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## AMERICAN MOTORCYCLE DEALER

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### Harley Q3: -8.1 percent in a domestic U.S. market that is -9.2 percent; international -4.6 percent

**H**arley-Davidson's third quarter results were every bit as bad as had been feared, in market statistical terms at least. But having protected the bottom line, prevented a run on the share price, posted a modest market share increase in a seriously down market, and transitioned into 2018 Softail production by the end of the quarterly cycle, it could be argued that, actually, "the company done good."

Worldwide retail motorcycle sales were down -6.9 percent overall in the third quarter (-6.1%/41,793 units YTD), compared to the same period in 2016. However, domestic U.S. retail motorcycle sales were down -8.1 percent (-8.0 %/124,800 units YTD) against a -9.2 percent decline for the domestic U.S. motorcycle market overall.

Harley's domestic market share for the quarter therefore increased, marginally, to 53.1 percent in the 601cc-plus segment (50.7 % YTD), which is up compared to the same quarter of 2016 (52.3%). Harley-

Davidson's international retail motorcycle sales decreased -4.6 percent (22,416 units) for the quarter (-2.9 percent YTD) compared to the third quarter in 2016, which, on a net basis, actually increases still further the percentage of the company's overall business being done internationally. The EMEA (Europe, Middle East and Africa region) was only down by -1.4

“ domestic share up at 53.1% ”

percent in the third quarter, and down by -1.2 percent YTD, which, given the constrained inventory and patchy 2017 market performance in Europe so far, this year is pretty good.

Indeed, based on ACEM data, Harley's third quarter 601+cc market share in Europe was up by +0.3 percent at 9.8 percent, and is only down by -0.6 percent at 9.6 percent YTD.

Canada was -3.3 percent for the third quarter (-2.0 percent YTD); Asia Pacific

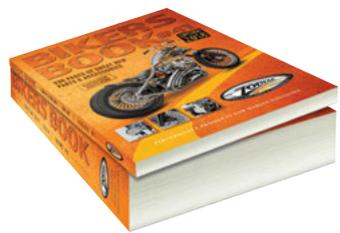
was -6.7 percent for Q3 (-6.3 percent YTD); Latin America was -11.5 percent (-0.9 percent YTD), with Mexico down, Brazil up.

Harley has restated its three-pronged 10-year objective in terms of growing ridership, launching new models, and growing its international business to 50 percent of annual unit volume by 2027; Q3 saw the company open 15 more new dealers in international markets, taking it to 35 new stores internationally so far in 2017.

"The continued weakness in the U.S. motorcycle industry only heightens our resolve and the intensity we are bringing to the quest to build the next generation of Harley-Davidson riders," said Matt Levatic, President and CEO, Harley-Davidson, Inc. "Launching one hundred new high-impact motorcycles is a critical part of our 10-year journey, and the all new Softail line-up is a significant statement of our commitment.

"As the U.S. motorcycle industry leader – with dealer strength and rider passion and loyalty like no other – we

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Winner of the Freestyle Class at the Championship of the Americas at AIMExpo, Tim Dixon of Gas Axe Chop Shop in Tennessee is headed to compete at the October 2018 AMD World Championship of Custom Bike Building at 'INTERMOT Customized' in Cologne, Germany

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Robin Bradley traces the rise and fall of the market's specialty trade show and, on behalf of many, regrets its demise



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# V-Twin Expo - A child of its times

**T**he news that Easyriders Events has cancelled its 2018 V-Twin Expo at Cincinnati may have come as no surprise to many, but everyone should regret its passing, and above all understand that it is market conditions, change and consolidation that has brought us to this place.

The show was first staged in 2000. It was born as a reaction to the relocation of the all-industry Dealer Expo to Indianapolis, and that show's refusal to recognize the specialty needs of the then fast-growing V-twin parts and accessory and custom bike building sectors.

V-Twin Expo was a "child of its times" and has now fallen victim to the radically different times in which we now find ourselves. Fast forward 17 years from that bright, shiny new start that (in Expo terms) Easyriders gave us, and my word, what changed times these now indeed are!

I have always guesstimated that the market hit "peak-V-twin", certainly in aftermarket terms, in the spring of 2006, by which time there had already been mutterings about the market not sustaining into the final months of the year prior. The impacts of hurricane Katrina and Detroit's liberal splashing of so-called employee discount levels over everyone, and anyone who visited car showrooms, were cited as issues, but the orthodoxy then was "hey, it'll be okay". They were seen as being just short-term, specific and isolated factors, and that normal service would be resumed the following year.

In fact, 2006 was the first year that those who were listening, those who were paying attention, were starting to hear rumblings about credit apps failing and mortgage defaults steeping. I remember staying in the U.S. after the V-Twin Expo in advance of 'Indy' two weeks later (an 'Indy' which more resembled an Asian ATV swap meet than a professional powersports expo), and being in a Harley dealership in California and seeing a slew of sharply reduced stickers – a shock after the years of wait lists and gouging.

If memory serves right, it was in 2007 that we saw the highest number of booths at V-Twin Expo. As the shockwaves caused by the EPA's plans to tighten on-highway emissions standards and the cycle of ever deepening financial issues took a hold of consumer confidence and spending, by the time of the "Lehman Apocalypse" of October 2008, layoffs and closures were already commonplace, and the parts and accessory industry atrophy, that we are still enduring to this day, had set in.

The V-twin industry and its specialty Expo had a long way to fall, and barring a couple of false dawns, it has dropped like a stone ever since.

In recent years the number of visitors and exhibitors at V-Twin Expo had continued to decline in line with the market's diminishing sales opportunities and when, three years ago, Harley's own recovery stalled and went into reverse, the writing was on the wall. In tandem with the channel consolidation triggered by acquisitions in a declining market, the impact of e-commerce and the changing of the demographics that had underpinned the phenomenal growth in the V-twin industry since the early 1990s, it was, regrettably, only a matter of time before Easyriders had to face the altered realities in which we are all trading.

There has been plenty of conjecturing as to why it has come to this. Personally, I don't think the launch of AIMExpo has had much effect on the V-Twin Expo, largely because of the timing and because, until this year, it was being staged just about as far away

from the V-twin industry's midwestern heartland as it is possible to get.

However, there is no question that the emergence of the current pattern of expo style distributor, dealer and vendor events in February has had a massive impact, along with the wider consolidation issues and the collapse in available budgets as a result of declining sales.

Some of the numbers that I have been hearing about just how dramatic the decline in industry revenues really is are heart-stopping. Both in aftermarket parts and accessory terms but also, now too, in new motorcycle registration terms.

The V-Twin Expo announcement was made before the latest round of quarterlies from Harley and Polaris. What is interesting is that both manufacturers are currently able to lay claim to a growing market share, albeit in a declining market overall. The irony (and danger) of that is that the overall industry sales picture is so bad that even in making and selling fewer custom-style streetbikes this year than last, the combined share of the overall market seen by the V-twin market is actually growing, but with fewer bikes.

That is horrible math. That said, right now, it does rather beg the question about the long-term viability of any powersports trade expo (ATV, UTV and SxS market performance aside) that is not prioritizing outreach to the old and (especially) "New Gen" custom culture.

Relatively speaking, the "custom" market could be transitioning, as we 'speak', from traditionally having been worth around a third to a half of the available motorcycle market footprint in North America to being in the region of a half to two thirds of that (currently much smaller) available opportunity.

I always maintained that if we didn't have the V-Twin Expo, then sure as heck it wouldn't be long before someone, somewhere, would try to reinvent it. With tweaks, yes, and yes, with its agenda firmly based on the multi-platform, multi price-point market that is replacing dependency on the pure V-twin market of the boomers.

Down the years the opportunity that the V-Twin Expo provided has been a mainstay of my business opportunities, and I for one will miss it – not least because I still do firmly believe that there is a need for there to be speciality events as well as wider, multi-discipline shows. As I have been saying for years, dealers need to tend their own gardens as well as look over the fence to see what others are doing!

On behalf of all those who, like me, have valued the business opportunity that the V-Twin Expo has represented down the years, I'd like to express my heartfelt thanks and appreciation to Jim and Meredith Betlach and their team for all their dedication and hard work, and to Easyriders owner Joe Teresi for what he has done for countless businesses these past 17 years.

I'm sure I am not alone in sharing the regret that they no doubt feel keenly that it should end in cancellation rather than the sunlit uplands of a vibrant future, but they can be mighty proud of the legacy the show leaves and the contribution they made to the lives of so many of us.

## 'the market math is horrible'



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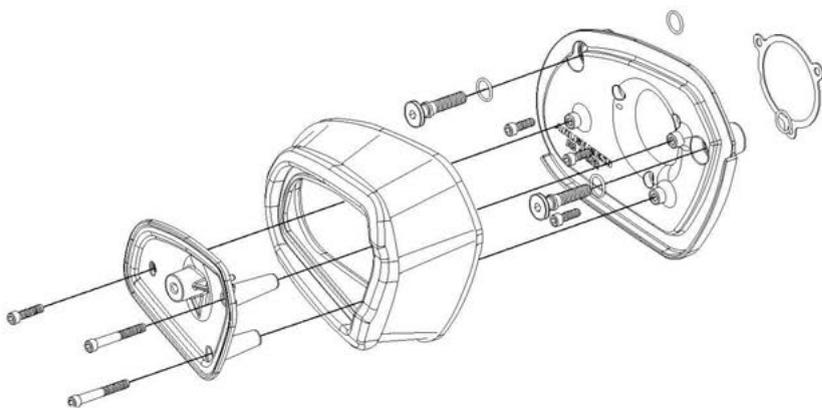


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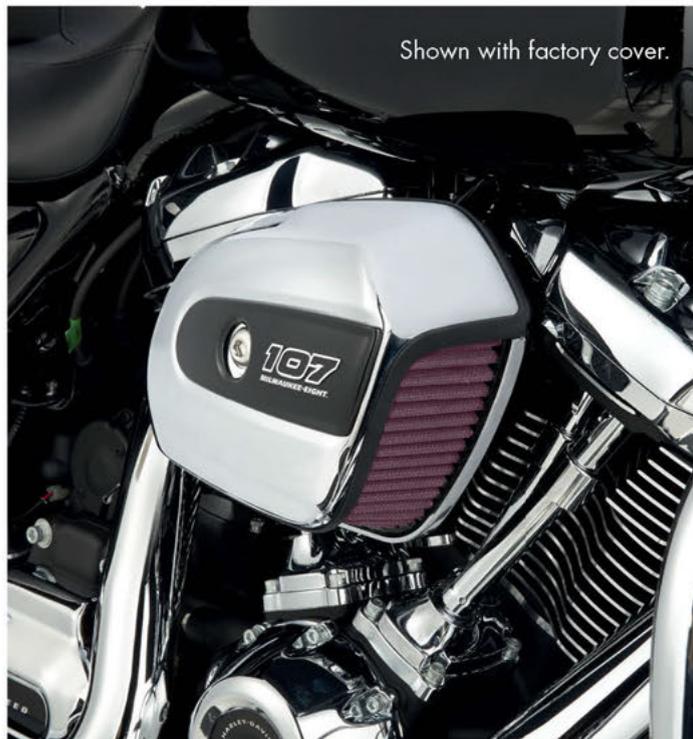
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# HARLEY BRIEFS

The dust having now settled on the excitement that greeted Harley's rumored appointment of Goldman Sachs to explore Ducati acquisition options, in a rare outbreak of "Unions do something useful, shock," Volkswagen's hopes of selling Ducati have been scuppered by the powerful German unions (who account for half of the seats on the auto giant's advisory board) being united in opposition to the sale.

**It has emerged that while several serious bids were indeed received for Ducati in response to Volkswagen's preliminary Offer for Sale, Bajaj Auto and the Italian Bennetton investment fund were believed to have been favorites to win the bidding war. Some reports suggest that Royal Enfield (and Polaris joint venture partner Eicher Motors) increased its initial par bid of around \$1.5Bn to \$2.0Bn.**

Talking of Unions, as has been widely reported, but probably not really noticed much as such, the United Steelworkers and International Association of Machinists and Aerospace Workers have terminated their 22-year old agreements with Harley, claiming that the company has been "systematically dismantling its hourly workforce" for some seven years. Harley spokesperson Pat Sweeney is reported to have stated that the decision will not affect how Harley deals with workplace issues.

**As at August 2017 Harley-Davidson was in 6th spot in motorcycle market share terms in Germany, having sold 7,666 units for an 8.93 percent share; down from 9,252 units/10.09 percent for the first eight months of 2016.**

Harley's top-seller in Germany Jan-Aug 2017, and the 25th best-selling motorcycle in Germany for the first eight months, was the XL 1200 X (884 units); the Breakout was the 31st best-seller in Germany (804 units); Dyna Street Bob 34th (787 units); and XL 883 Iron 43rd (597 units).

**In other German market news, Harley has done a deal with guarantee provider CG to extend its standard two-year warranty on new bike sales to four years.**

<<< Continued from cover

believe we are uniquely positioned to build ridership and strengthen the sport of motorcycling, not just in the U.S., but around the world. Our investments in new product and marketing are targeted to drive ridership growth. We have the strategies, plans and people to make it happen," said Levatich. Harley-Davidson says it continues to expect to ship 241,000 to 246,000 motorcycles to dealers worldwide in 2017, which is down approximately 6 to 8 percent from 2016. In the fourth quarter, the company expects to ship 46,700 to 51,700 motorcycles compared to 42,414 motorcycles shipped in the year-ago period. Harley say the quarter was impacted by soft used bike prices and the hurricanes in Texas and Florida, though by the end of the quarter used



"Harley-Davidson says it continues to expect to ship 241,000 to 246,000 motorcycles to dealers worldwide in 2017"

## Harley-Davidson sales revenue and production data... 3rd quarter 2017

Income statements in \$1,000s (except share)	THREE MONTHS ENDED		NINE MONTHS ENDED	
	SEPT 2017	SEPT 2016	SEPT 2017	SEPT 2016
Net sales revenue	\$962,136	\$1,091,630	\$3,867,982	\$4,338,353
Gross profit	\$276,975	\$367,019	\$1,330,083	\$1,564,857
Total operating income	\$96,708	\$178,376	\$789,768	\$979,526
Net income	\$68,209	\$114,065	\$ 513,445	\$644,985
Diluted earnings per common share	\$0.40	\$0.64	\$2.95	\$3.55

### NET SALES REVENUE

Figures are shown in \$1,000s	THREE MONTHS ENDED		NINE MONTHS ENDED	
	SEPT 2017	SEPT 2016	SEPT 2017	SEPT 2016
H-D Motorcycles	\$653,345	\$788,856	\$3,023,480	\$3,437,066
Parts & Accessories	\$229,709	\$231,279	\$636,232	\$673,192
General Merchandise	\$72,687	\$65,289	\$191,540	\$211,664
Other	\$6,395	\$6,206	\$16,730	\$16,431
<b>Total</b>	<b>\$962,136</b>	<b>\$1,091,630</b>	<b>\$3,867,982</b>	<b>\$4,338,353</b>

### MOTORCYCLE SHIPMENT DATA

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

	SEPT 2017	SEPT 2016	SEPT 2017	SEPT 2016
United States	19,668	26,269	118,418	141,708
Exports	21,994	22,342	75,882	78,099
<b>Total H-D</b>	<b>41,662</b>	<b>48,611</b>	<b>194,300</b>	<b>219,807</b>

### PRODUCT MIX

	SEPT 2017	SEPT 2016	SEPT 2017	SEPT 2016
Touring	14,674	23,295	80,392	89,467
Cruiser	17,292	13,986	67,693	78,570
Sportster/Street	9,696	11,330	46,215	51,770
<b>Total</b>	<b>41,662</b>	<b>48,611</b>	<b>194,300</b>	<b>219,807</b>

### RETAIL SALES OF H-D MOTORCYCLES:

	SEPT 2017	SEPT 2016	SEPT 2017	SEPT 2016
United States	41,793	45,469	124,777	135,581
Canada	2,575	2,663	8,763	8,946
EMEA	10,078	10,224	37,475	37,947
Asia Pacific Region	7,457	7,994	22,628	24,141
Latin America Region	2,306	2,605	7,003	7,064
<b>Total</b>	<b>64,209</b>	<b>68,955</b>	<b>200,646</b>	<b>213,679</b>

**HARLEY BRIEFS**

Rick's Motorcycles of Baden-Baden hosted its latest 'Rick's Harley Days' open-house weekend at the end of September. In addition to showing the new Softails, hosting ride-outs, demo rides and all the usual features of the popular annual event, Rick's, one of Europe's largest aftermarket parts and accessories manufacturers, threw open the doors of its CNC machinery equipped manufacturing halls where their noted custom bikes and wheels programs are built and made.

**In Switzerland Harley took 3rd spot in motorcycle market share terms for the first nine months of 2017, selling 2,675 units (a tad down on Jan-Sept 2017) behind Yamaha and BMW, but ahead of Kawasaki, Honda, Triumph, KTM, Ducati, Suzuki, Aprilia and Indian Motorcycle (294 units in what, in European terms, is their Head Office home market). Harley's top-seller there was the XL 1200 X Forty-Eight (270 units), followed by the Breakout (231 units).**

In Austria Harley has dropped to 7th spot in motorcycle market share terms (Jan-Sept 2017, from 6th in 2016), selling 923 units YTD; their top-seller there was the XL 1200 X, followed by the XL 1200 X, FLHXS and FXDB.

**In an Australian total market that is down by -7.8 percent (73,141 units) for the period January to September 2017, Harley are in fourth spot in market share terms behind Honda, Yamaha and Kawasaki, having sold 6,526 units YTD for an 8.9% share. However, in the road bike market (the largest motorcycle sector in Australia, worth 40.5 percent of the overall market there/29,625 units YTD - net of scooters, small cc bikes and off-road units etc), Harley is top dog, ahead of Honda and Yamaha; its top-seller in Australia is the FXSB, followed by the XG500.**

The sectors of the Brammo electric vehicle business that were not bought by Polaris five years ago, which includes the 'Empulse RR' e-bike of IOM and Pikes Peak derring do fame, has been bought by Diesel engine manufacturer Cummins. What has this to do with Harley? Cummins' CEO and Chairman Tom Lineberger is a non-executive Director on the board of Harley-Davidson. With ex-CEO Keith Wandell still engaged to work his magic at previously struggling battery maker Exide, are we witnessing the emergence of a Bar & Shield 'E-Nostra' as the production of Project Livewire (hopefully) draws ever nearer?



**Dave Cotteleer, newly appointed as VP U.S Market**

Harley prices had started to recover, and that YTD used bike sales were up for the YTD through August and overall pricing was up for the third quarter. The company puts its market share gains down to strong demand for the new cruisers and equipping new motorcycle rentals partner EagleRider with its initial fleet of new bikes. Inventory management continues to be managed closely. The company cites considerably constrained availability in Q3, with dealer inventory down by 12,200 units vs. the prior year.

Total motorcycle shipments of 41,662 for the quarter (-14.3 percent) took the YTD figure to 194,300 (-11.6 percent), of which 41.4 percent (+0.7 percent) were Tourers, 34.8 percent were Cruisers (-0.9 percent) and 23.8 percent were Street and Sportster models (+0.2 percent).

However, in Q3 Tourers declined in model mix terms to 35.2 percent (-12.7 percent), with Cruisers up by +12.7 percent to 41.5 percent of shipments.

CFO John Olin said that "Q3 shipments were down 6,949 motorcycle year on year as we

aggressively managed supply in line with demand" and that that left Harley "within guidance range of 39,000 to 44,000 motorcycles" for the quarter. He noted that 52.8 percent of Q3 shipments were, in fact, international and that overall the Q3 mix has been slowed to Cruisers to reflect the MY 2018 launch.

The company continues to expect full-year 2017 operating margin to be down approximately 1 percentage point compared to 2016, and 2017 capital expenditures to be \$200 million to \$220 million.

Cash and marketable securities totaled \$683.1 million at the end of the third quarter, compared to \$795.3 million a year ago. During the first nine months of 2017, Harley-Davidson generated \$949.1 million of cash from operating activities compared to \$927.8 million for the first nine months of 2016. The company paid a cash dividend of \$0.365 per share for the third quarter of 2017, and a cumulative total of \$1.095 per share for the first nine months of 2017.

On a discretionary basis, the company repurchased 4.5 million shares of its common stock during the third quarter of 2017 for \$222 million. In the third quarter of 2017, there were 170.7 million weighted-average diluted common shares outstanding, compared to 179.3 million shares in the same period a year ago. At the end of the period, 10.6 million shares remained on a board-approved share repurchase authorization.

Third quarter 2017 diluted EPS decreased to \$0.40 from \$0.64 in the third quarter of 2016. Third quarter net income was \$68.2 million on consolidated revenue of \$1.15 billion versus net income of \$114.1 million on consolidated revenue of \$1.27 billion in the third quarter of 2016.

Through nine months, Harley-Davidson 2017 diluted EPS was \$2.95, down 16.9 percent from \$3.55 in the

year-ago period. Harley-Davidson 2017 net income was \$513.4 million on consolidated revenue of \$4.42 billion compared to nine-month 2016 net income of \$645.0 million on consolidated revenue of \$4.89 billion. For the first nine months, worldwide retail motorcycle sales were down 6.1 percent compared to the same period in 2016.

**Kumbier appointed COO**



**Michelle Kumbier has been appointed Chief Operating Officer of Harley-Davidson Motor Company with "responsibility for planning and delivering the company's global business results." Effective immediately, Kumbier will have oversight of the company's U.S. and international markets in addition to her current responsibilities leading product and operations. Kumbier joined Harley in 1997 in operations purchasing, and has since taken on roles with increasing responsibility in purchasing, strategic planning, new business development and parts & accessories. She most recently served as Senior Vice President, Motor Company Product & Operations, leading a team of more than 4,500 employees worldwide. Domestic U.S. Managing Director Mike Kennedy and Sean Cummings, Senior VP Global Demand, have left the company.**



**Harley-Davidson Chairman and CEO Matt Levatich was one of the two keynote speakers at the recent AIMExpo at Columbus, Ohio, (Scott Wine, CEO of Polaris, being the other) and, pointing to the investment that Harley is making to train two million new riders, called on the industry to unite to promote the two-wheel leisure option. He said that our market's competitors are as much the social media, content channels and games that 'Millennials' and 'Centennials' are exposed to on their screens, as well as any other outdoor leisure option, or, like for any other single motorcycle maker, the competitive offerings from other manufacturers. Levatich, quite rightly, pointed to the experiential opportunities of riding as being our primary USP**

**NEWS BRIEFS**

In motorcycle terms, registrations of motorcycles in the EU reached 520,846 units during Q2 2017 (-4.9% compared to Q2 2016). Italy is currently the largest motorcycle market in Europe with 124,913 units registered in Q2 2017 (+6.6% compared to the same quarter of the previous year). Motorcycle registrations also increased in France (91,494 units, +2.6%), but decreased in Germany (88,322 units, -12.3%), Spain (67,373 vehicles, -8.1%) and the UK (53,549 units, -13.4%).

**Royal Enfield, which proudly claims to be the world's oldest motorcycle brand in continuous production, has opened a third factory in India. Citing increasing demand for its mid-sized bikes and no doubt eyeing its entry into the 750cc class, it takes the company's combined production capacity to 825,000 units a year. Royal Enfield is reported to have made over 667,000 motorcycles in its 2016/2017 financial year. The Indian firm's U.S. operation is headed up at a Milwaukee, Wisconsin headquarters by ex-Harley man Rod Copes.**

In 2016 there were 371,403 new motorcycles sold in the United States – less than half of the market of a decade earlier. Off-road and on-highway motorcycle sales have been largely flat since 2010, with the modest growth in on-highway bike sales seen between 2012 and 2015 going into reverse. The percentage of riders aged 30 years or less has more than halved since 1990, while those aged over 50 now account for nearly 50 percent of the market.

**India has overtaken China as the world's largest motorcycle market. Last year over 17.7 m motorcycles were sold in India – around 1 m more than in China, where the 16.8 m motorcycles sold was actually a decline of -11 percent. Motorcycle sales in China are said to have peaked at around 19 m units in 2009 – since then increasing numbers of Chinese cities have actually been banning motorcycle use, especially in city centres, in a (mistaken?) attempt to curb air pollution.**

**THIRD QUARTER CONSOLIDATED CORPORATE SUMMARY**

in thousands US \$	THREE MONTHS ENDED SEPTEMBER 30		NINE MONTHS ENDED SEPTEMBER 30	
	2017	2016	2017	2016
Sales	1,478,726	1,185,067	3,997,428	3,298,840
Cost of sales	1,114,764	924,297	3,040,589	2,505,989
Gross profit	363,962	260,770	956,839	792,851
<b>Operating expenses:</b>				
Selling and marketing	122,642	89,751	355,486	244,812
Research and development	63,129	47,568	175,887	136,256
General and administrative	79,421	85,257	245,998	219,403
Total operating expenses	265,192	222,576	777,371	600,471
Income from financial services	18,138	19,195	57,711	59,155
Operating income	116,908	57,389	237,179	251,535
Net income	\$81,888	\$32,312	\$141,018	\$150,367

<<< Continued from page 64



third quarter of 2017 was \$10.4 million compared to \$20.3 million in the third quarter of 2016. Adjusted for the Victory Motorcycles wind-down costs of \$7.6 million, motorcycle gross profit was \$17.9 million, down from the third quarter last year due primarily to lower Slingshot volume. North American consumer retail demand for the Polaris motorcycle segment, including Indian Motorcycle and Slingshot, was up mid-single digits percent during the 2017 third quarter. Indian Motorcycles increased retail sales +16 percent, partly driven by new model introductions, including the new Chieftain Elite and Limited models and Roadmaster Classic. Indian Motorcycle market share surpassed the ten percent mark in September.

Motorcycle industry retail sales, 900cc and above, were down high-single digits percent in the 2017 third quarter. Slingshot's retail sales were down, although the rate of decline decelerated during the quarter. Off-Road Vehicle ("ORV") and Snowmobile segment sales, including their respective PG&A related sales, were \$1,007.4 million for the third quarter of 2017, up +12 percent over \$895.6 million for the third quarter of the prior year, driven primarily by improved side-by-side shipments. ORV wholegood sales for the third

quarter of 2017 increased +13 percent, primarily driven by strong RZR shipments. Polaris North American ORV unit retail sales for the third quarter of 2017 were up mid-teens percent from the 2016 third quarter, with both side-by-side vehicles and ATVs up mid-teens percent. The North American ORV industry was up high-single digits percent compared to the third quarter last year.

Snowmobile wholegood sales in the third quarter of 2017 increased +20 percent to \$144.2 million due to timing of shipments year-over-year, as the company manufactured and shipped its snowmobiles later in 2016.

Global Adjacent Markets segment sales, along with its PG&A related sales, increased +17 percent to \$91.6 million in the 2017 third quarter compared to \$78.5 million in the 2016 third quarter. Work and Transportation group wholegood sales were up +17 percent during the third quarter of 2017 primarily due to an increase in sales in the company's Aixam quadricycles and Goupil light-utility businesses.

Aftermarket segment sales, which include Transamerican Auto Parts ("TAP"), along with the company's other aftermarket brands of Klim,

Kolpin, Pro Armor, Trail Tech and 509, increased significantly to \$224.7 million in the 2017 third quarter compared to \$29.9 million in the 2016 third quarter. TAP added \$190.6 million of sales in the third quarter of 2017.

Parts, Garments and Accessories ("PG&A") sales, excluding Aftermarket segment sales, increased seven percent for the 2017 third quarter. All segments and categories increased sales during the quarter.

International sales to customers outside of North America, including PG&A, totaled \$156.8 million for the third quarter of 2017, up +1 percent from the same period in 2016. Sales in EMEA and Asia Pacific increased low-double digits percent in the third quarter, with Latin America growing sales mid-single digits during the quarter.

Third quarter gross profit margin was 24.6%, up 261 basis points over prior year. Adjusted gross profit margin was 25.5%, up 351 basis points versus last year primarily due to positive product mix, increased VIP savings and lower warranty costs.

During the third quarter of 2017, the company repurchased and retired 257,000 shares of its common stock for \$23.3 million. Year-to-date through September 30, 2017, the company has repurchased and retired 1,015,000 shares of its common stock for \$88.9 million.

**THIRD QUARTER CONSOLIDATED SECTOR PERFORMANCE SUMMARY**

Sales in '000s US \$	Three months ended September 30			Nine months ended September 30		
	2017	2016	% Change	2017	2016	% Change
ORV/Snowmobiles	1,007,392	895,550	+12%	2,557,003	2,402,985	+7%
% of sales	29.5%	24.7%	+473bps	30.1%	27.3%	+281bps
Motorcycles (Indian & Slingshot)	155,059	181,181	-14%	473,345	594,840	-20%
% of sales	6.7%	11.2%	-453bps	2.4%	14.5%	-1,209bps
Global Adjacent Markets	91,575	78,485	+17%	280,152	243,553	+15%
% of sales	17.5%	27.8%	-453bps	23.3%	27.2%	-710bps
Aftermarket	224,700	29,851	+653%	666,928	45,462	+1,061%
% of sales	28.1%	35.5%	-734bps	24.7%	31.8%	-710bps
<b>Total Sales</b>	<b>147,8726</b>	<b>1185,067</b>	<b>+25%</b>	<b>3,997,428</b>	<b>3,298,840</b>	<b>+21%</b>



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**NEWS BRIEFS**

**Zodiac 'Bikers Book' #41 2018 supplement**

**Much derided and failed American tech start-up Skully, who planned to sell the AR-1 HUD (Heads Up Display) helmet following a crowd funding campaign, is kind of making a comeback with a new company called Skully Technologies stating that they will "Make it Right" and produce a newly re-branded Skully Fenix helmet.**

The Antique Motorcycle Foundation has elected long-time industry veteran Mark Mederski as its next president. He is the foundation's fourth president in its 10-year history. Mederski replaces Jon Radermacher. After many years with the American Motorcyclist Association, Mederski was the executive director of the Motorcycle Hall of Fame Museum in Pickerington, Ohio. He currently is the special projects director at the National Motorcycle Museum in Anamosa, Iowa.

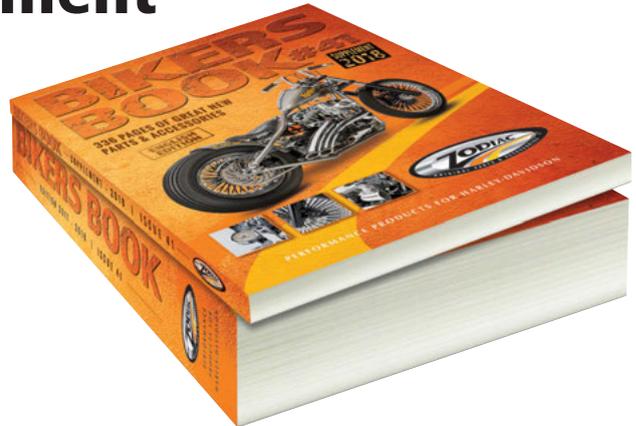
**Dutch portfolio equity investor ABN AMRO Participations has bought a majority stake in the Dutch/German exhaust specialist The Jekill and Hyde Company. Founded in 1997 by Jacques van de Kerhof, J&H develops exhaust systems with an electronically adjustable valve.**

Dutch apparel manufacturer Rev'It! and Italian accessory designer Rizoma have joined forces, with Rev'It! USA taking over exclusive rights to distribute the Italian hard parts brand's products in the United States and Canada from the Rev'It! USA headquarters at Brooklyn.

**Textron, owner of Arctic Cat, has reported increased revenue of \$3.5 Bn for their third quarter, up by +7.2 percent. Revenues in its Industrial Segment, which includes Arctic Cat, were \$156m for the quarter, largely due to the impact of acquiring Arctic Cat; segment profit was down \$17m.**

Slated for January 14 – 16 at Stoneleigh Park, near Coventry in the UK, Motorcycle Trade Expo 2018 reports that over 90 percent of available booth space was already sold by the end of September.

It would appear that the biggest and best 'Bikers Book' catalog just wasn't big enough for Zodiac! The new full color 2018 supplement to the Zodiac 'Bikers Book' issue #41 is now available and contains over 3,500 new and exciting parts and accessories, including all of those published in their monthly dealer newsletters. Taken together, the 2018 supplement and the issue #41 'Bikers Book' contain tens of thousands of parts



numbers, and new products in the 336 pages of the 2018 supplement include Odd Concepts parts from Sweden, stock replacement parts from V-Twin Manufacturing for side valves, Knucklehead, Panhead, Shovelhead and Evolution, award-winning Italian made Mupo inverted front forks and Öhlins conventional style front forks. Where appropriate, much of the Zodiac offer is EU regulation compliant, including new E-approved mufflers and complete exhaust systems from Freedom Performance, Vision-X led light units and Dutch made B2 lifts. Additional new products from well-known brands include RST adjustable brake and clutch levers, the latest additions to the Arlen Ness program, plus thousands of new and established old and late-model parts and accessories from all over the world.

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# Kellermann indicators now available through Kuryakyn



Somerset, Wisconsin based Kuryakyn and German specialist lights manufacturer Kellermann GmbH have announced a partnership and introduction of the "Kuryakyn by Kellermann" collection.

Kellermann has been designing and manufacturing premium motorcycle accessories for more than 25 years. Their exceptional quality has generated a cult-like following among the custom bike culture, and has also earned the brand numerous prestigious honors, including the coveted Chicago Athenaeum Museum's "Good Design Award" as well as multiple Red Dot Design Awards for the BL 2000 and Bullet 1000 series.

This brand alliance strengthens

Kellermann's position as a segment leader of state-of-the-art motorcycle indicators, leveraging Kuryakyn's worldwide dealer, distributor and retail channels to strategically penetrate new markets with an emphasis on North America.

"Kellermann and Kuryakyn share a passion for technology and product innovation," said Holger Mohr, President of Kuryakyn. "This partnership reinforces Kuryakyn's commitment of offering the highest quality, best-performing accessories to our dealers and consumers, and is a tremendous opportunity for both brands to showcase our respective leadership positions within the motorsports industry."

The 'Kuryakyn by Kellermann' collection showcases a variety of high-performance L.E.D. indicators "offering modern styling" in a variety

of sizes and profiles. All indicators operate via integrated circuit at 330 kHz, are universal for 12 volt electronic applications, and feature precision zinc die-cast metal housings. Kellermann's HighPower L.E.D. Technology combined with Longlife Protection Guard "delivers maximum L.E.D. brightness and lifespan for unmatched longevity."

"We are absolutely thrilled to bring our range of innovative and premium quality motorcycle accessories made in Germany together with the Kuryakyn team to the challenging U.S. market," says Dr. Stefan Wöste, Kellermann CEO. "We are ready to listen to what bikers in the U.S. want, and will push the envelope even further to bring more cutting-edge technology to the American motorcycle scene."

[www.kuryakyn.com](http://www.kuryakyn.com)  
[www.kellermann-online.com](http://www.kellermann-online.com)



# Lowell Anderson – new Director of Brands at TR/Biker's Choice



Tucker Rocky/Biker's Choice has announced the addition of Lowell Anderson as Director of Brands. Anderson comes to the company with an extensive background in the powersports industry.

"I'm very excited to be part of the Tucker Rocky/Biker's Choice family," says Anderson. "As Director of Brands, I am looking forward to working with our brand team members to create a compelling assortment of products that is both profitable and desirable to our customers." Anderson previously worked as Director of Brands with J&P Cycles, responsible for the assortment, design and development of products for their private label brands, making him the perfect fit for his new role at Tucker Rocky/Biker's Choice. He also led their merchandising team as well as assisted with the company's creative marketing and branding efforts.

Prior to his position with J&P Cycles, Anderson worked as a senior manager for KTM North America, helping to create the KTM Hard Equipment product line. He also worked for Cycra Racing as the Director of Brands, creating their accessory line and an inventory management system.

Anderson is a motorcycle enthusiast who has raced both road bikes and dirt bikes. He continues to race dirt bikes as well as building metric bobbers in his spare time.

# Metalsport HP brake caliper

Californian wheel manufacturer Metalsport has recently developed

what it describes as a high performance



custom brake caliper that "combines superior stopping power and reliability with an unmistakable custom appearance," says CEO Ron Loynds. The caliper is shown here with one of the company's complete kits, which includes an 18" rotor with a 420 heat-treated stainless steel outer ring mounted to a 6061-T6 aluminum carrier with application-specific stainless steel buttons. Offered in cuts to match Metalsport's popular wheel designs, they ship with a custom caliper hanger, manufactured in-house from 6061-T6 billet aluminum, and with all stainless mounting hardware.

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# Custom Scout Bobbers



Three stock Scout Bobbers, three very different personalities, three very different custom outcomes. From the left: Kraus Motor Co., Keino Cycles, Steve Caballero/RSD

We wish we had more space available to showcase these three great custom Scout Bobbers, but in a busy AMD edition we wanted to be sure to at least acknowledge the creativity that Satya Kraus, Keino Sasaki and skateboarder Steve Caballero (in collaboration with Roland Sands) have brought to what started out as three identical stock bikes.

First unveiled at this year's Minneapolis X Games, "Strip it Down" was the mantra that Indian say drove the design of the Scout Bobber, and as the title sponsor of the annual Brooklyn Invitational Custom Motorcycle Show, Indian unveiled these three custom versions to highlight the intended versatility of the platform.

Indian describe their stock Scout Bobber as "a low-slung, blacked-out, 100 horsepower, minimalist motorcycle that proves less is definitely

more." Keino Sasaki, as ever, certainly "got that" and has kept it simple with an aluminum fuel tank, front fairing, fenders, exhaust, Beringer inboard brake, some custom spoke wheels and stock modified rearsets.

Roland Sands took Steve Caballero's ideas for a street flat tracker and raided the RSD parts bin.

For Satya Kraus the clue is in the upside downies – performance and handling were the order of the day (coincidentally see page 45 of this edition of AMD), with selected parts including Rotobox carbon fiber wheels (Slovenia), Beringer brakes (France), inverted front suspension with Öhlins forks (Sweden), a linear steering damper, Kraus isolated risers, Rizoma mirrors (Italy), chain drive and a hand TIG-welded 304-16 stainless steel 2 into 1 Scrambler inspired exhaust by Fab28 Industries.

# Biker Fest 2018 to host AMD World Championship affiliate custom bike show

The 32nd annual Biker Fest (aka Italian Bike Week) at Lignano Sabbiadoro, on the Adriatic coast of Italy, north of Venice, will be staged from 10 - 13 May 2018, again hosting the Italian Custom Bike Championship finals, the official affiliate round of the AMD World Championship of



**Custom Bike Building for Italy.** This year saw thousands of bikers descend on Lignano Sabbiadoro for one of Europe's oldest custom bike events, the brainchild of father and son team Moreno and Micke Persello, creators of the original Chopper and Custom Show at Padua back in the 1990s and publishers of leading Italian custom lifestyle magazine Biker's Life.

Next year will be the seventh time the ever-popular Biker Fest will play host to the climax of the 12 city/event Italian Bike Championship with no less than four builders winning 1,000.00 euro each of expenses to compete at 'AMD XIII' at INTERMOT 'Customized' in Cologne, Germany, in October 2018.

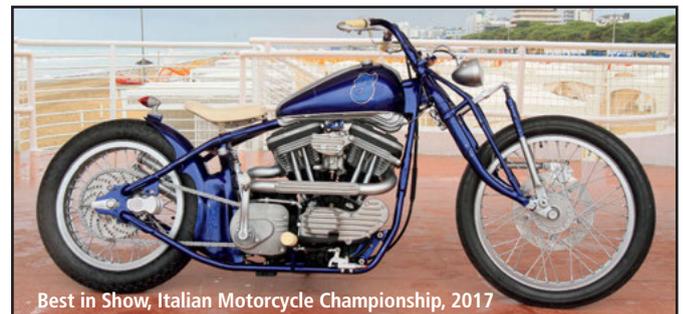
Over 100 bikes in total were on display at the impressive Terrazza Mare, and classes will again include Freestyle, Modified Harley-Davidson, Metric, Streetfighter/Sportsbike, Cafe Racer, Scrambler, Bagger and Old

Style, with the three 'Best in Show' winners and 'Public Vote' pick scooping the 'AMD' prize money being put up by the show organizers.

With a larger vendor presence at the event this year, an expanded additional "customizer" vendor area was set up opposite the Terrazza (in addition to the usual vendor lot at Luna Park) where there were opportunities for builders and custom shops to present their work - a new feature in 2016 that is developing into a popular opportunity for custom builders to connect with the over 35,000 riders who attend.

Exhibitors backing Biker Fest in 2017 included Custom Chrome Europe, Motorcycle Storehouse, Free Spirits, Italian suspension specialists Andreani and Bitubo, Asso Special Bike and motorcycle manufacturers such as Harley-Davidson, Indian Motorcycle, BMW, Honda, Aprilia, Ducati (Scrambler) and Moto Guzzi.

[www.bikerfest.it](http://www.bikerfest.it)



Best in Show, Italian Motorcycle Championship, 2017

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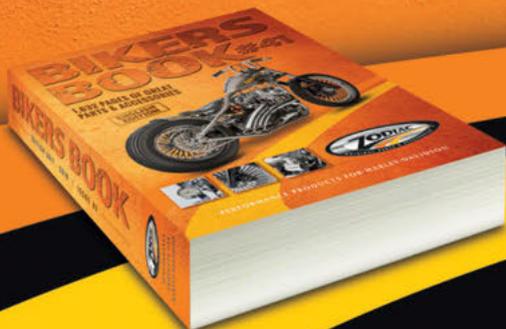
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**'E' BRIEFS**

It is reported that Bosch has invented a "carbon neutral" synthetic hydrocarbon based fuel. It is likely to be some time before the chemistry involved proves to be scalable or for production of sufficient quantities to be commercially viable, but should it prove to be so, it could take the transport emissions debate in an additional new direction.

Microsoft is reported to have teamed up with fellow American company Baidu Inc. to take the technical development and adoption of autonomous driving worldwide. As a member of the so-called "Apollo Alliance", Microsoft will provide global scale for Apollo (outside of China) with the Microsoft Azure cloud. The plan sees the data captured by vehicles combined with Microsoft's "AI, machine learning and deep neural network capabilities to accelerate the work already being done to make autonomous vehicles safer".

**Founded earlier this year, Salt Lake City, Utah, hybrid truck manufacturer Nikola Motors' powersports division has unveiled designs and specifications for the Nikola Zero UTV – an all-electric, 400-volt plug-in, off-road and, potentially, street legal four-wheeler. Production is presently forecast to commence in January 2018 and starting at \$35,000, there will be two performance options – 415hp and 3,675 ft. lbs of torque and 555hp with 4,900 ft. lbs torque – and 75kwh, 100kwh and 125kwh battery options. The larger of the three is said to deliver 200 miles range in 4x4 off-road mode. Speeds of up to 0-60 in 3.9 seconds with four passengers inside are being quoted.**

The United States has another new multi-line motorcycle manufacturer with San Francisco based Alta Redshift SM, having put its Supermoto E-Bike into production alongside the Redshift MX it started to produce two years ago. Earlier this year Alta secured a \$27m funding round; the new model will be up against KTM's Freeride E-XC, which has just recently started shipping to U.S. dealers.

# Bigger Barber

The Barber Vintage Motorsports Museum and Barber Motorsports Park at Birmingham, Alabama, has made major facility improvements.

An additional 85,000 sq ft of space has been added to the Barber Museum, making it more than a quarter of a million sq ft in total – said to be the largest motorcycle museum in the world, housing the largest collection of motorcycles in the world (over 1,400 and counting), the museum drew 270,000 visitors last year.

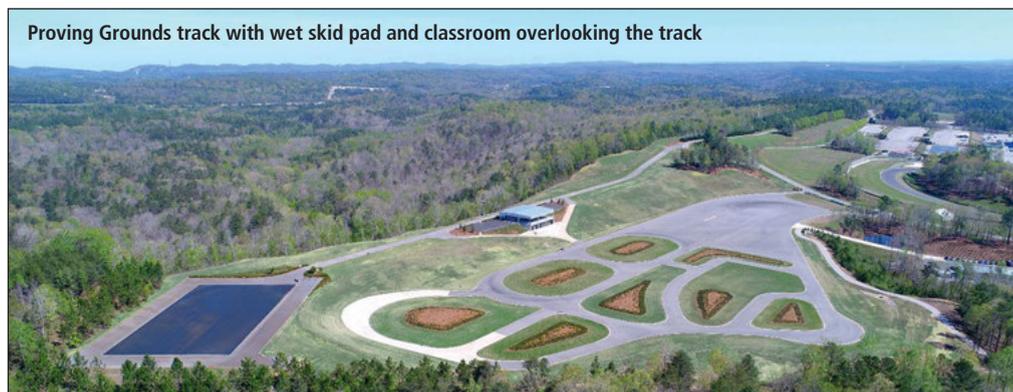
Two new pedestrian bridges give access to the infield areas within the 16-turn, 2.38 mile, 45-foot wide race track, and a newly constructed Barber Proving Grounds complex includes a multi-configurable track, classrooms, wet/dry skid pad, obstacle course and 50-acre off-road course.

With its creative architecture and great attention to detail, the museum showcases over 100 years of motorcycle production. More than 650 bikes can be seen on any given day, and 200 different manufacturers from 20 countries are represented in the collection—from Harley-Davidson, Honda and Indian to Showa, DSK and Caviva.

The motorcycle collection started with the first acquisitions in 1988 and includes around 100 Harleys, with 99 percent of all the bikes in the collection said to be able to run within an hour of prep; the only machines that do not run are the wood and unattainable replicas.

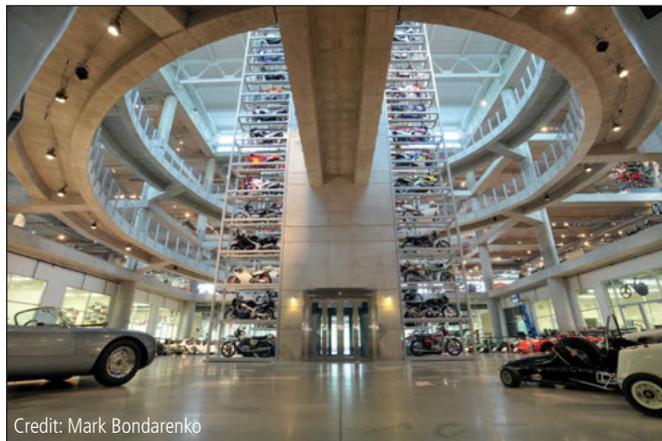


The 2.38 mile, 45-foot wide road racing track



Proving Grounds track with wet skid pad and classroom overlooking the track

Facilities include 25,000 sq ft of meeting space and a 74-seat multimedia theatre



Credit: Mark Bondarenko



The 880-acre Barber Motorsports Park, housing the 2,300 sq ft Barber Vintage Motorsports Museum

Efforts are made to restore each machine to its original specifications. Some machines bear period modifications – "with the diversity of the collection, some inconsistencies are inevitable, yet we continuously add to our research library and discover and correct inconsistencies. At any one time, more than 600 motorcycles are on display in the museum – "we have many bikes in storage, and museum guests can view

this area of the collection during large events and when purchasing a Premium Museum Tour, which includes the Restoration Level. "There have been over 2,500 bike manufacturers around the world since 1900. We have purchased from as far away as Australia, New Zealand and Sweden, and we have 216 different manufacturers represented from 20 different countries. "The vision for the museum began as a car collection and then took on the role of motorcycle collection. But cars were never forgotten. The museum has focused primarily on Lotus race cars, although other cars are exhibited." The Barber Vintage Motorsports Museum is a 501(c)3 non-profit, with proceeds going to local and national charities, to generate positive publicity for the region and to attract visitors to Birmingham, Alabama, from across the country and around the world.

[www.barbermuseum.org](http://www.barbermuseum.org)

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After making its debut at Columbus, Ohio, this year with some 490 exhibitors and a total combined industry and consumer attendance of 18,176 (1,034 dealerships represented), AIMExpo moves to Las Vegas in 2018 (October 11th through 14th) to the exhibition center attached to the Mandalay Bay Hotel, Casino and Resort, before making a return to Columbus in September 2019



## COLUMBUS, OHIO, SEPTEMBER 21 - 24, 2017

*The move to Columbus, Ohio, for the 5th annual American International Motorcycle Expo raised the hopes of a hard-pressed V-twin parts and accessory industry. With the added impetus of Harley-Davidson and Indian Motorcycle becoming exhibitors for the first time, would the move to the market's midwestern United States heartland yield the hoped-for results?*



Words by Robin Bradley  
robin@dealer-world.com



Pics by Sara Viney  
sara@dealer-world.com

Additional photography by AIMExpo

**W**ell, the short answer to that question is yes and no; kind of, sort of, somewhat. It provided a foundation on which the show can build forward if the organizers now make the right decisions, but any expectations that the aisles would be rammed with dealers insisting that exhibitors accept their sacks of money were, sadly, not realized.

There was a "just about" viable dealer attendance overall, but not the increases over that seen at Orlando that the organizers and exhibitors had hoped for. Not yet anyway.

Well, that was the short answer. However, with most media outlets simply reporting the numbers and the basics without applying context, the reality (and certainly the long-term significance) of what was seen there was a lot subtler. So here is the long answer, starting with those basics.

The 2017 American International Motorcycle Expo presented by Nationwide kicked off with 'The Future Starts Here' opening ceremonies that highlighted the primary challenge facing the industry – cultivating the next generations of riders, "and the critical need for all of the industry to come together to develop our future customers." Headlining the opening morning and playing to a packed room were keynotes from Scott Wine, CEO of Polaris, and Matt Levatich, President and CEO of Harley-Davidson. In complementary addresses, each looked at the elements important to grow ridership, and of sharing the experience that we as an industry enjoy and know so well.

The MIC also unveiled their new direct to consumer 'RiDE' initiative - a broad industry program aimed at family and youth audiences that aims to offer an "impactful first-ride experience". Being staged in a partnership with noted Palmetto, Florida based purveyor of customer engagement and experience, Feld Entertainment, initially the program will see a multi-city tour of "first experiences" offered at 11 Monster Jam Truck events in 2018.

Organizer MIC Events says that some 490 exhibitors had booth space inside the Greater Columbus Convention Center, which is actually up on the 451 seen at Orlando, Florida, in 2016; and with a record of 26 OEMs involved altogether, 9 of them offered demo rides at the adjacent AIMExpo Outdoors! With the show floor essentially sold out of exhibit space, available seats for demo rides outside ended up sold out for nearly all manufacturers – during consumer as well as dealer days. We here at AMD Magazine received mixed reports on attendances for each day – I guess one person's good will always be someone else's disappointment. The first of the two dealer/trade only days felt promising in terms of aisle traffic, with some we spoke with saying they were pleasantly surprised, but some saying they were disappointed though.

Much kudos to the organizers for the candour of their post-show press release – perhaps pointing to the benefits of the industry showcase now being owned by the industry trade association, they declined to hide behind the customary organizer hyperbole and told it the way it was, which in itself is interesting.

"The second day did not follow on from the first, and dealer traffic was much



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lighter than anticipated. Overall, 2,090 dealer attendees from 1,034 dealerships attended over the show's four days, a decrease from the 2,459 dealer visitors representing 1,116 dealerships in 2016.

"While hurricanes played a factor from pre-registered attendees from TX, FL and GA, the number is frustrating given the overall increased trade marketing and location of the show." Personally I actually thought the second dealer/trade day was busier than the first, and I wasn't alone in thinking that – but a wise bird who's been round the



The organizer MIC Events is to be congratulated on not hiding behind hyperbole in its post-show final numbers press release, acknowledging that neither the dealer nor the consumer attendance was as strong as hoped for. Thursday appears to have been peak day for dealer attendance, with Saturday best for consumers; altogether some 11,897 consumers attended at the weekend



MIC's Tim Buche revealed the new RiDE initiative, a broad industry programme to offer an impactful first-ride experience in a partnership with Feld Entertainment that will see first experiences offered at 11 Monster Jam Truck events in 2018

block way too many times in such matters suggested that it was because those who were doing an overnighter came in for a second morning, making it feel busier, but then with the weekend looming, they headed off home after lunch on the second day. With regard to the consumer attendance, MIC Events went on to say: "Saturday's consumer attendance was quite strong and included a ride-in of nearly 300 motorcycles from Iron Pony



**A.D. Farrow Co.:** Celebrating its 105th anniversary, Harley-Davidson's oldest American dealer threw its weight behind AIMExpo's move to its home city with in-store promotion and show related activity at each of its Columbus area locations. Dealer Principal Bob Althoff played a significant role in helping the show organizers secure factory backing, and if AIMExpo does eventually drop anchor in Columbus on an at least alternate annual basis, his resources and contacts will be invaluable in securing a viable future for the show in the heartland of America's V-twin market; [www.adfarrow.com](http://www.adfarrow.com)

**Ken Sean:** A leading brand of motorcycle mirrors since 1950 and the trusted original equipment of choice for many of the world's leading OEMs at various times in the past 65 plus years, the range extends from E-marked mirrors through signal mirrors, UTV and ATV mirrors, universals, classic styles and designs, bar ends, fairing minis, rectangulars, rounds and the popular X-Treme series; [www.ksource.org](http://www.ksource.org)



## KIRSH HELMETS

The CHM-1 from Schenectady, New York based Kirsh Helmets is a DOT approved polycarbonate half shell helmet with what the company describes as a "revolutionary approach to helmet safety, one that is "smaller and denser than traditional motorcycle head protection, and fundamentally different in design."

A "Fluid Displacement Liner", it has been designed by the company to "provide strength, durability, increased elasticity and reduced angular rotation applied to the head in the event of a crash." It is manufactured with a non-toxic, food-grade antifreeze (propylene glycol) injected into a removable silicone lining that is said to "feature a patented



technology that offers versatility at both low and high energy impacts, from any direction, at any one point in time."

Founder and CEO Jason Kirshon describes development of the Kirsh helmet as an "extinction level event" for traditional helmets that "allows the force of impact to continue in a straight line towards the wearer's skull" and that "relies on a thick layer of foam liner to reduce the force to a safe level before it reaches the skull."

"The Kirsh design spreads the force of impact through a honeycomb of silicone gel lining the helmet, dissipating the impact energy so that no single point of the rider's head receives a harmful degree of impact.

"The result is a remarkably stable half helmet that looks as good as it works." Available in eight colors, the CHM-1 is "turning the classic half helmet market on its head," according to Kirshon. "No longer do you have to sacrifice safety for that slick, low profile look. Compression technology (styrofoam) in helmets is now a thing of the past."  
[www.kirshhelmets.com](http://www.kirshhelmets.com)

# BLUD LUBRICANTS

The new Scottsdale, Arizona based motorcycle industry-specific oil brand launched three new blends at AIMExpo, all under the 'BLUD' brand name – 'HAWGBlud', a 100 percent synthetic for V-twins; 'BIKERBlud', an extreme duty synthetic for Japanese and European made street and sportsbikes; and 'DIRTBlud', a 100 percent synthetic for 4-stroke UTV/ATV engines, transmissions and wet clutches.

'HAWGBlud' is described as an "ultra-performance, severe duty 100 percent synthetic oil created for V-twin motorcycles that can be used in the engine, crankcase, primary chain case and transmission." A 20W50 PAO (Poly-alpha-olefin)/Ester blend is said to be "unique in that its base stock and 'BLUDLINE' additive formulation creates a robust oil for the serious V-twin owner."

By way of durability and high-performance credential, BLUD Lubricants have been chosen by the world's fastest female motorcyclist Valerie Thompson and her Land Speed Record Chasing Team Seven as the oil of choice for their Bonneville Streamliner.

" I am excited to announce Blud Lubricants' sponsorship of



Valerie Thompson, America's Queen of Speed, as she sets out to rewrite motorsports history by breaking the motorcycle land speed world record of 376.36 mph. Valerie and Blud share the common goal of striving for maximum performance in challenging environments. Go Valerie!!! " - Jefferson Green, CEO, Blud Lubricants LLC.

Valerie was rained out at Bonneville on her most recent visit, but as Jefferson Green told AMD Magazine: "Stay tuned, we are still only at the start of this story!"

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

Motorsports. Our other local partner, A.D. Farrow Harley-Davidson, was also promoting to consumers all week during their 105th anniversary celebration."

But that "Sunday's attendance, while steady, did not meet expectations, with a two-day combined consumer total of 11,897 attendees. For the first year in a market, this nearly achieved the fourth year's total in Orlando of 12,029 in 2016. Based on reactions from consumers, they were amazed at how large the show was compared to



Scott Wine, CEO of Polaris, pointed to the investment in technology as being the pathway to develop products that will speak to digital generations

standard regional shows, and were extremely satisfied with all aspects of the event, both indoors and outdoors." In other "key figures", 922 "other industry personnel" were recorded as visiting the show, compared to 630 in 2016 – the increase included the AMA's Congress, held during the trade days, and the Motorcycle Safety Foundation's IRETS conference for rider coaches, which took place again this year.

Media attendees were down with 197 vs 252 in 2016. "With no global launches, overall media attendance



**Harley-Davidson:** Milwaukee's backing of AIMExpo could be critical to shaping the show's destiny, especially in terms of the existing V-twin and broader custom market (a Pin Stop anyone?), but also in terms of creating something that speaks to new generations of consumers. Another big "upside" of Harley's involvement comes in the timing. Be it September or October, AIMExpo represents a first opportunity for consumers who don't usually frequent their local authorized dealer to see (and test ride) the new model year offerings within weeks of their unveiling. One or two late-season local events aside, generally the Motor Company has had to wait until March for Daytona Bike Week to bang that drum, by which time peak selling season is already well underway. By being one of the many OEs exhibiting at the show, as is the case at the European shows such as INTERMOT, as its model and platform offer evolves in the coming years, for the first time ever Harley has an opportunity to reach riders who may be eying competitive offers at marketing peak cycle. If our math is right, they currently sit at 16 new models launched, out of the planned 100 in 10 years, and if we genuinely are all to recognize that we need new ways to reach the new generations of potential consumers, then the opportunity to "Mother Ship" the motorcycle industry's new model cycle shop window to AIMExpo, potentially has implications the like of which we can only dream about at this stage; [www.harley-davidson.com](http://www.harley-davidson.com)



**Daytona Twin Tec:** The latest addition to Allen Alvarez' Daytona Twin Tec team is Electronics Engineer Dave Celsnak. Recent new products include the TC17 ECU for late model touring motorcycles, now supporting liquid cooled applications. The TCFU plug-in replacement ECU is a fully programmable engine control system with auto-tune capability. Full datalogging and adjustability of the fuel injection and ignition is suitable for all engine builds, including turbo/supercharged systems; [www.daytona-twintec.com](http://www.daytona-twintec.com)

was down, but there were increased requests for immediate information from media outlets not attending. The MIC's communication arm, Motorcycles.org, hosted a number of mainstream media outlets with stories appearing in a variety of non-enthusiast media as a result."

The overall 2017 attendance - including exhibitor personnel - is cited as totaling 18,176 vs 18,399 in 2016. MIC Events said that "it is important for the Powersports industry to have an annual gathering to showcase new product, conduct business, network and for the critically important reason of coming together to address industry challenges."

"Exhibitor feedback to the MIC Events team focused on the need to attract

more dealer attendees. 'The Future Starts Here' spoke to uniting the industry to find new riders, and that AIMExpo presented by Nationwide was the venue to have the conversation about industry challenges.

"Similarly, it is going to take a united industry to get dealers to turn out for the most important industry gathering of the year. As an industry, we must realize we're not living in the days of Dealer Expo in 2006 when there were significantly more dealers in the U.S., and when it was much easier to get them to attend. As exhibitors, we look to you to join us in a variety of ways to help get dealers to attend, and we'd like to continue the discussion as we look to next year's show in Las Vegas." Well, MIC Events is certainly right about the changed times, and I'd actually go so far as to suggest that representation at the show from some 1,000 or so dealerships is pretty good in the context of it being a new event for the region; in the context of these being extraordinarily difficult times for most shops; and in the context of the dealer representation number not being all that much more after four years at (the rather more limited hinterland of) Orlando.

Moreover, given the ridiculously overestimated attendance numbers at the 'Indy' Dealer Expo (and V-Twin Expo for that matter) "back in the day", the 2017 Columbus dealerships number is not so bad.

Is it enough for the nearly 500



**Matt Levatich, President and CEO of Harley-Davidson, pointed to a future in which "it's all about the software not the hardware, and the software is the consumers whose world is defined by their screens"**



**New Product Showcase:** Displayed prominently in the entrance lobby of the Greater Columbus Convention Center, new products and innovations were highlighted right up front and center, casting the "Future Starts Here" theme in a practical context. New products from AIMExpo will be showcased in this and subsequent AMD Magazine editions.



**Nelson Rigg USA:** The company says it "continues to create innovative luggage, covers and rainwear with our newly designed tour trunk bag and tail bags." It also just introduced Defender extreme covers featuring its new proprietary UltraMax material; [www.nelsonrigg.com](http://www.nelsonrigg.com)

## BELL POWERSPORTS UNVEILS 2018 STREET FULL FACE HELMET LINE-UP

The Rosemont, Illinois based helmet brand traces its history back to 1952, when it was founded in the garage of a Southern Californian speed shop by Roy Richter. The past decade or more has seen the brand traverse difficult times, but with the acquisition last year by Utah based outdoor products specialist Vista Outdoor Inc., Bell has the backing and resources to leverage its storied past.



First integrated into Bell Powersports in 2016, MIPS (Multi-Directional Impact Protection System) is now standard in the Bell Star. MIPS is a leading slip-plane technology inside the helmet, designed to reduce rotational forces that can result from certain types of impacts. The helmet itself is said to be among the most versatile premium helmets on the market and carries the same racing-inspired pedigree of the Pro Star and Race Star. It is described as extremely quiet and lightweight "with an amazing fit and features Bell's exclusive Panovision viewport for a greater field of view."

"It's not every day that you can take a best-in-class, performance-driven helmet and make it even better, and we've managed to do just that with the addition of MIPS to the Star platform," said Chris Sackett, Bell Helmets' Vice President. "Similarly, the RS-1 had been arguably the highest value proposition on the market at its price point, and we've raised the bar for that helmet with RS-2, and done so at a price point that's \$100 lower than its predecessor."

The fan favorite, tried and true RS-1 is back and reconfigured with the second generation premium RS-2. The updated RS-2 features a lightweight fiberglass DOT/ECE design with a super smooth direct drive internal sun shield. This helmet is quiet and comfortable, with an optimized aerodynamic design to eliminate noise from air turbulence. The helmet comes with an X-Static comfort liner, exceptional ventilation, and is also communication and eyewear compatible. The RS-2 is one of the most feature packed and affordable helmets in the Bell line-up.

The 2018 street full-face category is bookended by the Pro Star Flex and entry level Qualifier. This year, the Qualifier line has expanded to include four offerings: Qualifier DLX MIPS equipped, Qualifier DLX, Qualifier DLX Blackout and Qualifier. In addition to the new helmets, the entire 2018 street full-face line will also feature new graphics and colorway options.

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





**Arnott Air Suspension:** The company has extended the range of applications for its 'Ultimate Ride' and 'Smooth Ride' height-adjustable air suspension systems to include 1991 to 2017 Dyna models. Arnott's completely redesigned line of TruAIR motorcycle air suspension kits are available in two options, 'Ultimate Ride' and 'Smooth Ride' kits. Arnott's 'Ultimate Ride' kits for the Dyna feature two nitrogen charged FOX shock absorbers with optional rebound control knobs. Custom-designed for the Dyna, they replace the OE shocks on Dynas, including the Street Bob, Low Rider, Fat Bob and Wide Glide, "providing the rider with superior control, ride comfort and height adjustability." Arnott's patent-pending design adds a rugged Goodyear air spring, "ensuring superior ride quality and durability." Arnott pairs the shocks with a small but powerful compressor, application-specific mounting bracket and air distribution valve block, which includes a muffler to control how fast air is released. Available in black or chrome and backed by Arnott's Limited Lifetime Warranty; [www.arnottcycles.com](http://www.arnottcycles.com)



**Liqui Moly:** Last year the German oil specialist signed an exclusive distribution deal with fast growing Corona, California based distributor MTA Distributing. Founded as Motorcycle Tires and Accessories in 1979, these days MTA is owned by Motovan of Canada and sells from warehouses in California, Louisiana, Ohio and South Carolina. In addition to its streetbike, powersports and automotive product lines, Liqui Moly offers a range of oil formulations for V-twin applications; [www.liqui-moly.us](http://www.liqui-moly.us)



**Samco Sport:** Founded in the UK in 1990 at a time when there were very few manufacturers of silicone rubber goods, the Samco Sport brand of silicone hose products has become one of the "go-to" motorsports market leaders. Samco have offered silicone hoses for liquid-cooled motorcycle engines for several years, but with increasing numbers of new Harleys now adding water or water/oil cooling, Samco is now offering silicone hoses for selected Harley models and applications. Look out for a full report in an upcoming AMD Magazine edition, meanwhile full details are available from the exclusive distributor Racebikebitz; [www.racebikebitz.com](http://www.racebikebitz.com), [www.samcosport.com](http://www.samcosport.com)



**DNA SPECIALTY:** The Californian wheels, front end and trike conversion parts specialist has new spoke and billet wheel designs, sizes and colors on offer this year, including a 26 inch addition to its 'Mammoth' spoke wheel line and upgrades to its Softail, Dyna, Touring and Sportster trike axle kits; [www.dnaspecialty.com](http://www.dnaspecialty.com)



**Wiseco:** The big news from the Mentor, Ohio based manufacturer is of its new 'Black' pistons for late model Harley applications featuring two new proprietary coatings, what Wiseco describes as an "industry first" ArmorFit coating on the piston skirt, and an ArmorX coating on the entire piston. Said to offer superior protection against wear, higher compression, smooth and quiet operation and maximized efficiency, they are available for M-8s and popular Twin Cam and Rushmore model engines (SE heads). ArmorX coating comes from a proprietary electrochemical process using high-strength materials that create an armor-like coating on the piston dome and ring grooves. The company's patented Wiseco ArmorFit coating "comes from a 'moly' (molybdenum) based dry film. Moly is naturally a dry lubricant, providing great lubricating qualities, even in the presence of zero liquid lubricators"; [www.wiseco.com](http://www.wiseco.com)

exhibitors (including the 26 OEMs) to be able to liquidate the investment from? No, of course not. But is it a foundation that can be built on? Yes. Which makes the 2018 move to Las Vegas, before a 2019 return to Columbus, that much more frustrating. Sure, there is merit to the idea of moving the show around to cater to different regional markets sometimes, and the hope is that some of the OEMs might decide to co-join their own dealer conventions with AIMExpo if and when it visits the kind of regions and venue cities they have themselves tended to favour for such events in the past.

But while confirming now that AIMExpo will be back at Columbus in 2019 is to be welcomed, I would suggest that they should immediately decide what they are doing beyond that, in order to maximize momentum and industry confidence.

If an every-other-year frequency at Columbus is the way to go, then fine, that works, but confirm it straight away. If, in fact, the organizers are now minded to review the itinerant show concept and ultimately drop anchor permanently in the region where the market's trade shows have historically worked best, then also fine – but again, announce it now. Don't be a little bit pregnant over it. In these times when there is more than enough uncertainty swirling about us without adding to it – give the V-twin market something steadfast that we can build on.

By the way, as the organizers know only too well, nobody should be intimidated by the theoretical top line attendance numbers of the trade shows "back in the day". Once you drill down, the actual number of dealerships being represented at a time when there were so many more, and when budget was flowing like milk and honey, was nothing like those top-line numbers would have you believe – in the region 2,000 to 3,000 dealerships represented (at most) is more like the reality of it, and even those kinds of attendances took more than a decade to build and represented market conditions the like of which none of us are ever likely to see again in our lifetimes.

It is ironic to be having this kind of debate just as Easyriders Events has been forced to wave a white flag of surrender (for now at least) for the V-Twin Expo at Cincinnati, and as the structural changes and consolidation in the V-twin market result in the emerging dominance of the new generation of February distributor dealer, own brand and vendor events that are also re-shaping the trade show landscape.

The timing of AIMExpo is one of its primary USPs, albeit one that seeks to



**Indian Motorcycle:** As the "new kid on the block" in brand identity, model range and dealer development terms, Polaris Industries' decision to back Indian's decision to engage with AIMExpo is as important as Harley-Davidson's. In Polaris' case they bring wider powersports and transport industry to the table in the long run, and if Indian is a brand in search of being able to build marketing infrastructure, then the virgin territory that AIMExpo and Columbus represent have huge potential for them. If the show does eventually settle at Columbus, either annually or biennially, then what a unique opportunity it would provide for Indian to be able to bring its multiple messages together within weeks of its model range announcements, within days almost of the end of the race season, in an environment that speaks to Indian solus and Polaris multi-line dealers, and, ultimately, as with Harley, in an environment in which riders and dealers from the non-traditional custom markets can be courted; [www.indianmotorcycle.com](http://www.indianmotorcycle.com)



**J.W. Speaker:** The Germantown, Wisconsin based specialist's Adaptive Series headlights "represent a genuine evolution in motorcycle headlights", and are described as "the world's first dynamically adaptive motorcycle headlight." Designed to address the issues of lighting blind spots created by fixed lights when a motorcycle is leaning or cornering, they use onboard sensors and advanced electronics to calculate bank angles on a real-time basis, automatically directing the light array up or down as the motorcycle leans. The "integrated optical system" includes both an adaptive low beam as well as J.W. Speaker's proprietary 'ComfortLite' high beam. Together these optics are said to provide "best-in-class foreground illumination and light above the horizon that dramatically improves operator comfort and safety for night-time driving; [www.jwspeaker.com](http://www.jwspeaker.com)



**Race Tech:** Though best known for its sportsbike and race products, the Californian suspension specialist has decades of Harley-Davidson suspension development experience. With shocks and front suspension products for Sportsters, Dynas, Softails, V-Rods, Baggers and Tourers, check out the company's gold valve cartridge emulators. Said to "transform damping rods to perform like well-tuned cartridge forks," they eliminate "orifice" style damping, allowing for a set-up that will "absorb small bumps, increase bottoming resistance and reduce front end dive"; [www.racetech.com](http://www.racetech.com)



**K&L Supply:** One of the leading suppliers of equipment, tools and hard parts for the powersports industry; [www.klsupply.com](http://www.klsupply.com)

establish a new order of things for such shows in the United States. The combination of trade and consumer, OE/new model launch is a style of expo that has dominated a market in Europe which, although much larger overall, does not have quite the same tradition of OE events or trade shows that has defined the U.S. show scene for these past decades. In the single continental market of the United States people are not likely to hop an airplane and spring for a hotel to see new models that will be in their local showrooms in the fall anyway – so making the show a permanent fixture within easier distance of the greatest concentration of riders is of critical importance to that formula, and of critical importance if the confidence of the OE community is to be maintained.

While on the subject of the fall timing though—a plea to the organizers: if you are going to hold the show in October, please make it a week later, so you recognize the importance of INTERMOT in the years in which it is staged. Hoisting your colors up the EICMA mast solely is not the smartest or most future facing of strategies – especially where the V-twin and wider custom market is concerned. While INTERMOT 'Customized' flourishes, EICMA has had to can its custom element in search of a more convincing solution.

Having flogged the attendance issue to within an inch of its life, there is much else that AIMExpo and the MIC can build on for the future.

The excellent 'Custom Culture' feature has proven that it is worth investing in and has legs, especially for a midwestern audience, and with one more year of development under its belt can be massively leveraged in 2019 as a major dealer and consumer draw, provided Harley-Davidson and Indian Motorcycle are still engaged. I have to say that seeing their participation at AIMExpo was inspiring – and given the different places they are at in their business cycles, seeing Harley-Davidson participating at a show in America was especially motivating.

They are a common sight at the shows in Europe. Indeed, for many years our own INTERMOT booth was practically next to Harley's, and with the advent of INTERMOT 'Customized' last year, they even took a secondary booth to showcase their own custom programs alongside the AMD World Championship in Hall 10 at Koelnmesse.

In the United States though, well, that is an altogether different matter, and in a year in which Matt Levatich made a convincing appeal for industry unity and working together to meet the market's challenges, kudos to the

Organizer MIC Events says that a record of nine OEMs offered demo rides at the adjacent AIMExpo Outdoors! With the show floor essentially sold out of exhibit space, available seats for demo rides outside are said to have ended up sold out for nearly all manufacturers, during consumer as well as dealer days



**Avon Tyres:** The leading custom motorcycle tire manufacturer has added to its ever-popular Cobra range of touring tires with two new fronts (130/60B19 and 130/60B21) and two new rears (160/70B17 and 180/55B18). A firm favorite with custom shops and custom bike builders, Avon's Cobras were introduced in 2007 as a replacement line for the venerable Venoms. Described as delivering "style and performance for cruisers, customs and tourers," they are backed by Avon's Road Hazard warranty program and 15,000-mile warranty; [www.avonmoto.com](http://www.avonmoto.com)



**Beringer:** Noted worldwide for its manufacturing quality, French made Beringer brake callipers and rotors, 6-piston Aerotec and 4 and 6-piston radial callipers are sold to leading custom shops and bike builders worldwide; [www.beringer-brakes.com](http://www.beringer-brakes.com)



**S&S Cycle:** This is proving to be a big year for the legendary Viola, Wisconsin based purveyor of "Proven Performance" as it continues a product blitz that has seen them move seamlessly from items such as M-8 cams and install kits right through to the 50-state legal MK 45 muffler/header 'El Dorado' performance exhaust system package for '09-'16 Harley touring models. Shipping complete with optimized and matched Power Tune headers and a set of 4.5" MK45 mufflers fitted with the latest S&S designed high flow cat technology. By placing the cat in the muffler, it is insulated and moved away from the rider's legs, while maintaining its high flow and emissions reducing characteristics. Backed by a California Air Resources Board 'Executive Order' (EO# K-010), it "combines clean styling and an authoritative note with increased torque and horsepower." Described as a bolt-on install that doesn't require tuning, the 'El Dorado' package is available for '09-'16 touring models in show quality chrome or black ceramic finish with choice of S&S 'Tracer' or 'Thruster' style exhaust tips. M-8 applications are due for release very soon; [www.sscycle.com](http://www.sscycle.com)



**AMSOIL:** This year saw the death of founder Al Amatuzio, 93, a former fighter pilot of distinction and a man widely regarded as one of the pioneers in terms of bringing synthetic lubricants to the automotive industry. The Superior, Wisconsin based company added to its motorcycle product line this year with a new V-twin synthetic motorcycle oil, in 15W-60 viscosity, as a premium alternative option to manufacturer-branded oils for Victory and Indian Scout applications. The company says that this catalytic converter compatible formulation has been "engineered to protect critical components operating in the high-heat conditions commonly found in hard working engines. Fortified with a premium anti-wear and oxidation-inhibitor additive package to reduce wear regardless of operating conditions, it remains thermally stable and extremely resistant to breakdown"; [www.amsoil.com](http://www.amsoil.com)

Harley executive/s who had the vision to “go for it” (take a bow Anoop Prakash?), because in partnership with MIC Events and the custom/V-twin exhibitor community, we all now have the opportunity to work together to build a massive new forward facing platform that speaks the new language of “new gen” consumers.

Harley-Davidson has a brand-new generation of communication opportunity within touching distance in its grasp – one that will allow it to add an important dimension to the raft of initiatives it is already seeking to embrace.

The Rallies are great, but they are what they are. H.O.G. events keep the faithful on the straight and narrow, and presumably there’s no reason why AIMExpo couldn’t become a pin stop in the future. Social media outreach, broadcast and print media all have their role to play - any media or marketing person who claims they have all the answers has none of them! But, it famously has always all been about the mix (ask Henry Ford – a tad difficult but you get my meaning I’m sure!) – and it is all about achieving balance and about exploiting as many different opportunities as possible, finding as many different pathways into the target market’s psyche (and wallet book) as possible.

In Europe the value that the multi-purpose major national and international shows bring to the table has been an established part of that mix for generations. Now, as we seek to prepare ourselves to sell to new generations, seeing Harley respond to the inspirational thinking, vision and opportunity that Mike Webster and Larry Little have worked so hard to create, and that the MIC now backs, has got to be understood as a new kind of long-term initiative with opportunity stamped all over it.



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



**Design Engineering Inc:** Recent new products from the Avon Lake, Ohio based thermal and acoustic barrier specialist include ‘Titanium’ exhaust wrap in a sleeve and Generation III exhaust heat shields; [www.deipowersports.com](http://www.deipowersports.com)



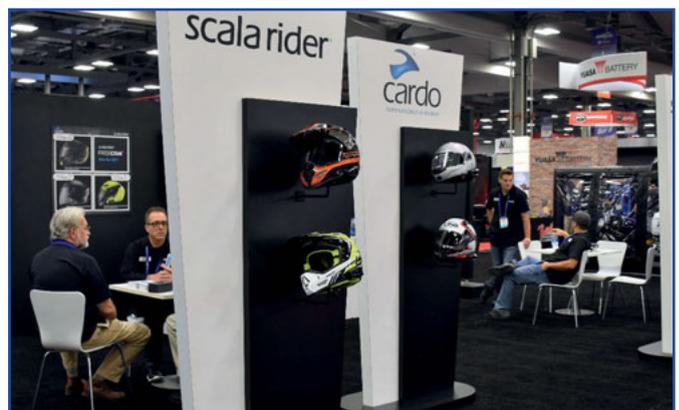
**Kibblewhite Precision Machining:** The leading Californian valvetrain manufacturer has brought a slew of product design updates to the market for Harley’s Milwaukee-Eight Touring model engines. Wound from a blend of chrome silicon wire designed specifically for performance valvetrain, KPMI high-performance replacement and high-lift beehive spring kits allow the choice of aggressive cam profiles, with lifts of up to .550” for performance builds that the stock springs wouldn’t be able to cope with reliably. KPMI ‘Black Diamond’ intake and exhaust valves are said to offer combined weight savings of approximately 6.8 g over the OEM components, reducing wear and tear on the rest of the valvetrain and allowing the engine to rev higher. KPMI also offers ‘White Diamond’ Inconel exhaust valves for extreme duty applications with high exhaust gas temperatures; [www.kpmi.us](http://www.kpmi.us)



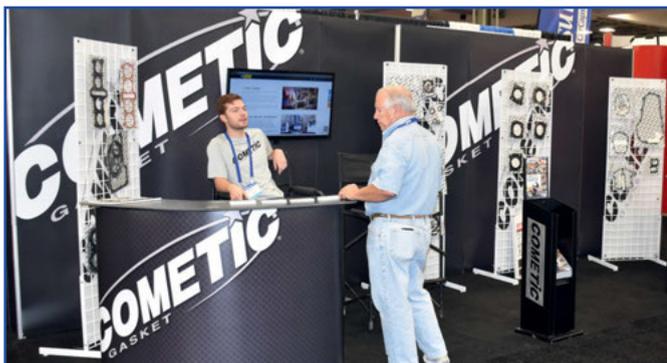
**Ride Wright Wheels:** The Anaheim, California based spoke wheel manufacturer describes its premium “Fat 30-Round-02s” 30-spoke custom motorcycle wheels as a “solid investment that now come as standard with our real steel Omega rims. The steel format is intended for professional builders and for those who want to customize their motorcycle using the strength and reliability of American steel”; [www.ridewrightwheels.com](http://www.ridewrightwheels.com)



**Motion Pro:** Founded in 1984 by 6-day ISDT gold medal winner Chris Carter, his Loomis, California based specialty tools and accessory enterprise marked the reboot of the AFT Twins Presented by Vance & Hines series this year by being the official cable, tool and controls vendor and brand for the series. Under the guidance of V-Twin Product Planner Joe Fratis, the company continues to grow its specialty V-twin program of tools, cables, throttles and accessories; [www.motionpro.com](http://www.motionpro.com)



**Cardo Systems:** The “global market leader in communication systems for motorcyclists” recently launched the Q-solo – a Bluetooth headset for single riders who are primarily in the market for an easy-to-use and highly reliable communicator equipped with a high quality, noise-cancelling microphone for optimal phone communications; [www.cardosystems.com](http://www.cardosystems.com)



**Cometic:** The Concord, Ohio based manufacturer recently released new stock replacement and big bore gasket and cam change gasket kits for Harley's M-8 touring engines. Because there are currently two very different cylinder head designs offered on the M-8, Cometic is releasing a number of different gasket designs. One version of the M-8, the one used in Touring models with no lower fairings, features oil cooled heads. A second M-8 cylinder head version, found in Touring bikes with lower fairings and with radiators behind them, has provision for that coolant to flow through the heads, and Cometic says they have gaskets for both, in sizes ranging from the stock 107 and 114 cubic inch displacements to a big 4,500 inch big bore size. All told, there are nine different cylinder head gaskets in the company's M-8 line-up, along with new base gaskets and a full cam change kit; [www.cometic.com](http://www.cometic.com)



**Maxima Racing Oils:** The recent launch of an updated Oil-Change-In-A-Box edition specifically for 2017 M-8 Tourers now appears to have been prescient. The M-8 has a larger oil capacity than prior engine configurations and capacities, so an engine-specific kit makes complete sense. Now though, with the M-8s propagated to the 2018 Softails, Maxima's move looks to have been a very smart bit of product marketing that puts the Californian specialist well ahead of the competition. The company's kits include V-twin formula 20W-50 engine, transmission and primary oils, plus a K&N 'Wrench-Off' oil filter in choice of black or chrome; [www.maximausa.com](http://www.maximausa.com)



**JRI Shocks:** Jeff Ryan's race credentials as one of the world's leading "go-to" suspension gurus needs little elaboration here. His company entered the V-twin suspension market earlier this year, most recently with fork cartridges that round out a Harley-Davidson suspension product line that includes standard and single adjustable rear shocks - the new fork cartridges are tuned to work in unison with JRI rear shocks; [www.jrishocks.com](http://www.jrishocks.com)



**ASA Jensen:** Recent new products from the Elkhart, Indiana based manufacturer include a follow-up to the award-winning HD1BT525 H-D replacement stereo package by adding "over an inch more of booming sound" with all-new 6.5-inch speakers; [www.asaelectronics.com](http://www.asaelectronics.com)



**Nitron Racing Systems:** The British suspension manufacturer added to its fast-growing list of Harley and custom applications recently with a twin shock upgrade for the Street 750. Designed as a direct replacement for the factory fitted units, Nitron shocks are top-end, feature-rich designs offering a very wide range of damping settings and pre-load adjustment. They have a 35 mm large piston monotube design, 24-click combined compression and rebound damping adjustment, are Nitrogen gas pressurized, have adjustable length and pre-load settings, hard anodized titanium finish aluminum body, 14 mm induction hardened, super polished piston rod, progressive cellular bumpstop, Teflon lined ultimate low friction spherical bearings and 'FLEXaLIGHT' coated silicone steel springs; [www.nitron.co.uk](http://www.nitron.co.uk)



**Rekluse Motor Sports:** Founded in 2002 by serial entrepreneur, investor and tech specialist Al Youngwerth, the Boise, Idaho based clutch manufacturer offers options for Harley-Davidson Big Twins, Sportsters and Indian Scout models, including its TorqDrive manual and RadiusX auto-clutch. The TorqDrive is engineered "to meet the demands of high performance motors, while also offering a lighter clutch action." In order to achieve this, Rekluse says it has developed a clutch pack, which it calls 'rEvolutionary', taking a traditional eight steel plate and nine friction plate clutch pack configuration up to a 14 steel plate, 15 friction plate, with one being a specialized thick friction plate configuration. This increase is said to provide "more torque at the rear wheel - which is especially effective for highly tuned motors." The company's RadiusX auto-clutch is said to allow riders to come to a complete stop in gear and accelerate without touching the clutch lever. The manual action of the clutch lever is still fully functional at any time, if desired, for shifting and taking off. Though its roots are in the off-road market, Rekluse makes manual and automatic clutches, kits and components for most sectors of the industry; [www.rekluse.com](http://www.rekluse.com)



**K&N Engineering:** Founded in the early 1960s and headquartered in some 400,000 sq ft (approx. 40,000 sq m) at Riverside, California, K&N Engineering is the world's leading manufacturer of washable performance air filters and air intake systems, having invented the use of cotton as a filtration media. The company sells air filters, oil filters and air intakes in over 30 countries, has additional facilities in the UK and the Netherlands and back its OE replacement air filters and air intake systems with a market-leading Million Mile Limited Warranty when used primarily on paved roads and on the vehicles for which they were designed; [www.knfilters.com](http://www.knfilters.com)



**Arsenal Racecraft:** Founded by internationally respected advanced cylinder technology and race performance component engineers John Silseth and Colbert Seagraves, Arsenal Racecraft is established as a full V-twin race engine facility offering engine performance kits for Harley and Indian motorcycles. Seen here from left to right: Mark Moses (Indian Motorcycle of Charlotte), Derek Churchwell (DC V-Twin, Georgia), John Silseth and Colbert Seagraves; [www.arsenalracecraft.com](http://www.arsenalracecraft.com)



**Andreani Group:** Distributed in the United States by Fast Bike Industries, the Italian suspension specialist's fast-growing range of Misano drop-in front cartridge kits and advanced suspension workshop and tuning products are making Andreani an increasingly popular choice with dealers in the United States; [www.andreanigroup.com](http://www.andreanigroup.com), [www.fastbikeindustries.com](http://www.fastbikeindustries.com)



**Handy Lifts:** Late last year Janco Industries, the Sully, Iowa based manufacturer of the Handy Lifts program, "revolutionized" the design of its market-leading Standard and S.A.M. 1200 Air Lift tables with maintenance-free air bellows replacing the existing air cylinder. The redesign incorporated improved safety features and ergonomics such as an automatic ratcheting safety mechanism with dual springs that create a positive lock as the lift is raised. The safety mechanism is easily flipped back to lower the lift, and automatically resets once the lift reaches the bottom; [www.handyindustries.com](http://www.handyindustries.com)



**Ballistic Performance Components:** A sister company to Revolution Performance (Wisconsin) and Millennium Technologies, the Summerville, South Carolina based battery manufacturer's 16 volt 'Evo Power' high-performance, lightweight, lithium-ion starter battery system comes "complete with everything you need to charge, maintain and monitor your EVO3 battery – perfect for American V-twins that require more cranking amps to start modified big cubic inch motors." Distributed by Drag Specialties, the system kit includes a state of the art Lithium Ferrous Phosphate (LiFePO4) EVO3 battery that is said to be up to 15lb lighter than the stock battery and an OptiMate EVO maintenance charger and EVO health monitor. "Left unattended, with nothing drawing from the Ballistic EVO battery, our customers can expect a static discharge rate of less than 10% over a 12-month period. This is incredibly efficient. The problem is, most modern powersports vehicles have some parasitic draw from the battery when the switch is off. This parasitic draw kills batteries in powersports vehicles. Traditional trickle chargers of questionable quality are simply not up to the task of maintaining advanced lithium-ion batteries," said Ballistic Director of Sales and Marketing, Chip Spalding. "Our solution is a partnership with industry leader TecMate to provide the ultra-high quality OptiMate 1 lithium charger and state of the art EVO health monitor with our EVO3 battery. The package delivers everything needed to get maximum power and battery life from the EVO battery"; [www.ballistic-batteries.com](http://www.ballistic-batteries.com)



**TecMate:** Manufacturer of the market leading OptiMate program of battery chargers, diagnostic and maintenance systems for AGM, GEL and standard lead-acid batteries, TecMate are leading the crusade to educate the market about the advantages and safe and proper use and maintenance of lithium (LiFePo4) batteries for powersports applications; [www.tecmate.com](http://www.tecmate.com)



**JIMS:** Celebrating its 50th anniversary this year, in addition to being a leading performance specialist, the Camarillo, California based manufacturer also offers one of the largest specialty V-twin service tool programs in the market. New items this year have included a 110" piston pin clip remover, axle installation guide, swingarm bearing installer, camshaft needle bearing remover and installer and a Milwaukee-Eight engine stand; [www.jimsusa.com](http://www.jimsusa.com)



**TC Bros. Choppers:** Recent new products from the Wauseon, Ohio based bike builder and parts seller include old school king and queen chopper seats, narrow ape hanger handlebars for springer front ends, and cast aluminium air cleaner assemblies for CV and S&S carbs. All products are in stock and ready to ship; [www.tcbroschoppers.com](http://www.tcbroschoppers.com)

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**Ohlins:** One of the leading names in motorcycle suspension. Having bought back 95 percent of the ownership share from Yamaha in 2007, founder Kenth Öhlin finally implemented a succession plan last year that saw day-to-day management of the suspension business he started in 1976 (at the age of 25) to Henrik Johansson. The appointment guarantees continuity, Johansson having been with the Swedish business for over 20 years, most recently as Deputy CEO, with an emphasis on strategic planning and management; [www.ohlins.com](http://www.ohlins.com)



**Koso North America:** Launched last year, the company's 6-piece gauge package for touring models is described as a plug and play install for FLHT, FLHX and FLTR models from 2004 to 2013. It fits the OEM housing and connectors; [www.kosonorthamerica.com](http://www.kosonorthamerica.com)



**Speed Of Cheese:** The brainchild of Mark Atkinson (his BMW Alpha was winner of the 'People's Choice' award at the Championship of the Americas at AIMExpo), this is Mark's parts and accessory business, through which he is marketing some of the accessory designs he manufactures for his projects, such as leather hand grips and bar end LED turn signals; [www.speedofcheeseracing.com](http://www.speedofcheeseracing.com)



**Metra Electronics:** Described as "The Installer's Choice", Florida based Metra audio installation accessories include OEM compatible kits for 2014 and newer Street Glides, Electra Glides, Ultra Glides and Limited models. They include an integrated EITMS LCD screen and a radio interface that supplies ignition power and illumination and sends a health message to the bike – the security light on the dash won't be stuck on after removing the radio; [www.metraonline.com](http://www.metraonline.com)



**Custom Round Table:** Development of channels through which the market can reach the new generations of custom bike builders and riders, and through which they can gain from the experience and knowledge that exists in the custom market, are important for the future of the custom industry and for the new businesses that are opening up in it. At AIMExpo, the MIC's collaboration with industry veteran Bob Kay and his development of the Custom Culture dimension to the show and Custom Round Table forum for industry dialog are initiatives that could have huge long-term significance and opportunities. The Round Table panel discussion and industry Q&A session at AIMExpo included, seated from left to right, contributions from AMD's own Robin Bradley; builder and Standard Motorcycle Co. founder Jason Paul Michaels; Brittney Olsen, antique motorcycle racer; Casey Potter, Creative Director at Bell Helmets; Leo Attersby; Brian Schaffran of Skidmark Garage; Charlie Hadayia, Tucker Rocky/Biker's Choice VP Purchasing and Merchandising and Chris Callen of Cycle Source

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# 'Custom Culture' speaks to a "New Gen" future

**A**IMExpo presented by Nationwide Insurance closed its doors on Sunday, September 24th after four great days at the Greater Columbus Convention Center, Ohio, that brought a stronger V-twin market dealer and consumer attendance than had been seen in the four years the show was staged at Orlando, Florida, and an exhibitor presence headlined by Indian Motorcycle and Harley-Davidson.

With backing from Columbus, Ohio based AD Farrow (Harley's oldest authorized dealer in America) and Iron Pony Powersports (who organized a 300 plus consumer ride-out to the show), the stage was set for AIMExpo to start building critical mass for the "Custom Culture" program it had unveiled at Orlando. The mission is to provide the existing custom market with a new opportunity, a forum, through which the new generations of riders and builders could connect with the industry of the Boomers, and for that industry to be able to understand how to connect with "New Gen" custom builders and riders.

Quite apart from the economic challenges faced by both the existing and the emerging markets, there is much else that unites the long-term interests of the future of our industry with its past. Industry veteran Bob Kay has been building the 'Custom Culture' concept and a range of initiatives under that "brand" with one primary premise at its core – that cooperation and collaboration will top isolation every time.

With the backing of the MIC, channels are being created that will provide a platform for industry outreach to a future that faces regulatory challenges, technology changes, and social and demographic landscapes in which the concept of the two-wheel



In addition to the Championship of the Americas, Custom Culture powered by BMW Motorcycles also housed the Simpson "Paint Slinger" Shootout. Here, 20 Simpson M30 Bandits were custom painted by some of the most talented artists. The winner was Kacey Elkins of Krossover Customs in Stanford, Kentucky, whose design will become a limited edition run of 400 helmets.

**FREESTYLE**

- 1st Tim Dixon, Gas Axe Chop Shop
- 2nd Matt Olsen, Carl's Cycle Supply
- 3rd Wayne Burgess, Deathtrap Cycles
- 4th Austin Andrella, Austin Martin Originals
- 5th Jack DeAgazio, Suicide Jacks Customs

**PERFORMANCE CUSTOM**

- 1st Pat Patterson, Led Sled Custom
- 2nd Peter Grakauskas, Chi-Jer's Vintage Bike Works

**RETRO CUSTOM**

- 1st Austin Andrella, Austin Martin Originals
- 2nd Jon Shipley, Hoosier Daddy Choppers

**STREET CUSTOM**

- 1st Dusty Pine, Dog's Chop Shop
- 2nd Dale Crawford, Speed Foundry of Texas

**BEST CAFE RACER** - Peter Grakauskas  
**BEST TRACKER** - Matt Olsen  
**PEOPLE'S CHOICE** - Mark Atkinson

lifestyle is largely unproven. Such channels are of critical importance to the future viability of the wider powersports industry, not just the custom motorcycle market.

Manufacturers such as Polaris, BMW, Yamaha and Honda are doing a great job of evolving the technology that future generations of motorcycle consumers will want to be able to take for granted, but in order for the parts, accessory, performance, gear and apparel sectors to be able to "get with the program", first of all someone, somewhere needs to start creating that program.

A program of dialog and understanding of shared aims that will help the undoubted energy, enthusiasm, creativity, craftsmanship and engineering genius of emerging custom business owners to build a market in the way that the established generation of vendors has been able to do.

Kudos to the MIC and AIMExpo, and to the emerging cohort of future leaders that 'Custom Culture' is able to speak to, for striving to be a part of the solution and not ignoring the problems.

As America and the rest of the developed world heads towards a future in which urbanization and all the associated transport and infrastructure issues that brings with it will dominate and drive consumer transport and leisure Dollar spend choices in the future, 'Custom Culture' needs to be embraced as a showcase through which future generations of consumers can be inspired and motivated to make the two-wheel experience one that they want to make their own.



Tim Dixon of Gas Axe Chop Shop, Tennessee, will be travelling to 'INTERMOT Customized' in 2018 with his customized 1959 Panhead 'Pennie Lane'

# Gas Axe Chop Shop wins FreeStyle Class AMD World Championship prize

The final day of AIMExpo saw the results announced for the Championship of the Americas – the AMD World Championship of Custom Bike Building United States affiliate custom design and engineering competition that offers the FreeStyle Class winner an expenses paid trip to compete at the 'INTERMOT Customized' staged 'AMD' at Cologne, Germany, in October 2018.

The win this year was taken by Tim Dixon of Gas Axe Chop Shop in Tennessee. Voted for by the competitors themselves, Dixon took the win with a 1959 Panhead engine, hand-crafted chopper called 'Pennie Lane'. Custom designed, using a Model A front axle/reverse shock set-up with a Model A front spring for the rear swingarm, all the work was done in-house by Dixon with most of it on manual machines with silicone bronze welding. The engine has an Andrews cam and the magnesium front wheel is from a 1960s

dragster; all the brass/copper pieces were handmade.

The People's Choice prize went to the BMW Alpha built by Salt Lake City machinist Mark Atkinson, inspired by a concept created by Turkish designer Mehmet Doruk Erdem.

The Street Custom Class win went to Dusty Pine/Dawg's Chop Shop with the hardtail framed 1200cc 1993 Sportster that gave him the K&N Filters sponsored Modified Harley Class win at the Cleveland round of the J&P Cycles Ultimate Builder Custom Bike Show series that is staged each winter at the Progressive International Motorcycle Shows (IMS).

Pat Patterson of Led Sled fame took the Performance Custom class win (goose neck rigid framed 1200cc Sportster), with Shelby Griffin and Austin Andrella (Austin Martin Originals) scooping the ever-popular Retro Custom class win with a hard tailed 1972 Yamaha XS650.



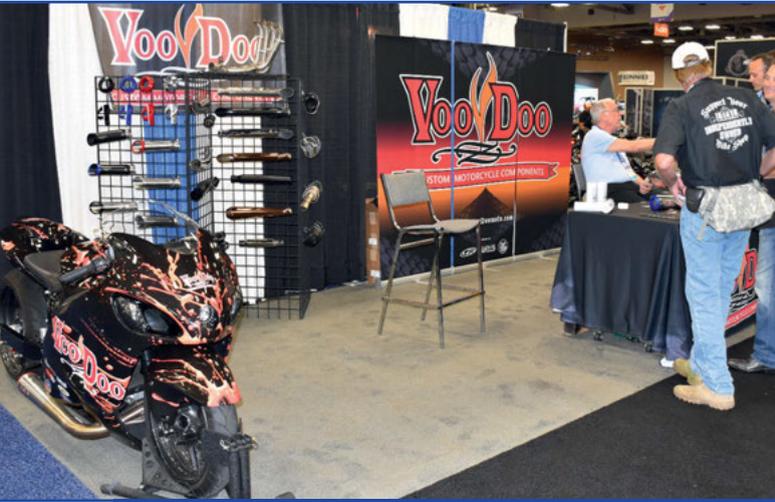
**Second place, FreeStyle class - Matt Olsen, Carl's Cycle Supply**



**Third place, FreeStyle class - Wayne Burgess, Deathtrap Cycles**



The People's Choice went to the BMW Alpha built by Salt Lake City machinist Mark Atkinson, and inspired by a concept created by Turkish designer Mehmet Doruk Erdem.



**VooDoo Custom Motorcycle Components:** Cafe, Performance, Shorty and Sidewinder exhausts; accessories, clip-ons and rearsets for Cafe Racers, V-Max, Yamaha, Suzuki and Honda models; [www.voodoomotor.com](http://www.voodoomotor.com)



**Motorex:** Celebrating their 100th anniversary this year, the popular Swiss based oil brand is best known for their top-end race, sports, off-road and 2-stroke oil formulations. However, their 'Legend' 20W/50 is highly regarded among Harley restorers for use on vintage and classic street and race 4-stroke, high-capacity two-cylinder engines with separate gearbox lubrication. A selection of base oils and additives specially adapted for this engine type mean optimum protection against component wear and high temperature stability; [www.motorex.com](http://www.motorex.com)



**Wild Ass:** The Wild Ass motorcycle air seat cushion was designed "using proven seating technology". The cushion is designed to eliminate painful pressure points and promote blood circulation by utilizing adjustable interconnected air cells "which conform to the riders' shape regardless of weight or seating position." Additional key benefits are said to be reduction of shock and vibration to reduce lower back pain and air circulation under the rider to disperse heat and perspiration. Available in Neoprene rubber, polyurethane or polyurethane plus gel; [www.wild-ass.com](http://www.wild-ass.com)



**Hawg Halters:** The Georgia based manufacturer used AIMExpo to launch its patented new 'X-26 Bolt On Neck Rake Kit' for 26 inch front wheel installations. Designed and manufactured in its facility using USA produced 6061-T6 billet aluminum and 4150 high strength steel alloys, this "leading edge, multi-piece neck design is based on proven press fit technology to deliver unmatched strength and secure attachment; [www.hawghalters.com](http://www.hawghalters.com)

**HogWorkz:** Los Angeles based Bagger parts and accessory specialist – from vented lower fairings to hard bags, from chrome top trim racks to latch covers, speaker lids, saddlebag and fender extensions, softail conversion bracket kits with dual-cut stretched bags and LED lights – lots of LED lights – HogWorkz are a custom Bagger "go-to"; [www.hogworkz.com](http://www.hogworkz.com)



**SBS:** Derived from more than 25 years of experience in World Superbike and Moto GP championships, and inspired by successful championship-winning SBS DC Dual Carbon pads, last year SBS introduced a touch of modern technology for classic bikes with pads formulated specifically for classic racing. The SBS DC Dual Carbon Classic is said to deliver a smooth initial bite, ideal for the construction of classic motorcycle front forks and superior brake power and front end feel. The high thermal stability and reduced disc wear, due to transfer film technology, make the DC Classic a versatile, reliable and durable pad that brings modern race bike braking standards and technology to older bikes; [www.sbs-friction.dk](http://www.sbs-friction.dk)





**Barnett Clutches & Cables:** Celebrating its 70th anniversary next year, recent new products from the Californian specialist include an updated Scorpion 2024-T3 billet clutch basket for a "bolt-on" install on 2017 – 2018 FL touring models, clutch kits for 2017 FL tourers, and an extra-plate clutch kit for 2014-17 Indian Chief/Roadmaster models; [www.barnettcables.com](http://www.barnettcables.com)



**SENA:** Recent new products from the rider communications specialist include the FreeWire Bluetooth 4.1 adapter and 'Cavalry' half helmet with integrated Bluetooth; [www.sena.com](http://www.sena.com)



**Vee Rubber:** Noted as one of the combatants in the notorious "wide tire wars" of the late 1990s, in which they went head-to-head with Avon Tyres and Metzeler to claim the wide tire bragging rights, the so called "fat rear end boom" is long since over, but Vee Rubber still offers the widest motorcycle tire on the market. Their VRM-302 Monster/Twin is designed for OEM and aftermarket wheels on heavy weight custom cruisers and touring baggers and features the same "new gen" twin-ply, triple-belt construction techniques seen on Vee Rubber's popular White Wall 302/Twin tires. Sizes are available for most custom cruisers and baggers, with the Monster 32" said to be the tallest front tire on the market; [www.veerubberusa.com](http://www.veerubberusa.com)



**Andrews Products:** Highlights this year from the Mount Prospect, Illinois based manufacturer have included three new "dyno proven" cam designs for the 2017 Milwaukee-8 Tourer engine, and all three have been shown to deliver increases in hp and torque; [www.andrewsproducts.com](http://www.andrewsproducts.com)



**National Cycle:** Celebrating its 80th anniversary this year, recent new products from the Maywood, Illinois based windshields market leader include a Heritage line of beaded windshields. An iconic design of yesteryear, its 5-bolt pattern Beaded Heavy Duty windshield or 7-bolt pattern replacement is an authentic three-piece construction manufactured with modern quality materials. Available with clear tops and a choice of clear, red, blue or black bottom section and early FL-style notched, FLHS-style round or standard round lower window; [www.nationalcycle.com](http://www.nationalcycle.com)

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## Super Stock Stealth air cleaner kits

S&S Super Stock Stealth air cleaner kits are available for stock and S&S fuel system applications and include backing plate, filter and hardware.

The built-in stinger cone directs air smoothly into the bore of the carburetor or EFI throttle body to reduce turbulence and increase flow.

They are available for selected 2001 - 2017 Twin Cams with Delphi EFI and are exempt per CARB Executive Order D-355-21. The kits do not come with covers. Stealth air cleaner kits for 2001 - 2017 EFI applications come with a special sticker and instructions for applying to an inconspicuous location on the frame.



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## Stealth Series "Black-on-Black" cables from Barnett



The latest addition to Barnett's market-leading control cables program, these black-on-black "Stealth Series" cables feature a black vinyl casing with black chrome elbows and hardware for that "Stealth" look.

Stainless steel wire rope is used with a nylon inner liner on the throttle cables, and all clutch cables come as standard with Barnett's exclusive high efficiency inner wire - which reduces lever effort, provides



a super smooth cable action and extends cable life. Available for all 1987 and later type Harley-Davidson cables and all 1999 and later Victory models, genuine Barnett cables have been made in the USA since 1948.

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## Kibblewhite compression release valves



These new KPMI branded compression release valves manufactured by Pacifica, California based specialist Kibblewhite Precision Machining reduce cylinder compression at initial start-up, and with 5-7 newtons of resistance force, they won't close early, and when they do close full

compression is restored, which is ideal for high-demand applications.

This reduces "hot start" issues and load on the starter motor and battery. They are suitable for all displacements, but are especially effective in high-compression engines where they can add greatly to durability, reliability and reduced start-up component stress.

Featuring custom molded knobs to ensure a cool touch and easy operation, they ship in pairs, have 0.350" M10 x 1 thread lengths for EVOs and Shovelheads (1.050" upper body) and Twin Cams (1.380" upper body), so they are easier to install than the OEM items they replace; also available with 0.500" (1.250" upper body) for OE replacement.



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## Motul unveils USA-made TWIN oils range

In collaboration with former National Champion Roland Sands, Motul says it has "created an engine oil for V-twins and twins of all kinds."

The TWIN program is a 100 percent synthetic line of products "designed to achieve a new level of performance and protection for V-twins and twins of all kinds. Developed specifically for V-twins, Cafe Racers and cruisers, Motul says that their TWIN line will be made in the USA with USA-sourced raw materials.

"North America has the largest number of twin engine motorcycles in the world – nearly one out of every two bikes are powered by a twin cylinder engine," said Guillaume Pailletet, President of Motul USA.

"We considered the growing number of

vintage and classic bikes that are being restored and modified, and decided it was time for us to develop a product to support these riders. The Motul TWIN line of products utilizes all of our expertise of ester-based synthetic oils and adapts it for use in modern and vintage twin-cylinder engines."

Motul says their TWIN 20w50 engine oil is "designed for high-performance street motorcycles, using a motorcycle-specific additive system which is developed to withstand extreme pressure and high heat and results in exceptional wear and thermal protection, even under extreme conditions. It is also compatible with all catalytic converters and oxygen sensors.

"Our TWIN 75w90 gear oil is a super heat-stable GL-5 transmission oil perfect for

4-speed, 5-speed and 6-speed transmissions and gearboxes. Designed to go the distance required by modern maintenance schedules, this gear oil delivers increased protection for gearbox components and ensures exceptionally smooth shifting. Due to its fully synthetic base oils, it can handle much higher running temperatures when compared to other gear oils.

"The TWIN primary chain case oil and Motul TWIN gear and chain case oil for Sportsters is 100 percent synthetic with ester and uses a Motul-developed motorcycle additive system which provides excellent protection for primary drive chains, sprockets, clutches and baskets against wear. These gear oils deliver exceptionally smooth shifting and wet clutch grip even under harsh conditions.

At the time of the launch, Roland Sands said: "The TWIN line has been developed with the custom and high-performance twin-cylinder motorcycle in mind. We build quite a few twins every year and race high-performance twins on the street and dirt. Putting these machines through high stress environments in varying weather conditions, and using the expertise of Motul, we've developed a great collection of lubricants to meet the needs of both the hard riding and hands-on bike owner."

MOTUL USA Inc  
Cypress, California, USA  
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[www.motul.com](http://www.motul.com)



Gear and Chaincase Oil

Gear Oil 75W90

Motor Oil 20W50

Primary Chaincase Oil

## DP Brakes extends front rotors program



DP Brakes has added to its program of stainless steel replacement front rotors for late model Touring Harleys.

The pioneer and long-time industry leader in sintered metal braking technology, DP Brakes' rotors have proven very popular with dealers looking for a high-quality replacement, and the company has now added front rotor applications for late Touring models.

"Since our introduction of OEM replacement stainless steel rotors for Harley-Davidson's back in 2013, we have seen excellent interest and demand for late model Touring front fitments from 2000 onwards," said Larry Mills, President DP Brakes and Clutches North America. "Therefore, we felt it necessary to expand our line to cover 2014-2018 Touring front fitments for FLHT, FLHX, FLTRX and FLHR 2017-2018, which will now complete our rotor line-up."

Distributed exclusively through Drag Specialties in North America, Mills went on to say that "all DP rotors are designed specifically to provide the rider with improved feel, increased stopping power and an overall upgrade in braking performance." They are produced from high-quality 410 stainless steel and 100% laser-cut for precise fitment and Blanchard (rotary surface) ground for true flatness and an



attractive finish.

"We are proud to say that all our rotors are 'made in the USA'. The combination of our industry-leading sintered brake pads and these new stainless rotors will significantly improve the overall braking system of any Harley."

**DP BRAKES**  
Lancaster, New York, USA  
Tel: 716 681 8806  
[dpbrakestm@aol.com](mailto:dpbrakestm@aol.com)  
[www.dp-brakes.com](http://www.dp-brakes.com)

## Solid brass drag pipe tips

Manufactured by Paughco, these precision-fit solid brass exhaust tips fit 1 3/4" and 2" straight-cut drag pipes. Easily installed in minutes, simply slip the tip into the pipe, drill a hole for the retaining screw and secure in place. With two styles to choose from, the tips "give a classy Old School look to any drag pipe equipped motorcycle." Models available for 1 3/4" and 2" pipes are the Short Curve, Long Curve and Tapered. Sold in pairs; Paughco, USA, [www.paughco.com](http://www.paughco.com)





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## Stock replacement performance upgrade 49 mm forks

Internationally well known for their sportbike and streetbike suspensions, Dutch specialist Hyperpro has had Harley-Davidson (and more recently Indian Motorcycle) model-specific suspension applications in its line-up ever since the company began in business in 1993. Their range includes stock replacement and performance upgrade rear shock absorbers and rising rate/progressively wound shock

absorber springs, front suspension springs, full front end suspension kits and one of the best known and most widely used steering damper programs in the market. Specifically developed for Harleys and custom bike applications, their H49 right-side up front fork features "the latest suspension technology" and sets a "new level in suspension adjustment on conventional front fork damping," says Jan Belder, International Sales & Marketing VP. The fork has been developed as a direct replacement for Harley-Davidson 49 mm applications and fits original H-D wheels and axles.

Features include rebound adjustment, high and low speed compression adjustment, a rising rate spring with adjustable pre-load, adjustable rebound and high and low speed compression adjustment.

They are available in full black and have DLC coated (Diamond-like carbon) inner stanchions. DLC is a class of amorphous carbon material that displays some of the typical properties of diamond. DLC is usually applied as coating to other



materials that could benefit from some of those properties – friction resistance in high performance suspensions is an ideal environment for the benefits it brings. Hyperpro has 25 employees, a 10,000 sq ft (1,000 sq m) facility at Werkendam in southern Holland, and is exporting to more than 40 countries around the world.

**HYPERPRO**  
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[www.hyperpro.com](http://www.hyperpro.com)



## Trask Assault series air cleaner and extreme duty TC clutch basket

These 'Assault Charge' high-flow air cleaners from Trask feature a billet aluminum backing plate with hidden integrated breather system and a plexiglass outer cover.

Dyno developed and tested, the snap-in velocity stack delivers improved air flow; available raw machined, chrome or reverse-cut for 2017 FLHT, FLHR, FLHX, FLTRX and FLTRU.

Also seen here, this Trask clutch basket is said to be able to handle engine builds making in excess of 300 horsepower and is strongly recommended by Trask for engines producing 100 horsepower or more. Available for '07-'17 Twin Cams, it includes



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mounting bolts and lock tabs, has a hard anodized red finish for added durability and is a direct bolt-on replacement for the stock clutch basket.

**DRAG SPECIALTIES**  
Janesville, Wisconsin, USA  
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[drag@dragspecialties.com](mailto:drag@dragspecialties.com)  
[www.dragspecialties.com](http://www.dragspecialties.com)



## Adjustable floorboards



The unique profile of these adjustable boards from GMA provides plenty of room and comfort for rider and passenger. Featuring a non-skid rubber cushioning insert, each board is CNC-machined from a solid block of 6061 billet aluminum, adjusted side to side and finished in durable high-luster chrome or black anodized; Belt Drives Ltd., USA, [www.belt drives.com](http://www.belt drives.com)



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## Back to the Future details from W&W

### Daytona vintage headlight and Velona speedometer



The design of this steel 180 mm long side mount vintage style 5-3/4" headlight derives from European patterns of the post war era, which were somewhat elongated and typically housed an instrument. The Daytona vintage headlight looks great on Bobbers, Scramblers and custom bikes with stretched lines.

It features a cut-out for 60 mm instruments. Accessory side mount brackets and matching instruments are available in a selection of finishes including chrome plated, black painted with chrome bezel or completely matt black headlights.

The 48 mm stainless steel Velona speedometer is a multi-functional digital instrument which sports a round stainless steel, water resistant housing. The

**DAYTONA**



attractive dial face features a 0-200 kph indication with stepper motor powered pointer and a small LCD display.

Operation of the display is by two buttons on the back for odometer, 2 x tripmeter, clock and voltmeter. Generally, the Velona instrument can be mounted on most any vehicle with a 12V electrical system. Included with every unit are interconnecting electrical wires and detailed instructions. A special U-bracket for the installation into Daytona vintage headlights is available as an accessory. For this application, a remote handlebar switch is recommended. Available polished or black, the speed sensors are sold separately.

### Lucas type mini taillights

These flat surface mount mini Lucas style taillights are approximately 20% smaller versions of the original Lucas 564 taillight – 110 mm W x 53 mm H x



49 mm D. They are 12 volt units with stop light and license illumination.

### LeBeef waffle style timer covers



These sturdy, polished cast aluminum timer covers are manufactured by Swedish customizer LeBeef. They feature a cross-hatched design and can be mounted horizontally or vertically on Big Twins '70-'98 (Softails up to '99) and '71 and up Sportsters.

### Pangea Speed ARC clutch pedals



This USA made steel, chrome plated clutch pedal assembly features an all-steel construction and bolts right up to the 4-speed Big Twin or Evo Softail frame. It features a sophisticated design with two lever positions allowing for a stiffer or lighter throw. They have replaceable brass bushings and an adjustable pedal stop. The pedal shape matches stock H-D brake pedals, so you can run it raw or with a rubber on 4-speed Big Twins '36-'85 and Softails '86-'99.

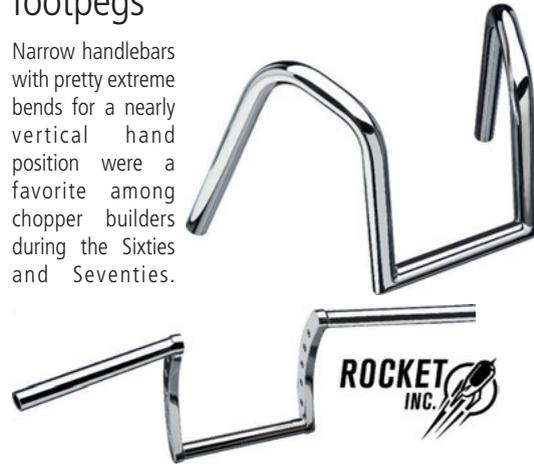
### Old style Sportster 16" front wheels



Designed with the '00-'07 type dual flange narrow hub and drop center steel rim, this 16" wheel is for custom applications only (e.g. Model 48 Sportsters) and requires a Wide Glide style fork or triple tree. The completely chrome-plated wheel fits Sportster '00-'07, Dyna '00-'03 with Wide Glide fork and narrow front hub Dyna/Sportster '00-'07 type DF.

### Rocket Inc. handlebars and footpegs

Narrow handlebars with pretty extreme bends for a nearly vertical hand position were a favorite among chopper builders during the Sixties and Seventies.



These TÜV approved, 42cm wide, 1" diameter, 3 mm wall thickness steel chrome plated 'Rabbit Ear' bars by Rocket Inc. closely follow that traditional design.

Also seen here, the 'Holy Banana' bars are another typical design that goes back to the Seventies. They feature excellent craftsmanship and distinctive swept-back and perforated solid struts.

The polished, cast aluminum Rocket Inc. '70s style 'Hate & Fear' (seen here) and 'Lucifer's Jewel' footpegs have standard H-D male mounts, so they will fit most models.



### Drum brake base plates



Finally, these complete, chrome plated cast aluminum pre-assembled base plates with brake shoes, cam and springs are ready to install to the rear brake drum on Sportsters '73-'78.

**W&W CYCLES AG**  
**Würzburg, GERMANY**  
**Tel: +49 (0)931 250 61 18**  
[sales@wwag.com](mailto:sales@wwag.com)  
[www.wwag.com](http://www.wwag.com)



# Stock-mount custom floorboard options for Harley and Indian

New from Phoenix, Arizona based Accutronix are a range of these extended front floorboards for '84-up FLH and FLT Baggers and '86-up FLST, replacing the stock OEM front floorboards "for a more custom look."

Seen here is a selection of four of the wide range of styles available, each available in "Drilled" or "Knurled Drilled", solid black or remachined for a black anodized and raw aluminum contrast finish.

Depending on the design, they are either stock length or extended 2-1/8" or 2-1/2" at the front, and 3/4" and wider and 1" or 2-1/2" longer in the rear and mount



Extended 'Knurled Drilled Instigator', seen her in 'Night Series' finish

like stock with the stock hardware.

They are also available for the '14-up Indian Chief, either in stock or a similar selection of length and width, depending on the design chosen.

Machined from 6061-T6 billet aluminum, the top portion of the board has a raised hole feature inspired by racing pedals, with a multi-directional, slip resistant machined pyramid-top knurled design or pyramid-top rubber insert lower area.

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'Drilled Original' - direct stock replacements

Extended 'Drilled Teardrop', seen her in 'Solid Black' finish

## 'Reaper' Chubby bars for Baggers

Those looking for the "ultimate custom 1.25" handlebars for their Bagger" should check out Wild 1's Chubby Bagger 'Reaper' bars.

Combining maximum comfort with a flatter wrist angle and attitude, these Chubbys "not only make your bike look badass, but you sit up straighter and feel way better riding," says Nate Schultz. The Chubby Bagger 'Reapers' come in sizes of 10, 12, 14 and 16" and, like all Chubbys, are drilled for internal wiring.

"They are made with the same double wall construction as all our other Chubbys with 1.25" diameter tubing. We take special care in the manufacturing process to make sure the inside corners are smooth, so the electrical doesn't get hung up during installation (no shredding wires!). They are designed to lean you back on your ride and give you a much more comfortable wrist



angle than stock."

The 10" works with stock cable lengths on 2014 and up Baggers. They're available in show chrome, satin black powder-coat or a raw finish. The Bagger 'Reaper' Chubby has been designed to fit all H-D Bagger models. All Wild 1's products are 100% made in the USA since 1996.

**WILD 1 INC.**  
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[info@wild1inc.com](mailto:info@wild1inc.com)  
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Why not check-out our extensive range of high-performance clutch kits too?

# Inverted front ends – the story according to Kraus

Described by Cazadero, California based Kraus Motor Company as “the number one inverted front end kit for Dyna, FXR, Sportster and Softails,” its Dynamoto SP inverted front ends are “absolutely the best performance suspension product for Harley-Davidson motorcycles available,” according to the company.

“The Dynamoto SP package takes all of the guesswork and hassle out of upgrading. Suspension is extremely important and is at the core of a properly functional, fun and stable motorcycle. Suspension works to keep traction, controls the reaction of the motorcycle to road conditions, controls brake dive and increases the overall stability. A well-tuned suspension ensures comfort and fun for the rider.”

The SP package comes complete with Ohlins R&T forks sprung specifically for Dyna, FXR, Sportster and Softails, right and left 108mm radial caliper adapters and Dynamoto triple trees.

Kraus recommends adding axle and spacers for the stock Harley or aftermarket wheel, a GPR steering stabilizer kit for extra stability and control and a headlight visor mount to bolt on the stock Harley visor and mount the original headlight. Its bottom headlight mount can be used to fasten the Harley or an aftermarket headlight to the bottom Dynamoto triple tree, FXDXT fairing mounts to run a T-Sport fairing, carbon fiber or fiberglass fender kits and radial calipers with a Beringer front brake kit, according to Kraus.

Kraus also says that front forks on a motorcycle “need to be as rigid as possible, to function as effective suspension parts. They also need to be as light as possible. An inherent advantage of inverted forks is their weight - they’re lighter than conventional front ends. A steel fork tube is the heaviest part of a traditional fork assembly. By design, inverted forks have shorter and thinner walled fork tubes. This results in less steering inertia and more responsive handling feel.

“Inverted front ends deliver better compression and rebound dampening than conventional designs and, by design, are inherently stronger than conventional front end assemblies.

“Most of the stress applied to forks occurs just below the bottom triple tree. When the brake lever is pulled, the momentum of the bike transmits through the forks, trying to push the front wheel. On a conventional fork, the force is being exerted upon a



steel fork tube, just below the lower triple tree, but on an inverted front end, the tube absorbing those forces is of a much greater diameter.

“Inverted forks are exponentially more rigid because they mount the larger diameter “slider” to the triple tree. Conventional forks mount to the triple tree via the smaller and heavier steel fork tube. The much more rigid (compared to a steel fork tube) slider makes up a higher percentage of the overall length in an inverted front end. This design benefit reduces flex and improves handling and feel, what we call “connectedness” when compared to a conventional design.

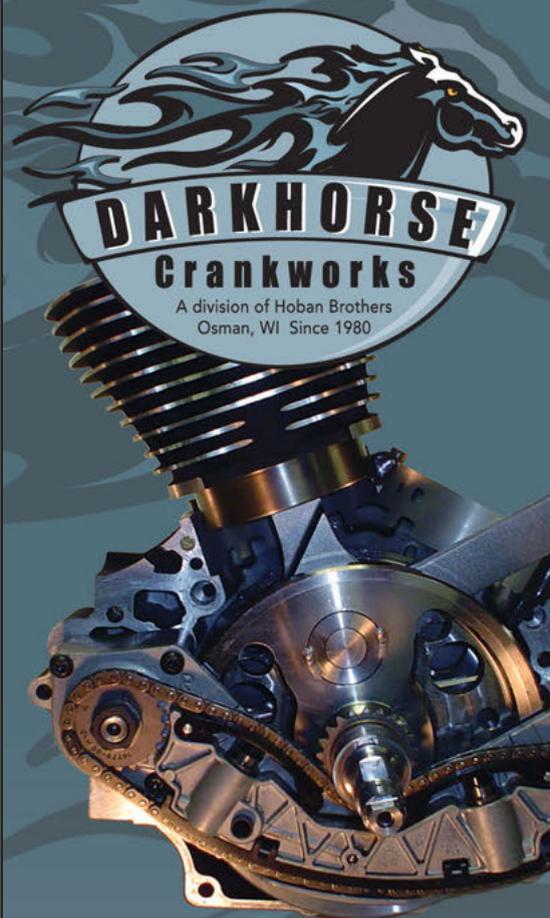
“Additionally, inverted forks are stronger because they have more overlap – the distance the fork tube protrudes into the slider – than conventional forks. The more overlap, the more rigid the front fork assembly.”

**KRAUS MOTOR CO**  
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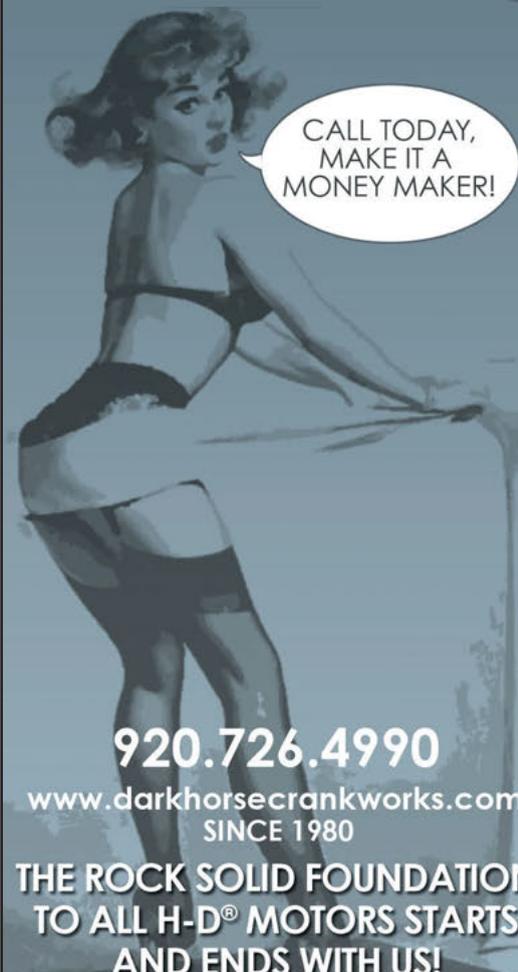
## XL racing style swingarm



German customizer **Fred Kodlin** has introduced a large range of Sportster styling parts, including a Cafe Racer style rear fender and racing style rear fender. Added to his racing line for Sportsters, this racing swingarm accommodates 200 rear tires on Sportsters from 2004 and up. It comes black powder-coated with rear stainless steel axle, axle adjusters and TÜV approval. Custom Chrome Europe, Germany, [www.custom-europe.de](http://www.custom-europe.de)



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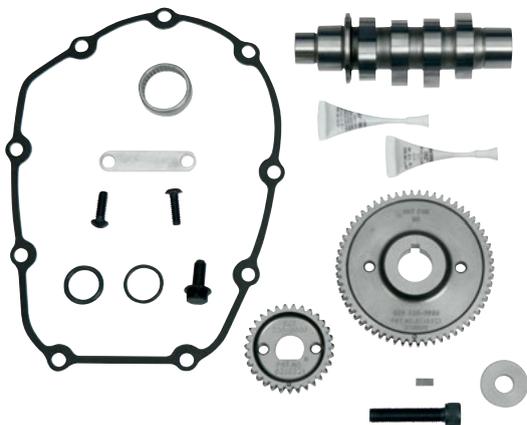
## Zodiac additions

### S&S bolt-in cam kits

S&S engineers have produced what they believe to be the ideal combo of lift and duration with these new high-performance cam kits. "They not only deliver excellent horsepower and torque numbers, but do so in the more important, usable rpm range," says Zodiac International Sales Manager Ruud Bakker.

"They deliver where it matters most in real-world riding conditions. For example, for the 465 cams S&S states gains of 21 hp and 21 ft-lb torque coupled with a performance intake and exhaust." S&S cams

dried wood, sold in sets for left and right. Order the throttle sleeve for your application separately. Styles include 'Long Board', 'Tiki', 'Machete', 'Revolver' and 'Flame'.



are compatible with all stock components, "but for the cost of the labor to remove and reinstall the stock pushrods, you'll be money ahead to cut them out and replace them with a set of S&S 'Quicke' pushrods for Milwaukee-Eight engines," says Bakker.

"Gear drive cam kits include all the parts needed to convert to a reliable cam drive with improved valve timing accuracy. Due to machining variations in the stock cam plate, oversized or undersized gears may be needed to achieve correct gear lash."

S&S bolt-in 350 cams are compatible with all stock valve train components - the 350G gear drive cam has stock specs, but eliminates cam drive chain and tensioner, providing improved valve timing accuracy with no tuning required; all the kits include a full complement of upgraded Torrington style needle bearings, O-rings and hardware.

The bolt-in 465 stock valvetrain-compatible cams, and 465G gear drive cams provide increased torque and horsepower, eliminating cam drive chain and tensioner and providing improved valve timing accuracy.

The 475 bolt-ins are a 100 hp cam when coupled with performance intake and exhaust; compatible with all stock valvetrain components, but 'Quicke' pushrods are recommended for ease of installation. Finally, S&S 550 cams are said to be an "ideal horsepower cam for 114 ci and larger engines, requiring new valve springs to accommodate the higher lift"; 'Quicke' pushrods recommended.

Additional available optional replacement parts include those 'Quicke' pushrod kits for Milwaukee-Eights, plus performance valve spring kits for up to .605" lift, under- and oversized pinion gears, FoaMet cam gear cover gasket and chain and gear drive cam hardware, gasket and bearings kits.

### Universal handlebar grips

Here's something you don't see every day... universal handlebar grips made from naturally

### Slimline Legacy tanks



Narrowed and tapered, they are 9" (23 cm) wide in the front and only 3 1/2" (9 cm) wide in the rear and hold approx. 2.75 US fluid gallons (10.4 liters). They take stock style screw-in gas caps and a set of Old School rubber knee pads (available separately); fitments available for 1983 thru 2006 Sportster models feature fuel valve bungs left and right and include one chrome block-off nut. Tanks for custom fitment come with 3-piece weld-on mounting bracket kit.

### Petcocks

Zodiac is offering 'Disc' style petcocks with mesh filter screen and 13/16" nut. They fit OEM tanks 1975 thru 1982 and most custom tanks with external 13/16" connection and are offered with a choice of spigots, in chrome or black.



### EFI fuel pump kits



Direct replacements for the OEM fuel pump, these kits come complete with pump hose and hardware (all that is required is the pump bracket as included in OEM fuel pump kits). Available in configurations for 1995 to present Touring models, 2001 thru 2017 Softails and 2004 thru 2017 Dynas.

### Vision-X light units

These "superior quality" E-approved multiple LED light units with halo ring light, low and high beam, are available in 5 3/4" and 7" diameter for a range of applications, including FLTR Road Glide models. They come with H4-style connectors - adapters for use with Delphi, H9 and H11 connectors are separately available. Also available, Vision-X passing LED single beam light units and unit sets are said to be five times brighter than traditional Halogen passing lamps. They fit all regular 4 1/2" spotlight and drive light housings, but also feature side mount fixing points for custom fitment. Available with chrome or black reflector housing.



### Zodiac 'Beefy' LED Z-bars



Featuring integrated LED light units, these handlebars work with normal cable style throttle, as well as throttle-by-wire, as found on 2008 to present Touring, 2016 to present Softail and selected CVO and SE models. Beefed up to 1 1/4" (3 cm) diameter, they take all handlebar controls designed for regular 1" handlebars, are drilled for internal wiring and feature flush-mounted LED turn signals with amber LEDs and smoke lens. Available in a selection of rise, end rise and widths in chrome, matt or gloss black.

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[www.zodiac.nl](http://www.zodiac.nl)



# 'Shortshots Staggered' for 2018 Softails

Available for the 2018 Softail Street Bob, Low Rider, Slim, Deluxe, Heritage and Fat Bob, Californian manufacturer Vance & Hines describes their 'Shortshots Staggered' as a "timeless classic" and

that their "clean, compact lines transform the Milwaukee-Eight Softail into a ready-to-go custom." With what the company describes as an "aggressive hot rod sound" and "sleek" one-piece full coverage heat shields, 'Shortshots Staggered' are available in blue-proof chrome or matt black, with two optional levels of quiet baffle available. These exhausts will not fit the 2018 Softail Fat Boy or Breakout.



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## Blow-by oil collector

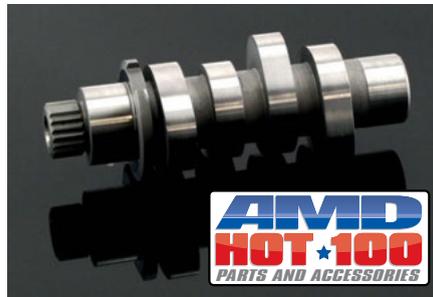


Designed to collect head or crankcase blow-by, this U.S. made CNC-machined aluminum design by Golan Products measures 2 1/8" long by 1 5/8" diameter. Drag Specialties, USA, [www.dragspecialties.com](http://www.dragspecialties.com)

## 'Red Shift' bolt-in M-8 cam boosts power "right where you ride"

Noted performance Elkridge, Maryland, based specialist Zipper's has added to its popular 'Red Shift' performance cams program with their 468 bolt-in grind for 107" and 114" Milwaukee-Eights. Said to deliver "significant power improvements and throttle response right

where you ride, the 'Red Shift' 468 is designed to complement the M-8 heads' high intake flow, while its unique design overcomes the restrictive exhaust port for big gains in both torque and horsepower." The 468 "provides instant acceleration below 2,000 rpm while pulling strong to 6,000, really shining in the 2,000-4,000 rpm cruising range. Cranking compression is unchanged for easy starting, and the proven proprietary 'Red Shift' cam's ramp design delivers quiet operation and longer valvetrain life."



**ZIPPER'S PERFORMANCE PRODUCTS**  
 Elkridge, Maryland, USA  
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# Adjustable fairing mount for stock Road Glides

MC Baggers' new patent-pending adjustable fairing mount for Road Glides is said to allow lowering of the position of the Road Glide fairing to suit the height and riding choices of the rider.

Described as a unique design, "it allows for maximum rider comfort, and ensures riders can achieve that certain low-profile "Bagger look", if so desired. With our fairing mount the rider will experience a wider field of vision, being able to see areas closer to the bike that would have otherwise been obscured by the fairing.

"This means a much safer ride, as the blind spots created by the typical positioning of the stock-mounted fairing are reduced or eliminated. This will be especially helpful to riders who are not as tall, and might have trouble seeing over the fairing. With our fairing mount installed on the Road Glide, there is a better field of vision than that of a Street Glide or Ultra model.

"Now there is also another element of control over the custom look of the bike - shortening the distance between the fairing and front fender, to dramatically



vary the silhouette of the bike according to your personal taste, creating a line that flows smoothly and naturally from the tank to the fairing.

"The support bracket of the crash bars can also be eliminated, and this fully bolt-on mount is easily adjustable by up to 3". There is no need to make any holes or damage the stock parts as the position of the fairing adjusts simply by screwing and unscrewing the bolts without taking apart the inner and outer fairing. It is possible to lower the fairing up to two inches without any other modification. In case of a reduction of fork travel (with the use of a front cartridge shock, for example) it becomes possible to lower the fairing up to three inches (on '15 and up models only - up to two inches for earlier models).

"As always, our products are engineered with the rider's safety placed above all other considerations - we guarantee there is zero chance of the lowered fairing making contact with the fender."

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# 70 or 66-tooth 40-spoke pulley

New products from Chatsworth, California based HD Wheels include this 40-spoke pulley for Harley-Davidson motorcycles.

The company says that their "real" 40-spoke pulley has been made as a result of "eliminating the weak points found in



competitive offerings and applying our high standards of materials selection and craftsmanship."

Weak points can include drilled sprocket, increasing the cross of the spokes from 1 to 5 (the standard Harley item cross is 4) and increasing the spoke count to 40.

It is available in 70-tooth (1 1/8" belt) and 66-tooth (for 20mm and 1" belts) and in custom finishes.

**HD WHEELS**  
 Chatsworth, California, USA  
 818 887 9065  
[info@hdwheels.com](mailto:info@hdwheels.com)  
[www.hdwheels.com](http://www.hdwheels.com)

# Compu-Fire high compression Gen III starter and Super Duty charging systems



Compu-Fire say their Gen III starter produces more cranking power than other 2KW starters with half the current draw due to special Neodymium magnets. Compu-Fire states that the Gen III starter has 6:1 planetary gearing for superior mechanical efficiency (compared to 4.44:1 and 2.86:1 in other starter motors). This starter is especially suitable for high compression, large displacement engines.

Also seen here, Spyke's Super Duty charging systems for 1970 to 1999 Big Twin Harleys have a forged steel rotor with a thicker spline for maximum engagement on even the biggest of motors. Spyke rotors have magnets that are encapsulated in a protective barrier to resist vibration-related breakage and prevent costly damage. Spyke regulators come in chrome and black finishes.



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# ARLEN NESS



Shown with standard chrome kit.

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Shown with  
10-Gauge chrome kit.

# ARLEN NESS

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[instagram.com/arlennessmotorcycles](https://www.instagram.com/arlennessmotorcycles)



[www.facebook.com/ArlenNess](https://www.facebook.com/ArlenNess)

## 'Monster Sucker' kits with patented 'Hidden Breather' technology



Available with or without forged billet covers, Arlen Ness 'Monster Sucker' air cleaner kits feature their patented Big Sucker 'Hidden Breather' technology and more filter surface area for maximum performance.

The 'Hidden Breathers' are O-ringed at the heads and exit out of the mouth of the throttle body to provide efficient engine breathing, eliminating the need for any external hoses or hardware.

The filter features a built-in inverted top to pull in air not only from all sides of the filter but also from the front, "which results in more performance-gaining airflow". Each re-usable filter is constructed from synthetic material that is water resistant, which in



most cases eliminates the need for a rain sock and does not require oil – just rinse and re-use.

They fit with fairing lowers and are available in a choice of finishes - 10-Gauge, chrome or black, beveled chrome or black and Deep Cut chrome or black, with optional forged covers to match.



**DRAG SPECIALTIES**  
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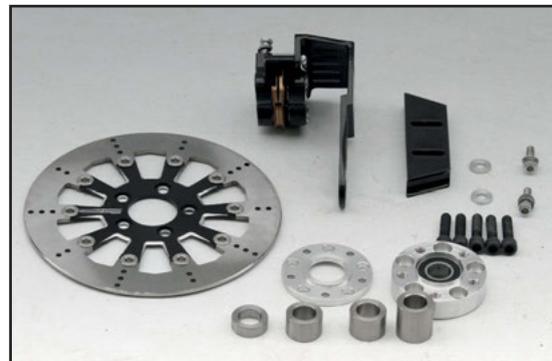
## Weld-free drive side brake kit for Softails



German wheel manufacturer TTS has added to the range of matching parts and accessories they offer with this drive side brake kit for Softail models 1989-2017.

With no welding to the swingarm required, the fully reversible install can re-use the original belt guard, greatly increasing the durability of the belt and the belt pulleys.

This kit is currently available in versions for 1989-1999 and 2000-2017 five-speed Softails,



2008-2017 six-speeds, and 2008-2017 six-speed Rockers and Breakouts.

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## Bar-mounted push button suspension controller

Merritt Island, Florida based Arnott Motorcycle Air Suspension – "the leader in True Onboard Adjustable Air Suspension kits for motorcycles" – has announced the introduction of a handlebar-mounted two-button switch with digital LED pressure gauge display to enable riders to adjust the shocks and see the pressure value in pounds per square inch (PSI).

Available in black or chrome, the waterproof, high-impact aluminum housing assembly mounts to the handlebar clutch perch and has separate buttons to inflate or deflate the air suspension system and features a blue LED air pressure display. The switch includes an attached wiring harness pre-configured with the necessary connectors, a pressure transducer which attaches to the Arnott manifold, additional



tubing, airline fittings, spade connectors and wire taps for connecting the unit to the motorcycle's ignition switch wire. Backed by Arnott's limited one year warranty. In early 2017, Arnott was awarded ISO 9001:2008 Management System and TÜV Rheinland Product Safety and Quality Certification; Arnott's products also meet GOST ISO 9001-2011 Certification and the EurAsian Conformity (EAC) Mark.

**ARNOTT AIR SUSPENSION**  
Merritt Island, Florida, USA  
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[doug.taylor@arnottinc.com](mailto:doug.taylor@arnottinc.com)  
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# Direct bolt-on "Clean Look" billet front LED turn signals for FLTR

Californian manufacturer Pro-One has announced a new line of "Clean Look" LED turn signals for Harley-Davidson 1998-2013 FLTR models.

"Here's the custom way to replace your stock turn signals as they bolt directly to the stock mounting holes with no drilling," says CEO Steve Seidner.

They come with super-bright, single-function amber LEDs with amber lenses and include an extra set of smoke color lenses for that "clean" look.

The LED board can be made multi-function with

optional high-low module or dual-intensity module. Machined from 6061-T6 billet aluminum, they are available triple chrome plated or hit with Pro-One's super-durable black anodized finish.

**PRO-ONE PERFORMANCE PRODUCTS**

**Azusa, California, USA**

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[www.pro-one.com](http://www.pro-one.com)



# Öhlins for Indian Scout

Öhlins has developed an adjustable shock absorber and a fork spring kit upgrade for the Indian Scout.

The Swedish specialist says that "the upgrades give the bike a completely new



behavior with improved handling, braking and an overall more comfortable ride. The shock absorbers give more stability, absorb bumps and enhance traction.

"At the rear, we recommend our STX 36 twin piggyback style emulsion shock absorbers with their well proven monotube design, divided piston, piggyback (or hose type) gas pressurized system. Each application is tested and tailor-made to



suit the specific model and designed for comfort and rideability on cruisers." They are length-adjustable and a wide range of spring rates are available, with optional black, yellow or chrome springs. At the front Öhlins suggests its KSK 100 series front spring kits (FSK 115 seen here) featuring replacement top caps with pre-load adjustment and performance rate springs.

**ÖHLINS RACING**

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# 50-state legal 2018 Softail slip-ons



Having already released a high-flow intake for the 2018 M-8 Softails, S&S Cycle has unveiled new cam grinds and the first of its exhaust offerings for the new models – 'Grand National' slip-ons for the Fat Bob.

Marketing Director David Zemla says: "The new bikes from the Motor Company deserve an exhaust note that's worthy of the progress the platform represents, and S&S has stepped up to get the job done with our race inspired 'Grand National' slip-ons.



Combined with the S&S 'Stealth' air cleaner, the company reports a 12% hp and 6% torque gain with its ceramic finish slip-ons



Combined with a performance intake and exhaust, S&S says it has recorded 100 hp at the rear wheel with these bolt-in 475s - a 32% increase over stock

"Tuneable baffle inserts allow you to adjust sound and back pressure to best suit your style and performance needs. Combined with the S&S 'Stealth' air cleaner you'll see a 12% gain in hp and a 6% bump in torque." They have an aluminum tip and ceramic finish and are emissions legal in all 50 states. For those looking for bolt-in cams for the M-8s, S&S' 475 series are available in gear or chain drive, and combined with a performance intake and exhaust, the company says that they have recorded 100 hp at the rear wheel with these cams – that is a 32 percent increase over stock power.

S&S also recommends installing proven 'Quicke' pushrods at the same time, allowing for a cam install that does not require the top end to be disturbed. For even bigger power gains on 114" Touring and Softail models, S&S recommends its 550 grind cam and heavy duty valve springs.

**S&S CYCLE INC.**  
**Viola, Wisconsin, USA**  
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[www.sscycle.com](http://www.sscycle.com)



# CCE have RSD to Go



Sportster mid-controls



Passenger footpeg kit

Custom Chrome Europe stocks a wide range of Roland Sands Design (RSD) parts and accessories, including the Sportster mid-controls, passenger footpeg kits and rocker box covers seen here.

RSD mid-controls for Sportsters move the foot position approximately 1" up and 1.5" narrower on each side compared to the stock item, for increased ground clearance when cornering.

They use the OEM rear master cylinder and shift lever,

and eliminate the bulky, heavy OEM cast steel front footpeg brackets, bell crank brake rod and master cylinder bracket. Available in Contrast Cut and Black Ops finish for '14-'17 XLs.

These new passenger footpeg kits match RSD's mid-controls as a direct bolt-on replacement at the OEM location. They also eliminate the heavy, and some would say ugly, cast steel OEM brackets. Available in Contrast Cut or Black Ops for '14-'17 XLs.

Finally, RSD rocker box covers are available in Contrast Cut, chrome and Black Ops finishes and ship with gaskets. Choose from 'Clarity' with the see-through top cover for '99-'17 Twin Cams, and 'Nostalgia' for '99-'17 Twin Cams and '04-'17 Sportsters.



'Clarity' for '97 - '17 Twin Cams



'Nostalgia' for Twin Cams and Sportsters

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## New KB SUPER DUTY PISTON SERIES for Harley Twin-Cams

Featuring **LINE2LINE COATINGS**



Line2Line Abradable Coating is standard on every KB Super Duty Motorcycle piston. Line2Line is applied the thickness of the piston-to-wall clearance for a ZERO install clearance. The coating abrades in on start-up to hone for the perfect fit per cylinder, and eliminates piston rock for the best possible ring seal with no piston slap noise.

Features include:

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- Less carbon buildup on dome

Complete Kits Include pistons, rings, pins and locks  
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KB909LCA	103	3.875 STD. .005 .010 .020 .030 .040	4.375	7.667	1.086	-5.4 DOME	10.5:1	9.5:1
KB660LCA	103	3.875 STD. .005 .010 .020 .030 .040	4.375	7.667	1.086	-9.8 DOME	11:1	10:1
KB714LCA	107	3.937 STD.	4.375	7.667	1.086	1.6 FLAT TOP	10:1	9:1
KB661LCA	110	4.000 STD. .005 .010 .020 .030 .040	4.375	7.667	1.086	-4.2 DOME	11:1	10:1
KB661LCA	113	4.000 STD. .060 .065 .070	4.375	7.667	1.086	-4.2 DOME	11.3:1	10.3:1
KB917LCA	117	4.125 STD. .005 .010 .020 .030	4.375	7.667	1.086	11.5 DISH	10:1	9:1
KB662LCA	117	4.125 STD. .005 .010 .020 .030	4.375	7.667	1.086	-1.5 DOME	11:1	10:1
KB715LCA*	120	4.060 STD. .005 .010	4.625	7.667	.0960	9 DISH	10.5:1	9.5:1
KB716LCA	124	4.125 STD. .005 .010	4.625	7.667	.0960	12 DISH	10.5:1	9.5:1

\*Does not fit S&S and Screamin Eagle® 120R engines. All Applications use standard 4.937" cylinder length.



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# Magnum XR handlebar installation kits

Upstate New York based specialist Magnum Shielding Corporation unveils its new XR Handlebar Installation Kits, which feature a great fit and excellent quality at an economical price. Magnum offers the "convenience of easy to order part numbers (by application and handlebar heights) with everything needed for installation included right in the kit."



XR installation kits are available for popular ABS and non-ABS Harley-Davidson motorcycles with 12" to 17" ape-hanger style handlebars installed and can be ordered either through Drag Specialties or directly from Magnum.

Two color combinations are available - OE black vinyl or clear coated stainless steel - with both featuring highly polished, chrome plated fittings. All XR (which stands for 'extreme response') brake lines use an enhanced construction of heavy gauge stainless steel embedded in a tough, abrasion resistant nylon outer jacket that provides "outstanding durability and a superior braking response for safe riding."

Magnum says that these brake line assemblies are not generic or universal style plumb together lines, but rather complete brazed assemblies that duplicate OE style fitments' optimal appearance and easy no hassle professional installations. They are designed to exceed all DOT FMVSS-106 requirements for safe on-road use.

The stainless steel braided control cables are coated with a clear PVC non-yellowing jacket. As with the OE style black vinyl cables, both styles offer "exceptional protection" for paint or chrome. All cables have a low-effort, high-efficiency design

that meets or exceeds all OE specifications for fitment, construction and endurance.

The kits include throttle and idle cables or throttle-by-wire extensions, clutch cable or XR hydraulic clutch line, XR brake lines, copper crush washers, hardware, turn signals and switch wiring extensions.

Noted in the market for premium Sterling Chromite and Black Pearl braids, Magnum's General Manager, Tom Vierthaler, told AMD that "these new XR Installation Kits are the first economically priced kits we have ever offered, and given our reputation for accurate kit length fitments, this is nothing short of a home run for the industry."

Company Founder and Owner Scott Hurwitz added that "while the pricing is easy on the wallet, there's no compromise on quality. These kits offer all the performance, function and fitment attributes that our popular 'Designer Series' kits are known for, and are backed by the same warranty policy."

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

## Twin Power V-twin lubricants

Manufactured, blended and bottled in the USA from 100% U.S. sourced components, this new line of Twin Power lubricants is "ready for the demanding performance of American V-twin motorcycles."

The new line includes a 25W60 premium engine oil, 20W50 synthetic engine oil, Sportster transmission fluid primary chain lube, semi-synthetic transmission oil, transmission gear lube and fork oil.

"We had the lubricants evaluated using four industry standard tests, and the final results showed that our oils tested superior to other competitive oils on the market," said James Simonelli, Brand Manager for Twin Power. The four tests were the Falex Pin & V Block Test, Four Ball Wear Test, NOACK Volatility Test and Viscosity Index Test. The new range comes in heavy gauge, wide mouth bottles that feature foil sealed caps



and color-coded labels and caps for easy product identification. "Each lubricant has been manufactured from superior base stock that provides more consistent viscosity, extreme wear resistance and increased stability at high temperatures." The engine oils exceed JASO MA2 specification, providing increased shear stability, film strength and clutch performance, which allows them to be used

in wet clutch and transmission applications if desired.



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## 2018 Softtail exhaust options

Santa Ana, California based Two Brothers Racing (TBR) are among the first to market with exhausts for the 2018 Softtails, with the Comp-S 2-1 full system now available.

Two options are offered - the Comp-S 2-1 full system with their "classic stainless 2-1 cone system complete with either a carbon fiber end cap," or a welded Megaphone Gen II end cap system. The stepped headers are said to offer a substantial power increase, while the 2-1 system, by design, "will increase torque significantly."

The exhaust system is designed to accommodate both stock (12mm) O2 sensors as well as aftermarket

wide band (18mm) sensors to allow for tuning versatility. Seen here on the 2018 Softtail Fat Bob, the intake pictured is TBR's 'V-Stack'.

Both systems are described as direct bolt-on replacements for the stock full system on the Street Bob and Fat Bob. TBR says the systems were designed to fit the 2018 Softtail line-up in general.

**TWO BROTHERS RACING**  
**Santa Ana, California, USA**  
**Tel: 714 550 6070**  
[www.twobros.com](http://www.twobros.com)



# Vity's Design signs up with MAG Connection



New style brake and hydraulic clutch levers

France based purchasing portal provider, distribution, buying consortium and vendor representation specialist MAG Connection continues to expand the fast-growing range of brands it represents with a deal to sell the upscale Italian designed and manufactured Vity's Design parts.

Noted for their top end design and precision manufacturing, Vity's is the brainchild of Matteo Vitali, who had his first bike (a mini-crosser) when he was just 6 years old, and who fell under the spell of the Bar & Shield while on a trip to San Francisco in 2010, buying his first Harley, a Sportster, a year later when he was back in Italy.

Based at Fermo, between Ancona and Pescara on Italy's Adriatic coast, Matteo is a formally trained and qualified machinist and started making his first motorcycle parts on the lathes and mills in the family business in 2000. When he completed his qualifications and went to work full-time in the business in 2005, and following his surrender to the appeal of Milwaukee's finest, started Vity's Design in 2012.

Proving that there is always a market for quality and great design, the Vity's line-up has grown quickly since then and includes handlebar controls, foot controls, pegs, forward controls, mirrors, covers, gas caps, air cleaners, lights and more.

Three primary ranges are offered – the 'Vity's Collection', the 'Diamond Bagger' collection, and a '24kt Gold' collection – all with the emphasis on stylish, contemporary interpretations of retro chic and on precision fit and finish.

Seen here, and brand-new to the Vity's offer, is a brake and hydraulic clutch lever design, and, from Vity's 'Diamond Bagger' collection, driver and passenger floorboard, taillight and 5-axis CNC-machined turn signals for touring applications such as the Road King, equipped with six high-brightness, EU approved integrated LEDs. Finish option combinations include aluminum and brass, black anodized, raw, brass and gold plated.



LED taillights



5-axis CNC-machined turn signals in aluminum and brass for Road Kings



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## Mechanical reverse with electronic cut-off switch

This Motor Trike mechanical reverse with electronic cut-off switch "makes parking anywhere possible," according to the Troup, Texas based manufacturer.

Constructed from lightweight aluminum, chromed and zinc plated, it is equipped with an electronic cut-off switch to protect the transmission from operator error and comes with a plug 'n play harness, all installation tools and instructions.

No exhaust modifications are needed when used with the OEM exhaust, and it does not

affect forward gear operations; clutch operated, eliminating any strain on the electrical system. Available for 2017 FLHT, FLHX, FLHR, FLTRX, FLTRU models with hydraulic clutch.

**DRAG SPECIALTIES**  
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# Ultima handlebar controls

Pevely, Missouri based Ultima Motorcycle Products has added to its custom parts program with these new handlebar controls.

For '96-'12 models, there is a 9/16" bore master cylinder in black; for 2014 and up Touring an 11/16" bore master cylinder hydraulic brake with 15mm bore

throttle in chrome; for '08-'13 Touring applications with radio, a 15mm bore master cylinder in chrome. For '08-'13 Touring models with radio and cruise control, a 15mm bore master cylinder in chrome; for '96-'07 Touring models with radio and cruise control it has 11/16" bore; and choice of chrome master cylinders with 3/4" or 5/8" bore for '82-'95 models. For '07-later Softail and Dyna, there is a 9/16" bore master cylinder in chrome.

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# Shovelhead 'Shorty Drive'

Said to provide exceptional driveline support, BDL's new SHS-600 belt drive conversion "provides extended life, strength, smooth operation and reliability for the traditional Shovelhead driveline designs and components."

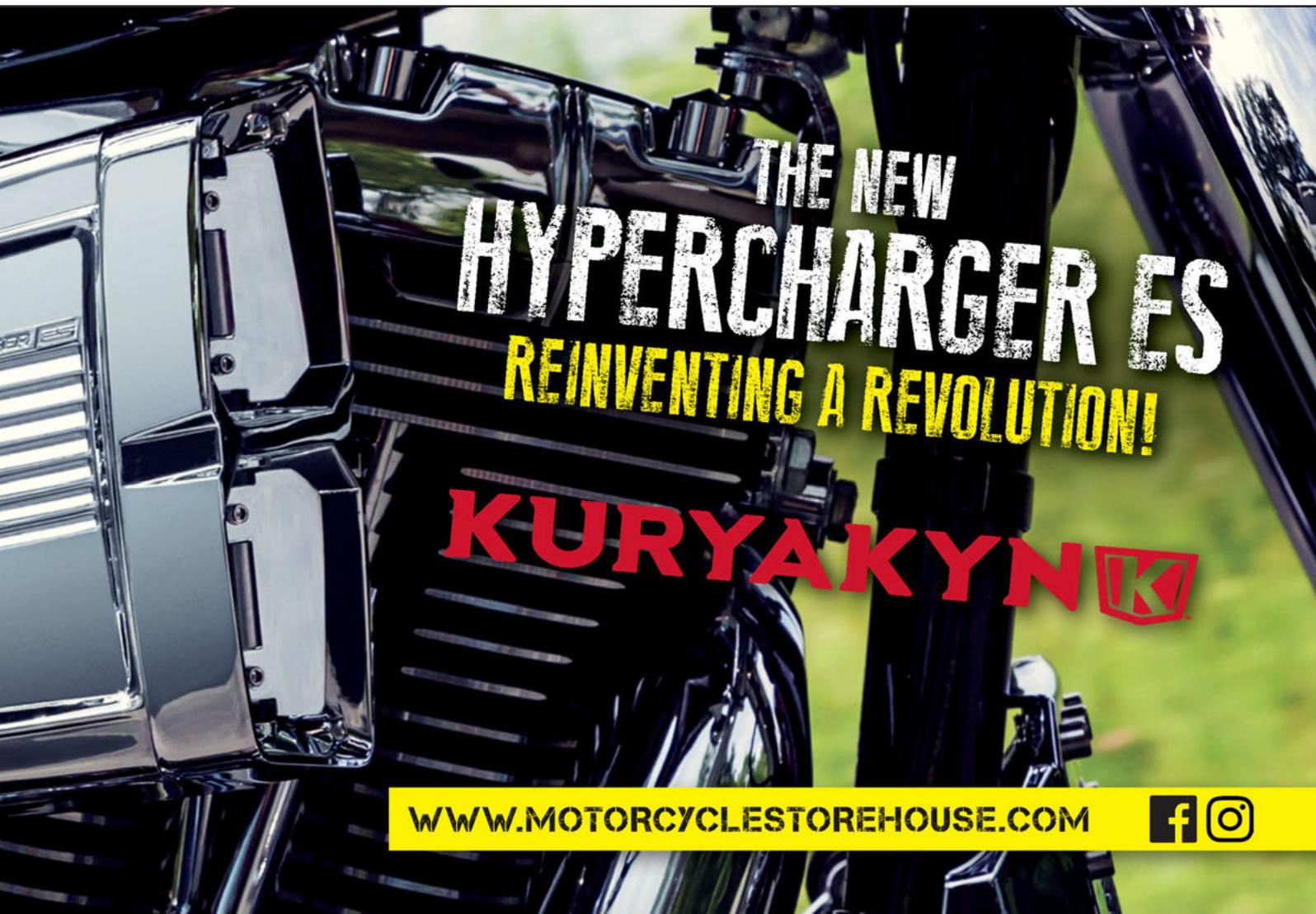
A complete "Shovel Shorty" electric start drive kit, the unique drive features a billet rear plate that covers the trans drive while providing support for the clutch basket assembly.

Each kit is supplied with front and rear pulleys, BDL's Kevlar clutch and a 2", 140-tooth belt. The rear plate/support is made up of the plate, BDL's mini starter housing, pinion gear and starter ring gear guard. Benefits of this unique drive system to the Shovelhead driveline are said to be "obvious and substantial - it



is a package every Shovelhead rider should consider - an investment in durability, reliability and performance."

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## Fuel tank wall mount and fork cap installer

More real-world time and money savers as the endlessly creative 'Workshop Meisters' at JIMS and their fellow travellers strive for workshop perfection. Installing the fork tube caps requires compressing the spring while rotating the cap. With the forks mounted on the bike, this task can become almost impossible due to the limited work area and with the

required effort needed to compress the spring and start the fine thread on the cap.

This new JIMS fork cap installation tool for 49 mm fork tubes allows the technician to install the fork tube caps on the motorcycle without removing other parts, and can be done in minutes.

When the fuel tank is removed from the bike, it can

create storage issues. A tank left on a work bench or otherwise exposed can typically create a disaster by being knocked to the floor or damaged on the bench.

"The concept of our fuel tank storage was brought to us by Kevin Baxter at Pro Twin Performance. Our fuel tank wall mount's base is to be mounted to a stud on a wall or other suitable mounting surface, where the fuel tank can be easily and safely mounted out of harm's way. The hanger justifies its value by knowing the cost of a damaged tank can be significantly more. Additionally, fuel tanks can be displayed for show and 'wall art' purposes."



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## Side license plate holder for Indian Scout

Available from German custom parts brand WUNDERKIND-Custom, the specialty brand of noted street and sportbike parts manufacturer ABM, is this side license plate holder for the Indian Scout (2016 and up, plus selected Harley models). Suitable for German, Austrian and Swiss license plate designs, it is 3-way adjustable in the width (towards the wheel or away), with up to a 30 degree inclination. It has an integrated LED illumination, hidden cabling, surface treatment with BLACKPearl Eloxal, is CNC-

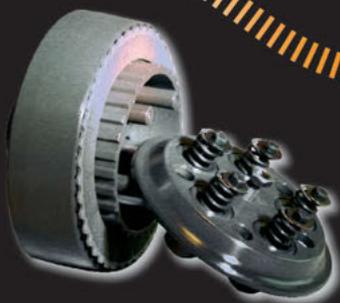
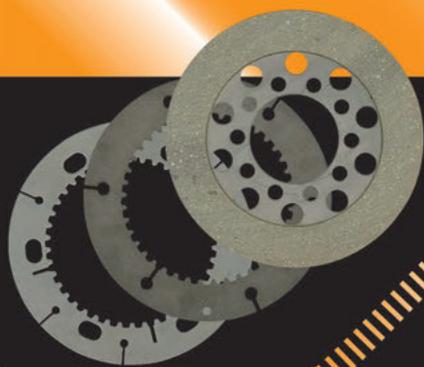
machined in aluminum and available in black. The license plate is inserted from the top.

A separate holder for the indicator is also necessary, and a holder inclusive of the rear light is available as an option.

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# Italian made Sportster triple tree kits for Öhlins 43 mm conventional forks

Italian parts and accessory manufacturer Rebuffini is noted for the design and quality of their product lines, and in their 'Indianapolis' program they offer everything needed for installing Öhlins' conventional 43 mm front forks on Sportster models. Their triple trees are CNC-machined from a single block of 6061-T6 aluminum and come as a complete kit for Öhlins' popular FG 433/FG 434 or FG 620/FG 621 forks for Sportster models. The top tree is 34 mm thick, with a 56 mm thick lower, and comes with 25 mm axle and fender brackets. Designer and craftsman Livio Rebuffini says that "for a fully successful installation of

these Öhlins forks and our triple tree, we recommend use of our handlebar damper or rigid bushings for that extra touch of handling excellence.

"Our XL '88-'03 and XL '04-'17 trees have 0° rake and a 216 mm center distance and are available black anodized to complement your choice of Öhlins' black or famous Gold anodized fork tube finishes."

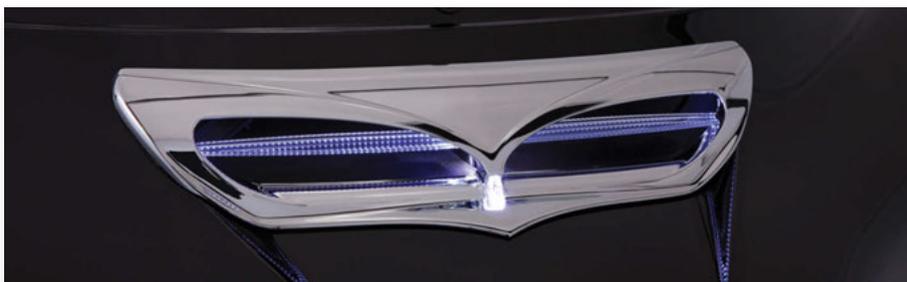
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## CIRO accessories

CIRO 'Bat Blades' are all new, flexible LED strips that "perfectly conform to the batwing fairing," according to CIRO.

White LED driving lights illuminate the front of the bike while also doubling up as amber turn signals when activated. Low profile, black circuit boards blend in seamlessly when power is off for a stealthy



look. Easy installation with 3M automotive grade adhesive and plug-and-play electrical connectors; no drilling, splicing or special tools are required.

'Bat Blades' are designed for exterior application, so they're ready to take on whatever weather is thrown at them. Available for 1996-2017 Harley-Davidson Touring models.

Also seen here, CIRO has designed "the most appealing and innovative fairing vent trim on the market today." Utilizing white light pipe technology to create a one-of-a-kind lighting effect on the stock 2014-up batwing fairing, installation is easy with the LED light module plugging directly into the

wiring harness with no cutting, drilling or splicing necessary.

Available in chrome or black, this piece will not affect the function of the OEM vent airflow, and an unlit fairing vent trim version is also available. Both these CIRO products are among the inventory being carried by Drag Specialties, their exclusive distributor.

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**NEWS BRIEFS**

With a year to go before the 13th AMD World Championship of Custom Bike Building is staged at INTERMOT 'Customized' in October 2018, advance entries have already broken through the 40 mark, with competitors signed up from some nine different countries already.

**Royce Rath, one of the people injured when a race-modified Indian motorcycle that was being ridden on stage by Roland Sands at the Buffalo Chip (Sturgis Rally in 2016), has filed suit against Sands, Indian Motorcycle owner Polaris Industries and Buffalo Chip Campground LLC, having suffered permanent disability, medical expenses and the loss of wages and earning capacity.**

Bosch claims that V-2-V technology has the potential to prevent one-third of motorcycle accidents – incidents where the car driver didn't see the motorcycle or vice versa.

**A unique offering will take place in Las Vegas on January 27, 2018. The iconic Excelsior-Henderson brand and all its intellectual property will be auctioned at the 27th annual Mecum Las Vegas Motorcycle Auction at the South Point Hotel and Casino. Included in this purchase are the ownership of the Excelsior-Henderson brand name, 10 federally registered trademarks, web domains, previous motorcycle frame and engine designs, as well as 18 expired patents that can only be effectively exploited by the owner of Excelsior-Henderson.**

# Indian Q3 unit sales +16 percent in a down market; Slingshot sales down

**Polaris Industries Inc. has reported third quarter 2017 sales of \$1,478.7 million, up +25 percent from \$1,185.1 million for the third quarter of 2016. Adjusted sales, which excludes the impact from Victory Motorcycles net sales for the third quarter of 2017, were \$1,480.3 million for the 2017 third quarter, up +25 percent.**

Scott Wine, Chairman and Chief Executive Officer of Polaris Industries, said: "Our emphatic return to profitable growth in the third quarter was a testament to the power of the



Indian Motorcycles' exceptional performance as they accelerated share gains and outpaced a declining North American motorcycle market, while also delivering strong growth in Europe, Australia and Asia.

"I am particularly proud of the improved performance from our Off-Road Vehicle business, which was fueled by a well-planned and executed factory authorized clearance sale and the strong reception of our model year 2018 introductions. Encouragingly, RZR retail sales were

especially strong in the quarter, and we had our best ATV retail quarter in two years.

"Most importantly, strong total company sales growth translated to bottom-line improvement. Despite higher than expected costs for warranty and re-work and complications from Hurricanes Harvey and Irma, we delivered significant operating profit growth and earnings per share expansion for the quarter. With strong growth in revenue, profitability and cash flow, I feel very good about the performance of the Polaris team and our improved



"Indian Motorcycles' exceptional performance as they accelerated share gains and outpaced a declining North American motorcycle market while also delivering strong growth in Europe, Australia and Asia"



**Polaris CEO Scott Wine said: "Our emphatic return to profitable growth in the third quarter was a testament to the power of the Polaris Brand"**

Polaris brand, the strength of our dealer network and the competitive drive of the Polaris team. During the quarter, strong retail growth in both North America and nearly all of our international markets drove record sales and highlighted our ongoing product innovation, improving product quality and sharpened execution.

"We delivered North American unit retail sales growth of +13 percent and overall company sales growth of +25 percent, about half of which was organic, while lowering North American dealer inventory seven percent year-over-year. Results were strong throughout our portfolio, led by

outlook for the fourth quarter and beyond," said Wine.

Motorcycle segment sales, including PG&A, totaled \$155.1 million, a decrease of -14 percent compared to \$181.2 million reported in the third quarter of 2016, which included \$39.4 million of Victory Motorcycle wholegood, accessory and apparel sales. Indian motorcycle wholegood sales increased in the low twenty percent range in the third quarter driven by new product introductions and improving brand awareness. This increase somewhat offset lower Slingshot sales. Gross profit for the

**Continues on page 8 >>>**

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