoots everything in 4K Ultra-HD (30 fps). Additionally, dual microphones provide dynamic audio with full noise reduction and automatic stabilization at 1080p ensures crisp, clear footage."

The Ghost 4K is powered by the Drift Life app, allowing total control of the camera's functionality and full view of the footage with complete smartphone connectivity. Available with "compelling display and merchandising solutions to create a bold and potent point-of-purchase center in your store," all Biker's Choice (and Tucker Rocky) dealers are pre-qualified to become a Drift dealer, so there are no 'approval' processes or hoops to jump through – orders can be placed straight away.

Drift cameras mount using a standard 1/4-20 camera thread, so using the SP Gadgets



tripod mount adapter (or similar), riders can use all of their existing GoPro compatible accessories with the new Drift camera designs and technology. Drift also has their own range of user-friendly accessories "giving you and your customers an easy and smooth transition into the next generation of action sports cameras." The robust aluminum and plastic body weighs just 123g and delivers a class-leading 180 minute battery life that is expandable to 240 minutes with a modular battery add-on. Features include a 1.5" touch screen module and backlit rear LCD screen, Ambralla a9SE processor with Sony IMX117 12MP 1/2.3" sensor, Bluetooth, Facebook and YouTube direct live streaming and Free Cloud Service with 10GB storage included.

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Feuling OE+ cam chain tensioner conversion kits



Feuling Parts' CEO Luke Leatherman: "Our OE+ range is a competitively priced product line that is an upgraded alternative to stock components. As with all our products, the OE+ range is designed and manufactured to the highest standard of quality at our Mojave, California facility."

Mojave, California based Feuling Parts' cam chain tensioner conversion kits include the needed components to upgrade early '99-'06 style mechanical cam chain drive systems to the late '07-'16 hydraulic cam chain drive systems.

These kits include a Feuling OE+ billet oil pump and camplate, Feuling's billet hydraulic tensioners, cam chains, sprockets, sprocket alignment spacers, Timken/Feuling bearings, needed gaskets, O-rings, ARP cam (Automotive Racing Components of Ventura, California), crank and tensioner hardware, Loctite and moly lube.

Feuling's OE+ stock replacement billet camplates and oil pumps are manufactured from 6061 aluminum "providing increased rigidity and machined to Feuling's high tolerance standards," according to CEO Luke Leatherman. "It is a competitively priced product line that is an upgraded alternative to stock components. As with all our products, the OE+ oil pumps and camplates are designed and manufactured to the highest standard of quality with proven Feuling performance."

The rocker box gasket kit is included, so the factory one-piece pushrods can be reused. For conversion style camshafts on all Twin Cam '99-'00 and '01 Magneti Marelli equipped engines we have designed-in the required timing tab on the rear camshaft sprocket for the camshaft sensor.

Feuling also have specific conversion camshaft



hydraulic tensioner kits for Twin Cam '01-'06 Delphi equipped ignition system engines without cam sensor; conversion camplate hydraulic tensioner kits for all Twin Cam '99-'00 and '01 Bagger Magneti Marelli equipped engines requiring the timing tab on the rear camshaft sprocket for the camshaft sensor, with factory '00-'06 style splined chain drive camshafts; and conversion camplate hydraulic tensioner kits for Twin Cam '01-'06 Delphi equipped ignition system engines without cam sensor that have factory style '00-'06 splined chain drive camshafts.

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Barnett clutch cables for '14 - '17 Indians

Ventura, California based Barnett Clutches & Cables has introduced new clutch cables for the '14 - '17 Indian Chief, Chieftain, Roadmaster and Scout.

These cables feature their High Efficiency inner wire, which Barnett was the first to introduce to the motorcycle industry. The "HE" wire is nylon coated and lubed with a super slick silicone lube and, combined with the Teflon inner lining, provides longer life, ultra-smooth cable action and reduced lever effort.

Available in stock and custom lengths, on the outside all fittings are chrome plated where applicable and

three casing types are available: Traditional Black Vinyl, Classic Stainless Braid with clear coat and Platinum Series bright silver plated braid with clear coat; as with all their cables, Barnett say their clear coat is guaranteed not to discolor from sun exposure.

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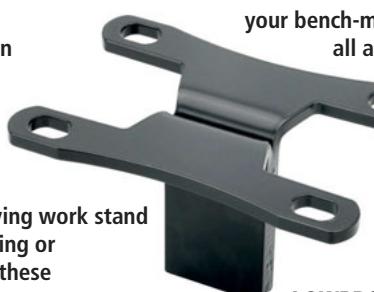


4-speed transmission work stand

Based on their own experiences working on 1936 – 1985 4-speed transmissions, Brunswick, Ohio based Lowbrow

Customs has created a simple and trouble-saving work stand for use while maintaining or completely rebuilding these transmissions.

Added to their growing line of motorcycle engine stands and specialty tools, this is a purpose-built, U.S. made steel construction design that allows you to clamp the stand in



your bench-mounted vise, for easy access to all angles of the tranny, while keeping it at a secure and convenient work height.

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High-flow intake and exhaust for Street and Street Rod



Grand National slip on for Street



Grand National slip on for Street Rod

Wisconsin based performance specialist S&S Cycle has released a new high-flow intake and exhaust for the Street and new Street Rod.

VP Marketing David Zemla says that "the Street and particularly the new Street Rod present a fresh take on the V-twin market



Stealth intake for Street

and a solid platform for performance. Naturally, S&S Cycle saw the opportunity and created a tuneable slip-on that fits both models.

"The Grand National muffler wakes up the Street (and Street Rod) with a genuine V-twin exhaust note and includes a removable stainless steel dB reducer that allows the user to tune the sound and performance." Also new is the Stealth intake system for the Street (coming soon for the Street Rod). Easy to install, Stealth high-flow air filter and Grand National muffler are "the trifecta of power, sound and looks."

S&S CYCLE INC.
Viola, Wisconsin, USA
Tel: 608 627 1497
sscust@sscycle.com
www.sscycle.com



"Milwaukee Breather" color match custom air intakes



New from Ride Nice of California, the "Milwaukee Breather" air intake is an all billet aluminum and stainless steel construction that is designed to "increase intake efficiency up to 50% over past Twin Cam powerplants," according to company President Jon Reed.

Equipped with a K&N filter element, it is available with custom, quick-change outer plate options and brings "the latest technology to the Milwaukee Eight," according to Reed.

"The "Milwaukee Breather" not only provides increased performance but also has countless, unique customizing options too, and we are extremely excited that Ride Nice is bringing them as a first to the V-twin industry. The "Milwaukee Breather" provides riders with something they want – the options to make their bike one-of-a-kind.

"We have worked with international material supplier 3M and their specialists to develop their 1080 material (7 year outdoor warranty) to find

several colors that complement the 2017 Harley-Davidson Touring model line-up."

The examples seen here are with color-matched Metallic Red, Brushed Aluminum and Metallic Blue background inlay.

"We expect to offer all these colors immediately, and several more soon," Reed went on to say. "This gives the customer the option to customize their "Milwaukee Breather" with our inserts, or they can easily make their own custom background design and/or custom faceplate.

"Our website will offer downloadable files that will allow any customer, anywhere in the world, to source their own unique background artwork or have their own custom faceplate made."

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OptiMate USB charging options – “Go, Go”, not “click, click!”

With USB charging of GPS, phone and camera having become an integral part of riding and long distance touring, riders often forget that many of the USB chargers that get used on bikes simply drain the battery down to ‘dead’ in no time at all.

TecMate was the first to incorporate battery protection into their USB chargers, and it was a simple and obvious decision to take - there is no point in undoing the continuous good work that the OptiMate battery chargers are doing by letting the USB charger kill battery while out on the ride!

The updated OptiMate USB chargers include the O-100 SAE ‘stick’ charger capable of delivering 2.4A - powerful enough even for the latest smartphones with USB-C charge connector. The built-in microprocessor controlled battery protection prevents the battery from being discharged too low to start the vehicle, with the vehicle charging system voltage displayed on a 3 LED bar.

Two blue LEDs mean the charging system is working

The OptiMate USB O-108 3.3A, the highly anticipated more powerful replacement for the OptiMate USB O-102, will have the same built-in technology and LED panel.

The popular O-105 DIN socket dual USB charger has the same battery protection technology, but indicates vehicle system voltage status in a single LED. If the blue LED is full on, the vehicle’s charging system voltage is normal and USB charge power is continuous. A flashing LED means that voltage has dropped lower (engine is off or idling) and a 3-hour time limit has been set. No light – no USB charging!

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correctly, and that it is providing continuous USB charging power; one blue LED means the voltage has fallen below 13V Volts - either the bike is idling at the lights or it has been parked. USB charging is limited to 3 hours, then it shuts off, or if the red LED is lit, it cuts charging to the USB device immediately because the vehicle’s battery voltage has dropped below 12.3V (approximately 50% charge remaining in an AGM battery).

Compu-Fire 3-phase charging systems

Compu-Fire say their 40 amp 3-phase charging systems provide 25 amps at idle and 40 amps continuously above 2,800 rpm.

The company states that their precision-balanced, vented rotor keeps the stator cooler in closed primary systems to maintain maximum output under all high current draw conditions.

The large flanged seal spacer provides maximum support for the rotor and the voltage regulator output is calibrated to 14.25 volts from idle on up; fits Harleys from 1990 to 2006 (except 2006 Dynas).



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Motorcycle Storehouse

These new ‘Cobra’ grips from Motorcycle Storehouse are CNC-machined aluminum with rubber inlays for 1" handlebars and will take single or dual throttle conventional cable applications from 1974 to 2016 (except for ‘15-‘16 ‘Street’ models) and throttle by wire (TBW/e-throttle) Tourer applications from 2008 - 2016. Available in a range of finishes. Also seen here, these ‘Tyson’ handlebars by Biltwell are styled after the classic T-bars, with a new look, and will fit upper triple trees with the common 3.5" center-to-center riser spacing. Manufactured from precision mandrel-bent seamless 3mm chromoly 1" diameter tubing, they are TIG welded and 1/2-13 threaded.



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Though best known since they were founded in 1982 for aftermarket hard parts, Motorcycle Storehouse has shown itself adept at keeping its offer fresh and relevant, and responding to the market's evolution.

Five or six years ago Motorcycle Storehouse reacted convincingly to the seismic demographic, cultural and style changes taking place, making a major investment to enter the burgeoning “NewGen” clothing and lifestyle market.

Their new “largest yet” Clothing and Lifestyle catalog showcases helmets, jackets, gloves, riding jeans, shirts, boots, goggles and more from many leading and iconic brands; available in print and online.

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World's "First Personal Diagnostic Tool" for Harley-Davidson motorcycles

Smart Vehicle Diagnostics LLC, ("a creator of unique diagnostic tools for automobiles, trucks and powersports vehicles"), and DIAGNOSTICA LLC, ("an innovative diagnostic equipment company) have announced the availability of Motorscan wireless on-board diagnostic (OBD) adapters with free smartphone app for Harley-Davidson motorcycles.

Featuring a patent-pending design, Motorscan adapters are said to be the first devices of their kind. "The tiny plug and play adapters work on the majority of Harley-Davidson motorcycles manufactured from 2001 to 2015. Future software updates will extend the compatibility to newer models. The free smartphone app is available for Android phones and iPhones." The Motorscan adapter plugs into a motorcycle's diagnostic port and can be left there indefinitely, according to the company. "Using the Motorscan app, a bike owner can read trouble codes and conditions with detailed descriptions, clear the check engine light, access various bike systems from the electronic control unit (ECU) to the dashboard, see data parameters, view virtual gauges, and more. Diagnostic reports can be saved and emailed to a mechanic at the touch of a button.

"We created the Motorscan OBD adapter so that Harley-Davidson owners can easily diagnose their bikes themselves and see what is wrong if the 'check engine' light comes on," said Alex Leonov, Managing Partner at Smart Vehicle Diagnostics LLC. "Motorscan essentially turns the smartphone into a powerful diagnostic tool. A lot of diagnostic tools are bulky, but we wanted to make a tool that can be left in a bike and used every day. We ended up reinventing the OBD adapter when we created the world's smallest diagnostic device for powersports with a patent-pending design that is guaranteed to fit snugly into a bike's diagnostic port. To ensure software compatibility with a wide range of Harley-Davidson models, we



partnered with EOS Srl, makers of professional motorcycle diagnostics equipment. The end result is an easy-to-use tool to monitor your bike's health daily. "Smart Vehicle Diagnostics creates truly unique and market-leading products for motorcycle diagnostics, and we are proud to be their distribution partner," said Lisa DiFalco, VP Marketing at DIAGNOSTICA LLC. "We are very excited about how the new Motorscan smartphone diagnostic tools for Harley-Davidson motorcycles will empower bike owners. We are confident that they will become a must-have device for all Harley-Davidson enthusiasts."

There are two types of adapters available. The MSDKHD4 4-pin adapter is compatible with older models with Delphi engine control units and 4-pin J1850 OBD connectors. The MSDKHD6 6-pin adapter works with most of the newer CAN-Bus Harley-Davidson bikes with 6-pin OBD connectors.

The company says that Motorscan is a plug and play device. To start, install the Motorscan app on a smartphone. Then plug the Motorscan adapter into the bike's OBD data link connector, which is usually located under the seat or on the side, making sure the bike is unlocked. Turn the ignition on and put the RUN switch into RUN position. Turn on Bluetooth on the phone and after launching, the app will find the adapter automatically – after completion of a quick registration form to Motorscan it will begin to diagnose the bike.

**SMART VEHICLE DIAGNOSTICS LLC
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Stainless 2:1 Road Rage II for Baggers

Californian exhaust manufacturer Bassani has three new stainless systems for '95-'16 tourers.

All three come with 18mm and 12mm O2



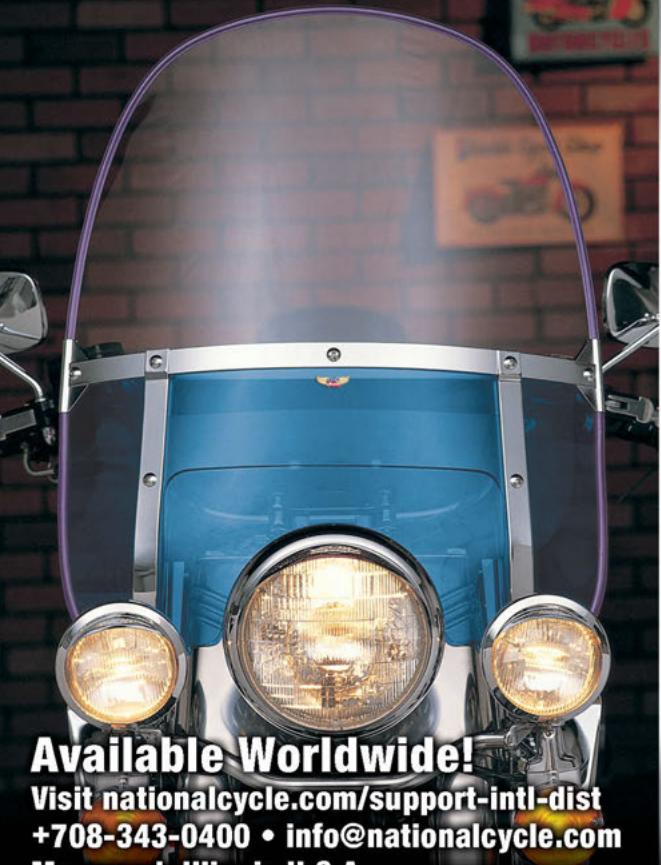
ports with sensors, adapters and plugs. Partial heat shields cover enough of the head pipe for heat protection, but end inches from the collector "to show off that stainless and hand-TIG welding." These pipes are stepped equal length 1-3/4" into 1-7/8" designed for maximum performance and feature removable baffle and end cap.

Available as a 'Short' style with a megaphone that mounts off the transmission instead of the bags to give a more radical look, and two 'Longs' – a long megaphone or a 4" straight can muffler that mounts under the bags.

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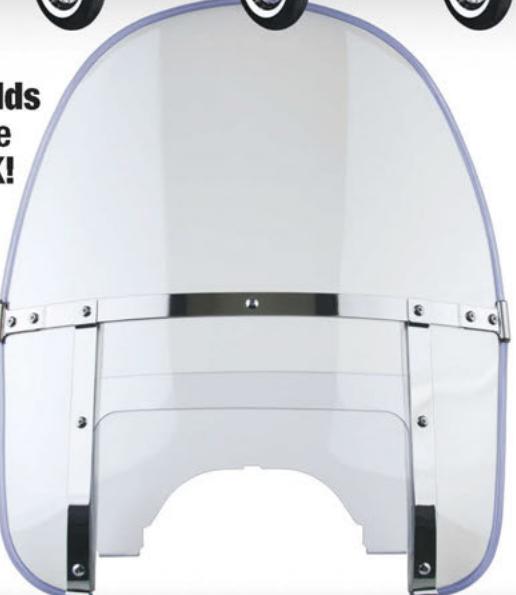
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V-Twin synthetic primary oil

Santee, California based Maxima Racing Oils has a range of drivetrain oil options to complement their popular engine oils.

Their V-Twin synthetic primary oil is a 100% synthetic motorcycle gear oil formulated for high performance transmissions and primary chain cases, designed for use in all 1984 and newer H-D models with wet diaphragm spring clutches. Maxima says that this "high-film strength gear oil provides excellent protection against shock loads, wear and offers smooth shifting under peak loads and rpms.

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

Maxima also has a mineral based V-Twin primary oil with "extreme pressure additives and surface active chemistry" to protect against shock loads and allow smooth shifting under peak loads and rpms; a heavy duty 85w140 mineral based V-Twin trans/gear oil that is recommended for use in 4-, 5- and 6-speed high performance gear boxes; and a high-quality, mineral based V-twin Sportster gear/chain case



Mineral based heavy-duty transmission and gear oil



Mineral based heavy-duty transmission and gear oil



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Increased power for Scout/60



Rogue Pipe Works (RPW USA) of North Bend, Oregon, has released this new full system for the Indian Scout and Scout 60. The "ACCELERANT" delivers increased performance (105.45 hp/80.54 torque) and includes header pipes, heatshields (chrome or black ceramic), a cone shaped muffler with a reverse cone end (chrome or black ceramic), a removable baffle and all necessary mounting hardware. Rogue Pipe Works, USA, www.rpwusa.net



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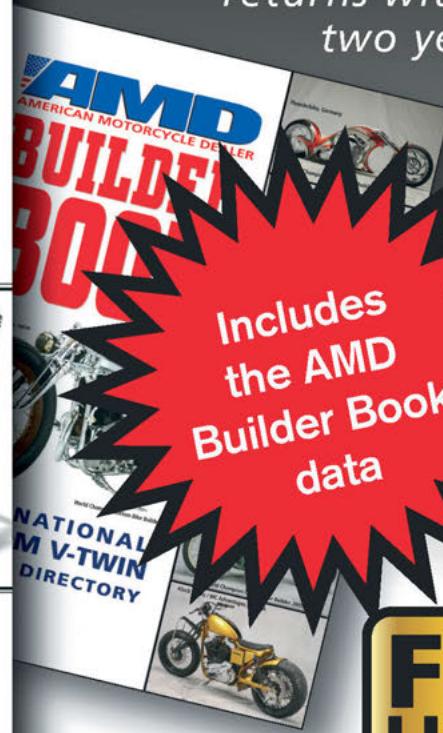
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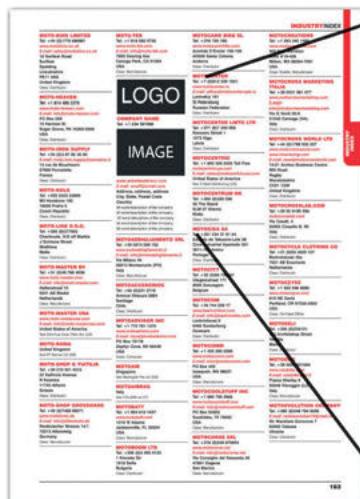
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NEWS BRIEFS

Polaris' travails with Slingshot safety concerns show no sign of abating yet, with news that "certain 2017 Slingshot, Slingshot SL and Slingshot SLR vehicles" are being recalled because "three of the bolted connections between the steering and the front suspension may have been insufficiently tightened, possibly resulting in a reduction of steering and/or front suspension performance."

Harley has completed the planned transfer of all Softail cruiser production to its Kansas City plant from York, Pennsylvania. The move will result in eight salaried and 110 hourly paid jobs being closed-out at York, as anticipated some time ago, with the same numbers being hired at Kansas to replace them.

Tucker Rocky/Biker's Choice has announced Dan Bradley as Vice President of Operations. "Bradley brings more than 25 years of experience in process and supply chain management for companies including Case New Holland, Manitowoc Cranes and Kubota." Bradley will assume responsibility for all distribution operations and will be based at Tucker Rocky's Fort Worth headquarters.

Following Joe Teresi's announcement of his decision to retire and put his Easyriders magazine and stable of publications and shows up for auction, May 15 2017 has been confirmed as the auction date for all the assets of Paisano Publications; all bids must be submitted by that date. Interest can be registered at www.PaisanoAuction.com. Contact Brian Wood at Paisano for full information.

"Decent start to an important year" – CEO Scott Wine on Polaris Q1 results

Polaris has reported that overall sales revenue for the first quarter of 2017 increased +17% to \$1,153.8 million, with Polaris North America retail sales "exceeding" company expectations.

The company says that Indian Motorcycle continued to gain market share in a soft quarter for the industry's 900cc+ sector and that its ORV (Off Road Vehicles) market share is "stabilizing."

The company has reported a first quarter 2017 net loss of \$2.9 million, a loss that included costs related to the wind-down of Victory Motorcycles. North American consumer retail demand for the Polaris motorcycle segment, including Indian Motorcycle and Slingshot, was down mid-single digits percent during the 2017 first quarter, while the overall motorcycle industry retail sales, 900cc and above, was down mid-single digits percent in the 2017 first quarter. However, Indian Motorcycle retail sales increased low double-digits percent.

"While we reported an expected net loss for the quarter, adjusted earnings were slightly ahead of our expectations," said Polaris Industries CEO Scott Wine. "We saw continued strong performance from Indian Motorcycle, and our ORV business improved its performance in the face of heavy competitive activity and a sluggish powersports environment. Overall, our dealer channel remains healthy with inventories down eight percent, and we continue to diligently work to enhance our dealer engagement."

With reference to some of the issues the

company finds itself needing to address, not least the ORV and Slingshot recall problems it continues to encounter, Wine went on to say that the company is "aggressively investing in the development of innovative products that will further solidify Polaris' position as the leader in powersports. Our first quarter results reflect our commitment to quickly and sustainably improve our strategic and tactical execution, continue enhancing overall safety and quality, and building superior products for our customers."

Motorcycle segment sales revenue in the first quarter of 2017 (including PG&A related sales) was \$120.3 million, a decrease of -35 percent compared to \$185.3 million reported in the first quarter of 2016 (which included \$46.3 million of Victory Motorcycles wholegood, accessory and

apparel sales). Indian Motorcycle wholegood sales increased in the first quarter driven by strong retail sales, offset by lower Slingshot sales, which were negatively impacted by low availability of saleable product due to quality holds during the quarter.

Polaris announced in January its intention to wind down its Victory Motorcycles operations. The company says the decision is expected to improve the long-term profitability of Polaris and its global motorcycle business, while materially improving the company's competitive position in the industry. Meantime though, Polaris will record costs associated with supporting Victory dealers in selling their remaining inventory, the disposal of factory inventory, tooling and other physical assets, and the cancellation of various

Continues on page 9 >>>



CONSOLIDATED STATEMENTS OF INCOME (LOSS) (in thousands US \$)

THREE MONTHS ENDED MARCH 31

	2017	2016
Sales	1,153,782	982,996
Cost of sales	911,291	735,418
Gross profit	242,491	247,578
Operating expenses:		
Selling and marketing	114,313	77,241
Research and development	52,005	43,109
General and administrative	75,514	69,580
Total operating expenses	241,832	189,930
Income from financial services	20,430	19,496
Operating income	21,089	77,144

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