



# AMD™

## AMERICAN MOTORCYCLE DEALER

THE LEADING BUSINESS MAGAZINE FOR THE INTERNATIONAL CUSTOM MOTORCYCLE AND PARTS INDUSTRY

### “Manufacturing optimization” is response to -11.1% final quarter decline in domestic U.S. retail sales

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As has been well reported, Harley-Davidson’s response to its hugely disappointing 2017 4Q and full year results has been to constrain future manufacturing capacity by closing two factories for a total net job loss of around 500 jobs in what it describes as “Manufacturing optimization”. Having reduced its York, Pennsylvania footprint some years ago, Harley-Davidson described its plans to close its Kansas City, MO final assembly plant as a step to “improve” its manufacturing operations and cost structure by “commencing a multi-year manufacturing optimization initiative anchored by the consolidation of its motorcycle assembly plant in Kansas City into its plant in York, PA. The company expects to incur restructuring and other consolidation costs of \$170 to \$200 million and capital investment of approximately \$75 million over the next two years and expects ongoing annual cash savings of \$65 to \$75 million after 2020.” The closure of the Kansas City plant is

expected to cost some 800 direct jobs in that area, with some 400 new hires slated for York. The other facility to close is Harley’s New Cast Alloy wheel factory at Adelaide in southern Australia at a cost of a further 100 direct jobs. At the time of the announcement Harley CEO Matt Levatich said that “the decision to consolidate our final assembly plants was made after very

“4Q domestic US retail sales -11.1 percent”

careful consideration of our manufacturing footprint and the appropriate capacity given the current business environment. Our Kansas City assembly operations will leave a legacy of safety, quality, collaboration and manufacturing leadership.” In response to its disappointing 2018

fiscals, Levatich pointed to “progress in building riders”, expanded product development through increased investment in electric motorcycle technology and the fact that despite new model sales being soft, overall the number of Harley riders had grown due to an uptick in demand for used models. “Our actions to address the current environment through disciplined supply and cost management position us well as we drive to achieve our long-term objectives to build the next generation of Harley-Davidson riders globally,” said Levatich. “We finished 2017 with over 32,000 more Harley-Davidson riders in the U.S. than one year ago, and we delivered another year of strong cash generation and cash returns to our shareholders.” Harley is making much of its management of production numbers and inventory, but revealed that “fourth quarter revenue from motorcycles and related products was up versus the prior year behind higher motorcycle

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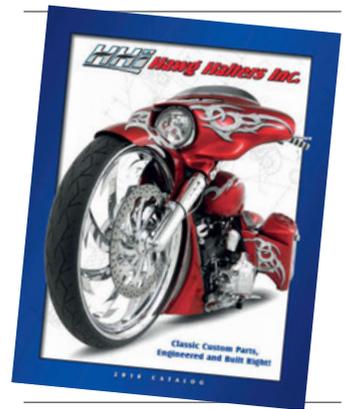
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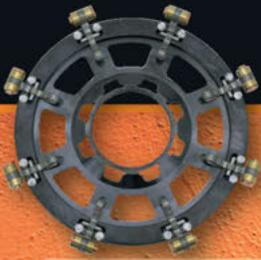
CUSTOM DYNAMICS “LIGHT PIPE” TECHNOLOGY



The 2017/2018 J&P Cycles Ultimate Builder Custom Bike Show competition series came to a crescendo at the penultimate Progressive International Motorcycle Show (IMS) on February 9 - 11 at the Donald E. Stephens Convention Center, Chicago, Illinois with Texas based Motorcycle Missions Veterans scooping the \$20,000 top prize as the official 2018 ‘King of the Builders.’ Respect and kudos to founder Krystal Hess - full story next month.

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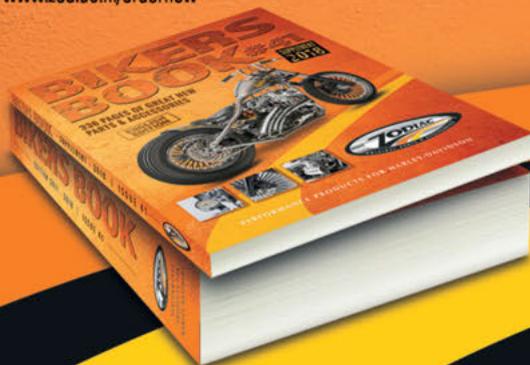
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**Shark Bait?** - Robin Bradley thinks Harley is vulnerable (again) as its share price drops 18 percent in the four weeks following its 2017 fiscals release



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The positive 'vibe' at Tucker Rocky's recent Dealer and Brand Expo threw the spotlight back onto inventory, new products and sales strategies



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Polaris steadies its ship with CEO Scott Wine saying that "increased engineering spend will create further product innovation"

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# Shark Bait

**A**s this edition of AMD Magazine went to press, Harley's stock price was trading at a three-month low of around \$45.00 (in fact \$45.27 as I type), which is not far above the one-year low of \$44.78 seen last November and showing every sign that it could get into the February 2016 five-year low territory of \$38.72 again at some stage in the next few months.

There has been considerable share holder churn in the weeks since the company unveiled its 2017 numbers, though mostly with investment houses adding shares at what looked, at the time, like bargain prices – the share price plummeted from \$55.29 the evening before Harley's Jan 30 fiscals were released, prompting a flurry of activity in the upper \$40.00 region.

As it turns out, any ROI on those punts is clearly going to be longer term than the investors concerned would have been hoping for.

As business news agency Reuters pointed out in their Feb 6 interview piece with Harley CEO Matt Levatich (see page 8), the share price has dropped a massive 23 percent since the 12-month high of \$62.94 seen on March 15; that is a loss of some \$18.00 a share in barely a year at a time when, blips notwithstanding, Wall Street has been setting records and pulling up trees.

Indeed, in losing approximately \$10.00 since the January 30 announcement, more than half of that decline has come in just the last three months alone. The share purchases seen since have not stopped the haemorrhage, and neither has Harley's continued adherence to the gospel of (theoretical) shareholder value by yet again pipping an increased dividend for 2018, one the company clearly can't afford, given the other priorities that it should be focussed on. Priorities such as marketing, product development, and above all, dealer programs and support, and the kind of consumer incentives that might help shift metal at these difficult times.

It is all well and good Harley bitching about discounting by competitors, but while CEO Levatich's determination not to be drawn into a discount war maybe be righteous (agreed, in terms of brand value that way madness lies), it doesn't need to preclude providing help to their dealers, their retail shop window, and getting creative where programs are concerned.

Standard playbook initiatives would be zero percent on the finance for the first three years/warranty duration; further extended warranties; free H.O.G. membership for the duration of the finance/warranty; guaranteed trade-in and resales; free insurance for the duration of the warranty/finance; free labor on interval servicing for the duration of the finance/warranty; accessory packages – at Harley's Screamin' MRSPs relative to PAG item unit costs, it wouldn't actually cost the factory very much at all to be able to offer anything up to 20 percent or more of bike MRSP in freebies, allowing them to preserve the motorcycle MRSP and protect the brand itself, as such, from the scourge of discounting.

Is Harley doing any of these things? Everybody bemoans the problem as being potentially viable new generations of customers not showing inclination to engage with motorcycles. Actually, isn't the problem one of motorcycling not showing an inclination to engage with those potentially viable new generations of customers?

I don't care what the issues are, they have long since been identified – now is the time to be "working it," not still trying to figure it out!

We Boomers were the radical new business challenge once, and look how that played out. Engaging customers on their own terms has always been a cornerstone of capitalism – this is nothing new. If the motorcycle (and other) markets want to persuade generations of sofa surfers to sample their goods, then start by getting the message right before you, and worry about how to deliver it later.

Start by talking their language as consumers rather than by trying to teach them ours. Make it easy for them to say yes. Oh, and those incentives I was talking about? Where training is concerned, in exchange for purchase commit, take the rider all the way from first start-up to being fully licensed – make it easy for them, make it safe, own them. As for not being able to count how many recipients of Harley training actually go on to buy a new or used model, and if not a Harley, then which brand, or none etc - not knowing simple metrics such as that is a disgrace. Why isn't a fully comprehensive MSF standard, all-dealers based "Learn to License" program like this offered free and tied to new or used bike purchase? Am I missing something here?

To exploit and push Millennial "experiential" and social hot buttons, extend H.O.G "Road Captain" thinking to offer a dealership based training-into-customer-service-into "Riding Mentor" conveyor that then gets them using and enjoying their free H.O.G membership and continuing to learn to ride well and safely, turning the meaning of the brand itself into the portal for new genners.

Right now though, and as evidenced by the continued churn in the dealership network (in the USA especially), they are being pressured rather than assisted, screwed rather than supported, exploited rather than put up front and center as one of Harley's most important and honored assets.

Harley appears to have forgotten just how much skin their dealers have in this game. As independently owned

and operated businesses, just imagine the off-balance sheet real estate investment alone that the dealer network represents into the Harley brand - it must be way into the \$ billions.

Up until 18 months or so ago, I wrote often about Harley's vulnerability to a potentially hostile take-over. While Harley might not be actively seeking a buyer at this time (according to Levatich, it would be foolhardy not to climb on board with a white knight if one were to come riding along, before their vulnerability overtakes them.

While I have long agreed with those who are now beginning to believe that Harley would be better off becoming a private corporation again, the irony behind the share buy-back program (which Harley just extended again) is not only that it has tied up billions of dollars in capital and, given the present share price, lost the company hundreds of millions dollars, but that it has actually made it way easier for a raider, now that there are some 100 m fewer shares in play.

While it continued to clutch at electric straws\*, Harley-Davidson is shark bait!

'dealers have skin in this game too'

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shipments, resulting in an increase in operating margin as a percent of revenue compared to the same period in 2016."

For 2018, Harley says it anticipates full-year motorcycle shipments to be approximately 231,000 to 236,000 motorcycles – down by between -2 and -4 percent. In the first quarter of 2018, Harley said it expected to ship approximately 60,000 to 65,000 motorcycles.

The annual figures somewhat

camouflaged a dramatically disappointing final quarter of 2017, one theoretically underpinned by the new M-8 engine Softails becoming available at dealerships.

The company's worldwide retail motorcycle sales were down -6.7 percent in 2017 compared to 2016, with domestic U.S. retail sales down -8.5 percent, while international retail sales fared better at down -3.9 percent. Harley's release went on to say that "as the company executed against its long-



## "2017 international retail sales -3.9 percent"

term objective to build the next generation of Harley-Davidson riders globally, 57 new international dealer points were added in 2017, and U.S. dealers trained more than 62,000 riders through the Harley-Davidson Riding Academy. The company also maintained its number one 601+cc motorcycle market share position in

countries including the U.S., Canada, Japan, Australia and India for 2017." When asked, the company was unable to say how many of these new riders had bought a Harley-Davidson motorcycle as a result of their Riding Academy training.

It went on to state that it remained "fully committed to investing in product development to inspire new riders through redefining its product in traditional spaces and expanding into new spaces. The company is on target to launch its first electric motorcycle within 18 months. Today, the company announces it will invest more aggressively to lead in the application of electric motorcycle technology to inspire ridership among a new audience."

CEO Matt Levatich added that "the EV motorcycle market is in its infancy today, but we believe premium Harley-Davidson electric motorcycles will help drive excitement and participation in the sport globally. As we expand our EV capabilities and commitment, we get even more excited about the role electric motorcycles will play in growing our business."

For the record, ACEM, the Brussels based international motorcycle industry trade association for Europe, says that (for the 28 member states of the European Union) a mere 4,121 electric motorcycles were registered in the whole of 2017; plus 27,029 electric mopeds (equivalent to 50cc and smaller units) and a further 3,242 electric "quadricycles".

That is in a market of some 360 million consumers of riding age, where development of acceptance of and demand for E-bikes is at least a decade or more ahead of the United States; and in a continent where the concept of Urban Mobility is well understood and heavily promoted by regulators as a potentially major contributor to environmentally friendly and congestion busting, future facing transportation policy.

>>>

### Harley-Davidson sales revenue and production data... 4th quarter 2017

Income statements in \$1,000s (except share)	THREE MONTHS ENDED		TWELVE MONTHS ENDED	
	DEC 2017	DEC 2016	DEC 2017	DEC 2016
Net sales revenue	\$1,047,045	\$933,023	\$4,915,027	\$5,271,376
Gross profit	\$323,261	\$286,809	\$1,653,344	\$1,851,666
Total operating income	\$101,495	\$69,410	\$891,263	\$1,048,936
Net income	\$8,314	\$47,179	\$521,759	\$692,164
Diluted earnings per common share	\$0.05	\$0.27	\$3.02	\$3.83
<b>NET SALES REVENUE</b>				
Figures are shown in \$1,000s	THREE MONTHS ENDED		TWELVE MONTHS ENDED	
	DEC 2017	DEC 2016	DEC 2017	DEC 2016
H-D Motorcycles	\$801,726	\$685,047	\$3,825,206	\$4,122,113
Parts & Accessories	\$168,131	\$169,445	\$804,363	\$842,637
General Merchandise	\$71,236	\$72,919	\$262,776	\$284,583
Other	\$5,952	\$5,612	\$22,682	\$22,043
<b>MOTORCYCLE SHIPMENT DATA</b> NOTE: H-D MOTORCYCLE SHIPMENT DATA IS NOT THE SAME AS RETAIL REGISTRATIONS				
United States	26,475	20,131	144,893	161,839
Exports	20,723	22,283	96,605	100,382
<b>Total H-D</b>	<b>47,198</b>	<b>42,414</b>	<b>241,498</b>	<b>262,221</b>
<b>PRODUCT MIX</b>				
	DEC 2017	DEC 2016	DEC 2017	DEC 2016
Touring	19,353	17,943	99,745	107,410
Custom	19,651	14,852	87,344	93,422
Sportster	8,194	9,619	54,409	61,389
<b>RETAIL SALES OF H-D MOTORCYCLES:</b>				
	DEC 2017	DEC 2016	DEC 2017	DEC 2016
United States	23,195	26,077	147,972	161,658
Canada	1,318	1,257	10,081	10,203
Europe	6,462	6,734	39,773	39,942
Asia Pacific Region	7,720	8,748	30,348	32,889
Latin America Region	2,449	2,637	9,452	9,701
<b>Total</b>	<b>42,142</b>	<b>46,610</b>	<b>242,788</b>	<b>260,289</b>

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Indeed, following the release of its own 4Q and FY 2017 fiscals, Polaris CEO Scott Wine responded to investor suggestions that Polaris was perhaps falling behind the curve in E-bike terms, after having been well ahead of Harley. Wine said that, for them, it wasn't so much a technology issue but one of ROI – suggesting that it was difficult, at this stage, to see a pathway to profits in the sector in the short to medium term.

In the fourth quarter, Harley-Davidson worldwide retail motorcycle sales declined -9.6 percent compared to the prior year. Harley-Davidson domestic U.S. retail motorcycle sales were down -11.1 percent in a market that was down by around half that at -6.5 percent compared to the year-ago quarter. Fourth quarter market share was down on 3Q 2017 and 4Q 2016 share at -50.8 percent in the 601+cc segment.

The commitment to investing in product development was apparent again in February with the announcement of two additional new 1200cc Sportsters. The new models look excellent, but some observers were immediately questioning the extent to which they really marked a "redefinition of its

relatively easy bike to strip down and reinvent. What we've done to create the new Iron 1200 and Forty-Eight Special is what Sportster owners have been doing with their own bikes for generations."

Described as an "Urban Brawler," the Iron 1200 has a satin-black Mini Ape handlebar that Harley says is "an essential element of the garage-built chopper look that adds instant attitude and gives the rider a fists-in-the-wind posture. The gloss black speed screen framing the headlamp amplifies the attitude of the tall bars and is intended to offer some wind deflection at speed and provides a space for easy personalization.

"The fast-back Cafe solo seat flows to the rear fender and is shaped to help hold the rider in position when the torque of the Evolution 1200 kicks in. Finished with all-black 9-spoke wheels and a solid black belt guard and rear sprocket, the Harley-Davidson Smart Security System and anti-lock braking system (ABS) are factory-installed options for the Iron 1200 model.

Meanwhile, the "burly front end of the Forty-Eight Special – a wide front tire framed by fat forks – looks especially

## "The EV motorcycle market is in its infancy"

product in traditional spaces" and represented an expansion "into new spaces" of the kind that could excite new customers.

If we are counting correctly, that takes their 100 in 10 years "high impact new model" blitz to 16 now? The Forty-Eight Special and Iron 1200 Sportsters are said to "fuse throw-back design with modern performance" and "garage-built attitude."

The company says that the new designs "began with inspiration from our customers – reflecting what is happening in customization on the streets. Each motorcycle features a powerful 1200cc engine and brings back a sense of 70s soul that only H-D can bring.

"Since its introduction in 1957, Sportster motorcycles have been repeatedly reimaged in the hands of both the Motor Company and bike owners: the Sportster as a bobber, a chopper, a scrambler and a cafe racer; as a hero on flat tracks and drag strips and road-race courses; as an accessible entry-point for first-time riders; and as a custom-of-one cruiser.

"Since its inception, the Sportster has offered the perfect combination of size, power and character that makes it appealing to so many different riders," said Brad Richards, Harley-Davidson V.P. of Styling & Design. "A Sportster is a

menacing when topped with a gloss-black Tallboy handlebar.

"We specifically selected the Tallboy bar for its shape," said Richards. "It offers less pull-back than the Mini Ape, a look that really works with the steamroller front end and the smaller fuel tank on the Forty-Eight Special model."

Harley says that "the 2.2-gallon "peanut" Sportster fuel tank features rows of bold, horizontal stripes framing a simple Harley-Davidson text logo. The Evolution 1200 engine features a black top end over an expanse of brilliant chrome covers, plus chrome muffler and exhaust shields. Chrome lower rocker boxes, pushrod tubes and tappet covers contrast with the black cylinders to highlight the V-Twin engine shape.

"High-performance Michelin Scorcher 31 tires front and rear are mounted on black split 9-spoke cast aluminum wheels. The Harley-Davidson Smart Security System and anti-lock braking system (ABS) are factory-installed options for the Forty-Eight Special model."



## "Only 35 percent of the riders trained bought a bike"

In a February interview with the Reuters Financial News Agency, Harley CEO Matt Levatich called on investors to be "patient" with his strategy to turn around the slump in demand for new model sales and denied that the company was exploring a merger with a rival or a private equity buyout "as some investors have speculated," according to Reuters.

Describing the "the ridership program" as one that would "transform the motorcycle-maker into a customer-creator" but admitted that "he does not have an answer when it will return Harley to sales growth in the United States" saying that "mindset shifts are not something that happen overnight ... but that's very much core to the 10-year strategy for the company."

"The moment, however, we feel that the ownership structure of the company...is starting to dictate our strategy, that's the moment to consider whether that

## 'share price has fallen 23 percent since March 2016'

ownership model is the right model," he said. "So, it is not the case. We are very clear in our strategy."

While the piece published by Reuters doesn't go as far as the January Motley Fool article that suggested that some investors may be eyeing a change of board and senior leadership, it does point to the 23 percent fall in Harley's stock price since March last year, and in response to Levatich pointing to the 32,000 new riders that went through Harley's training program, the author did make the point that "more riders, however, do not necessarily mean higher sales" and pointed to one Illinois based dealer as commenting that "only 35 percent to 40 percent of the riders trained at his dealership last year bought a new or pre-owned bike."

The Reuters piece was no less positive about Levatich's E-bikes in 18 months announcement,



**Matt Levatich, Harley CEO - "We are not going to discount to increase our market share."**

with Levatich conceding that "there are some practical problems with EV that still most auto companies are also struggling with. It is very expensive."

Reuters conceded that "Harley is still the dominant player in the heavyweight motorcycle market in the United States," but went on to say that "its market share has steadily fallen to 50.8 percent from 58 percent in 2013," while accepting that "Harley's challenges are in part related to demographic shifts bigger than its strategy or products.

"Overall, new motorcycles retail sales in the United States have more than halved since 2006 as younger people shun big motorcycles, according to the Motorcycle Industry Council.

"Harley has also stuck to a strategy of protecting profit margins and limiting discount offers, even as rivals such as Polaris Industries Inc (PIL.N) are undercutting Harley prices to move bikes out of their showrooms.

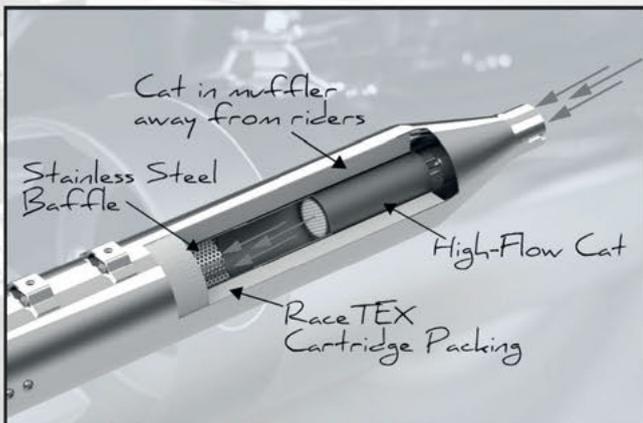
"Polaris enjoyed a 30 percent on year jump in North American retail sales in the last quarter, whereas Harley's sales dived 10 percent." Levatich is quoted as attributing the divergent performance to "math" saying that "growth percentages of a small base are easy to achieve. When you have a high base like ours, a little bit of decline shows up very quickly.

"We are not going to discount to increase our market share." The piece was written by Rajesh Kumar Singh and published by Reuters on February 13.



# PROVEN PERFORMANCE //

## Sidewinder 2-into-1 Exhaust System for M8 Touring Models



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Qualified manufacturer declared emissions compliant part (and SAE J2825 sound compliant) on the following FL touring models: 49 State Federal Certified 2017-2018 FL Touring Models



# Polaris reports +18% sales for 4Q at record \$1,431 million

**P**olaris Industries Inc. reported record fourth quarter 2017 sales of \$1,431 million, up +18 percent from \$1,218 million for the fourth quarter of 2016.

Indian Motorcycles massively outperformed the motorcycle industry, building on its existing momentum with a flood of product news and a very successful year on the race track. Motorcycle segment sales, including PG&A, totaled \$103 million, a decrease of two percent compared to \$104 million reported in the fourth quarter of 2016, which included \$25 million of Victory Motorcycle wholegood, accessory and apparel sales. Indian Motorcycles' wholegood sales increased in the high-single digit percent range in the fourth quarter, while Slingshot sales more than doubled.

Gross profit from the sector for the fourth quarter of 2017 was \$5 million compared to \$1 million in the fourth quarter of 2016. Adjusted for the Victory Motorcycles wind-down costs of \$3 million, motorcycle gross profit was \$8 million, up from the fourth quarter last year due to higher sales volume for both Indian Motorcycles and Slingshot.

North American consumer retail demand for the Polaris motorcycle segment, including Indian Motorcycle and Slingshot, increased about +30 percent during the 2017 fourth quarter. Indian Motorcycle retail sales increased about +17 percent, with both heavyweight and mid-sized



**POLARIS**  
INDUSTRIES INC.

motorcycles increasing at similar mid-teens percent levels. Indian Motorcycle continued to gain "significant market share for the 2017 fourth quarter and full year on a year-over-year basis. Slingshot's retail sales were up significantly due to improved product availability compared to the fourth quarter last year. Motorcycle industry retail sales, 900cc and above, were down high-single digits percent in the 2017 fourth quarter." Off-Road Vehicle ("ORV") and Snowmobile segment sales, including their respective PG&A related sales, were \$994 million for the fourth quarter of 2017, up 13 percent over \$881 million for the fourth quarter of

2016, driven primarily by improved side-by-side shipments. PG&A sales for ORV and Snowmobiles combined increased nine percent in the 2017 fourth quarter compared to the fourth quarter last year. International sales to customers outside of North America, including PG&A, totaled \$211 million for the fourth quarter of 2017, up 18 percent, from the same period in 2016. In the fourth quarter, sales in EMEA grew low-twenties percent, Asia Pacific increased high-single digits percent, and Latin America sales rose mid-teens percent. At a corporate level gross profit increased 18 percent to \$368 million



**Polaris CEO Scott Wine:** "I am proud of the Polaris team and excited to see their dedication and hard work pay off as we returned the company to sustainable profitable growth in 2017"

for the fourth quarter of 2017 from \$313 million in the fourth quarter of 2016. As a percentage of sales, reported gross profit margin was 25.7 percent of sales for the fourth quarter of both 2017 and 2016. Gross profit for the fourth quarter of 2017 includes the negative impact of \$3 million of Victory Motorcycles wind-down costs and \$2 million of realignment costs.

**FOURTH QUARTER CONSOLIDATED CORPORATE SUMMARY**

in thousands US \$	THREE MONTHS ENDED DECEMBER 31		NINE MONTHS ENDED DECEMBER 31	
	2017	2016	2017	2016
<b>Sales</b>	1,431,049	1,217,789	5,428,477	4,516,629
<b>Cost of sales</b>	1,063,237	905,017	4,103,826	3,411,006
<b>Gross profit</b>	367,812	312,772	1,324,651	1,105,623
<b>Operating expenses:</b>				
<b>Selling and marketing</b>	116,319	97,423	471,805	342,235
<b>Research and development</b>	62,412	48,870	238,299	185,126
<b>General and administrative</b>	85,198	87,039	331,196	306,4423
<b>Total operating expenses</b>	263,929	233,332	1,041,300	833,803
<b>Income from financial services</b>	18,595	19,303	76,306	78,458
<b>Operating income</b>	122,478	98,743	359,657	350,278
<b>Net income</b>	31,475	62,581	172,492	212,948

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# Biker's Choice unveiled 2018 V-twin catalog at Dealer and Brand Expo

At 2018 pages, the new 2018 V-twin catalog includes many vendors and brands making their first catalog appearance for Biker's Choice – including Brass Balls Cycles, Lyndall Brakes, Mac Performance, Memphis Shades, Two Brothers Racing and VP Oils & Racing Fuels. MAG brands are also included, such as RSD, Burley, PM, Vance & Hines, Mustang and Kuryakyn, including their recently beefed up XKursion



luggage line, plus apparel from Black Brand, Speed & Strength and Roland Sands. Established market leaders in the catalog include the likes of S&S Cycle, Cobra USA, Andrews cams, Kibblewhite valvetrain system products, Avon Tyres, Barnett Tool & Engineering, BDL, James Gaskets, JIMS, Le Pera seats, Arlen Ness, National Cycle, TBR, Wiseco, Maxima, Drift, Galfer and DynaTek.  
[www.tuckerrocky.com](http://www.tuckerrocky.com)



# Las Vegas BikeFest changes date to coordinate with 2018 AIMExpo



*The Premier West Coast Motorcycle Rally*

# Hello Curtiss, goodbye hydrocarbons!



Confederate Motorcycles has completed its transition to Curtiss Motorcycle with what CEO Matt Chambers says is "the first new Curtiss motorcycle in over 100 years." In all likelihood it will also be the last too - at least the last internal combustion engine motorcycle under the Curtiss name as Chambers embarks on his plan to abandon hydrocarbons and reinvent as an E-bike manufacturer. Sharing a name with its famous World War II fighter plane ancestor, the new Warhawk pays homage to the man who invented the first American V-twin motorcycle – Glenn Curtiss. The announcement marks the first product release since Confederate Motors rebranded to Curtiss Motorcycle

earlier this year. "We've spent the past 27 years working to optimize and perfect Mr. Curtiss' V-twin invention," explained Curtiss CEO Matt Chambers. "Everything we know is built into this machine. Because the Warhawk is based on our acclaimed P51 Fighter, the engine, powertrain and chassis are as solid as a bank vault. But now, we've cranked it to 11. There are no more rabbits we can pull out of the proverbial hat. There's simply no way to make a more explosive hot-rod American V-twin than the Curtiss Warhawk. "The American V-twin is undoubtedly the most iconic and revered powertrain in motorcycle history. As

we prepare to lead an all-new golden age of electrified motorcycles, this Curtiss Warhawk represents the best and final chapter in American V-twin power and refinement. We're building a handful of these Warhawks in honor of Mr. Curtiss and as a bequest from the brand of yesterday to the brand of tomorrow." Only 35 Curtiss Warhawks are scheduled to be crafted, with an MSRP of \$105,000 USD. Based in Birmingham, Alabama, Curtiss Motorcycle Company is on a mission to "lead an all-new golden age of sustainable motorcycles by designing and crafting the world's best and finest electric motorcycles."  
[www.curtissmotorcycles.com](http://www.curtissmotorcycles.com)

Las Vegas BikeFest has changed its dates to one week later, October 11-14, to be a part of a "Powersports Industry Week" in Las Vegas, with AIMExpo at Mandalay Bay (October 11-14) and the Monster Energy Cup at the Sam Boyd Stadium. "Las Vegas BikeFest is like no other rally," says Mindi Cherry, Event Manager. "Taking place in the heart of Las Vegas, it provides the action of the "Vegas Vibe" that no other rally has to offer." Additionally, the rally is moving to the Downtown Las Vegas Events Center effective this year. The move creates an opportunity "to produce a bigger, better and Vegas style experience for vendors, riders and attendees." Located next to the Fremont Street Experience at 3rd and Carson, the move is said to "put everyone within walking distance of more than 10,000 hotel rooms in Downtown Las Vegas and "allows for the rally to be much more cohesive. Rally Central will be inside the Downtown Las Vegas Events Center and surrounding streets – "one main stage in the events center will be the focus of entertainment, Custom Bike Shows, activities, contests and more, making it easier for attendees to not miss out on any of the action. The move will also benefit rally vendors, giving them access to the 60,000+ daily visitors at the Fremont Street Experience."  
[www.lasvegasbikefest.com](http://www.lasvegasbikefest.com)

# 2016 INDIAN® SCOUT® SIXTY

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**Carl Brouhard Designs:** Bomber Series Fork Slider Covers, Derby Cover, Pulley Cover, Front/Rear Master Cylinder Cover, Shift Rods, Shift Arm, Brake Arm, Side Mount License Plate & Stator Cover, Cross Grips, & Toe Pegs

**Custom Dynamics:** LED Front Turn Signals

**Drag Specialties:** 60-Spoke Laced Wheels, w/ Custom Black Spokes, Premium 5¾ LED Headlight

**Drag Specialties Seats:** ¾ Solo Diamond Stitch Seat

**Joker Machine:** View Tech Mirrors, Clutch Lever, Brake Lever, LED Rear Turn Signals, Turn Signal Adapter Plates

**Klock Werks:** Outrider Front Fender & Radiator Guard

**Trask Performance:** 2-1 Exhaust System\*, V-Line Handlebars & Foot Pegs, Foot Peg Relocator Mounts

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*Check out more details on this bike at various rallies and events throughout the year; or log onto [dragspecialties.com/bike-builds](http://dragspecialties.com/bike-builds) to view the complete parts list.*

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# 2018 Vintage Flat Track National Championship Series

## 11-round series to provide exciting racing in six states

Proving that the AFT Twins by Vance & Hines series isn't the only proof of flat track racing's enduring and growing-again appeal, the enthusiasm for retro racing seen in Vintage and MX also finds expression in an AMA 11-round series that will visit six states.

The 2018 AMA Vintage Flat Track National Championship Series will kick off March 10 in Georgia and end in September at Oakland Valley Race Park in Cuddebackville, N.Y. This series was formerly known as the AMA Vintage Dirt Track National Championship. "The 2018 AMA Vintage Flat Track National Championship series features a mix of Short Track and Half Mile



events," said AMA Track Racing Manager Ken Saillant. "The sport of flat track racing dates to the earliest days of motorcycle competition, and the AMA Grand National Championship remains one of the most historic championships in all of motorsports. "The AMA Vintage Flat Track National Championship Series celebrates that history and prestige like no other. This is where fans of the sport, of any age, can see history come alive or compete

### SCHEDULE

Mar 10	Savannah, Ga.	Half Mile
Mar 12	Barberville, Fla.	Half Mile
Mar 13	Barberville, Fla.	Short Track
Jun 15	Harpursville, N.Y.	Short Track
Jun 16	Harpursville, N.Y.	Short Track
Jul 7	Ashland, Ohio	Half Mile
Aug 3	Indianapolis, Ind.	Short Track
Aug 4	Indianapolis, Ind.	Short Track
Sep 1	Springfield, Ill.	Short Track
Sep 22	Cuddebackville, N.Y.	Short Track
Sep 23	Cuddebackville, N.Y.	Short Track

themselves, stepping back to a simpler time that might not have been quite as fast, but was every bit as fun as what

we experience today in modern competition."

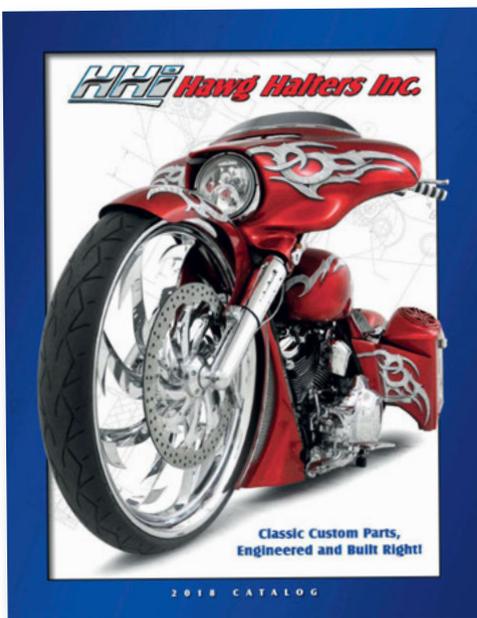
[www.americanmotorcyclist.com](http://www.americanmotorcyclist.com)

## Hawg Halters catalog

Available immediately online, Dahlonega, Georgia based Hawg Halters has released a new fully downloadable 60-page 2018 catalog (follow the QR code link) featuring their latest parts and accessories.

Recent new products include their X-26 bolt-on neck rake kit for 26-inch front wheels - additionally available as one of HHI's popular and complete 'Builder Kit' series - for 1996 to present Road Glide, Street Glide, Electra Glide and Road King applications. Made in 6061-T6 billet aluminum and 4150 high strength steel alloy, the multi-piece design delivers "unmatched strength, secure attachment and perfect frame alignment with no warranties voided," according to owner Mark Thompson.

"Based on proven press fit technology, there is no potential for error, installations can be reversed, and it is compatible with factory suspensions using stock clearances and suspension travel, or any custom or suspension system. "It delivers a 38-degree rake, with



SCAN TO VIEW THE DIGITAL CATALOG

stock frame clearance and trail for exceptional handling and stability." Additional recent new and updated products include HellRazor handlebars and complete bar systems, wide tire 'Builder Kit' options, billet leg fork covers, the 'Spartan' custom front wheel, and

Softail neck rake 'Builder Kits'. The company also sells the Indiana based AirFX range of air suspension products, including the recently launched mono shock for the 2018 Softails and popular 'Bullet' shocks for selected Harley and Indian applications.

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

## SBS deepens its commitment to AFT Twins

Danish brake pad manufacturer SBS has announced a partnership with Kenny Coolbeth Jr. in American Flat Track this racing season. Chris Jensen, SBS North American Market Manager, told AMD that Coolbeth is switching his ride from Harley to Indian for 2018 and is coming into the season "with a strong lifetime of success on the track, including milestones such as multiple AMA Grand National Twins Championships and a Singles Championship. Kenny has had an amazing run since he began his career as the AMA Flat Track Rookie of the year back in 1994.

"SBS has made a point to focus our energy and attention on the tremendous sport of Flat Track racing over the years, and as a company that is committed to

winning in all forms of racing, we see our partnership with him as something that speaks to the core of SBS' race bred product brand values. We look forward to a very productive season and hope to see him scooping up those podium finishes."

Commenting on the partnership, Coolbeth said that "I have been working with SBS over the years in my previous teams, and we are excited that SBS will be supporting us again in 2018 under a new ride and team.

"I know how important my braking system is to my success, and having SBS continue their support gives me great confidence."

[www.sbs.dk](http://www.sbs.dk)



Kenny Coolbeth Jr. with legendary Flat Track tuner Dave Atherton

# MAGNUM

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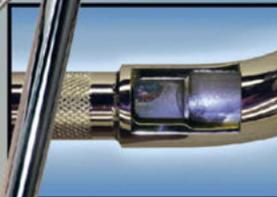
(cables and brake lines without bars)

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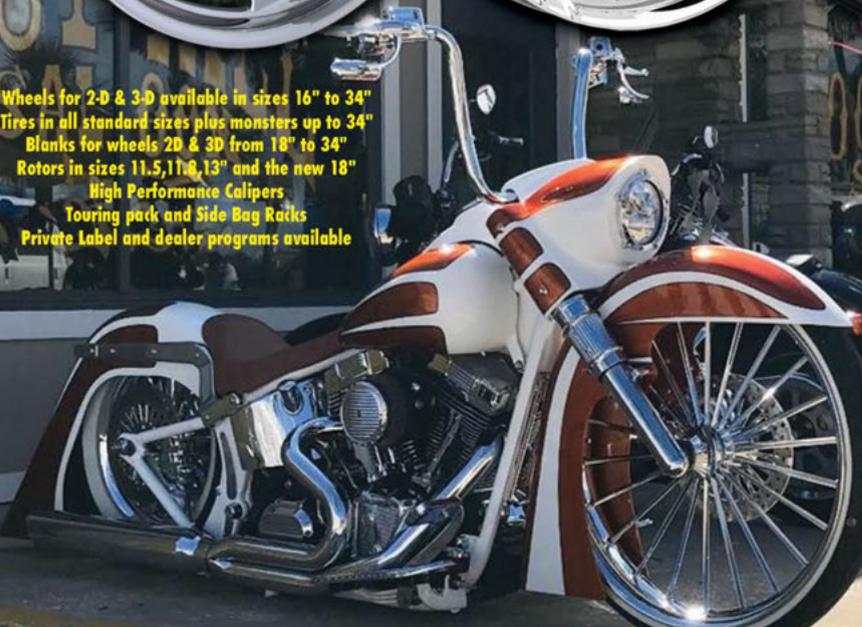
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# DEALER & BRAND EXPO 2018

## "Commerce, Content, Community"

Kenan Ikels, VP Sales & Marketing, Tucker Rocky/Biker's Choice



Words by Robin Bradley  
robin@dealer-world.com



Pictures by Sara Viney  
sara@dealer-world.com

In the first of two distributor shows held back to back in February, AMD reports on the Tucker Rocky & Biker's Choice Dealer and Brand Expo held just north of Dallas, Texas, February 8 & 9

**G**iven the well documented difficulties that the Motorsport Aftermarket Group has been through recently, it came as a pleasant surprise that the overall 'vibe' and 'atmospherics' at their recent Dealer and Brand Expo were so positive.

While there are some third-party vendors that remain concerned at the way the bankruptcy reorganization filing in November has affected them, the majority have managed to arrive at an accommodation with Tucker Rocky and Biker's Choice that, at worst, provides somewhat of a satisfactory way out of a less than ideal situation. The positive message of "business as (near as possible to) usual" that the company's management had communicated before the show was

largely playing out - probably better than anybody could have hoped. Vendors exhibited, dealers visited, sales reps wrote orders, everyone got to deliver on the first of the "three pillars of wisdom" with which Sales and Marketing VP Kenan Ikels' team had approached the event.

There were 140 brands exhibiting at the show including 14 house brands from Tucker Rocky and Biker's Choice (such as Twin Power and BikeMaster); MAG business units such as Vance & Hines, Burly Brand, Performance Machine and Progressive Suspension, RSD hard parts (the Performance

Group), Kuryakyn and Mustang Seats (the Accessories Group) Speed & Strength, Black Brand, Answer Racing, Firstgear and RSD Apparel (the California based MAG Apparel Group) plus notable businesses from the Off Road Group such as Renthal, Dragonfire, Quad Boss and ProTaper.

So, the content was certainly there, for the V-twin, 'mainstream' and off-road sectors of the market. Despite four years of market decline and the recent difficulties, the overwhelming sense among the exhibitors was a positive one where the prospects for 2018 are concerned - especially among the hard

parts, accessories, service, tuning and performance community.

One of the classic signposts to market optimism, in any market, is investments in R&D and new products and in brand and product promotion, and in both respects the show was a success. It was content-rich in terms of new products for dealers to get excited about (look for the reports in this and upcoming editions), and if we here at AMD Magazine are a bellwether of marketing dollars, then yes, vendors are anticipating better sales this season.

Regardless of the background to the acquisition of the MAG businesses by former Tucker Rocky owner Lacy Diversified in early 2014, and regardless of the market decline and debt servicing burden that brought about the reorganization filing in November 2017, the company is currently well

## 'positive atmosphere'

funded and shaping its forward business plan.

It is doing so in advance of emergence from the legal process this spring - expected in early April - at which point the new owners (Blue Mountain Capital Management, Monomoy Capital Partners and Contrarian Capital Management) will have acquired 100 percent ownership.

Meanwhile, Biker's Choice management and their sales team are doing an excellent job of producing an environment in which that third and most difficult of expo intangibles can play out - "community", as Kenan Ikels termed it succinctly.

In an era that appears likely to be characterized by the absence of independent trade shows (as far as the spring buying and selling season is concerned), the danger is that the biggest loss, especially with the demise of the V-Twin Expo at Cincinnati, was likely to be the opportunity for relationships and friendships to be forged, reinforced and renewed - simple good old fashioned face-to-face contact making.

## 'most difficult of expo intangibles'

However, while Tucker Rocky and Biker's Choice, their sales teams and the dealers who visited, quite rightly kept their "eye on the prize" in Texas as far as the buy and sell of the show was concerned, the company managed to create an ambiance in which the off-balance sheet values of trade shows was able to prosper. Kudos to all for being able to achieve that at this most difficult of times.

We met with Tucker Rocky President Eric Cagle and VP Sales & Marketing Kenan Ikels, and rather than talking too much about the recent past, we focused on the present and the future.

That said, Cagle is of the view that the company has emerged stronger from the process, and better placed to continue the progress that the all new management team has been making in the prior 18 months. "From an operations perspective, much has already been done," explained Cagle. "We haven't lost a single person as a direct result of the filing - our staff attrition rate has remained the same before and after.

"Neither have we lost any customers. Sure, there have had to be some conversations in which we have sought to reassure customers, but our



Kenan Ikels, VP Sales & Marketing: "We trialed a new Team Sales plan last year, we have been able to refine the concept, and implement it nationally"

transparency has made sure that everyone, customers, staff and vendors, understood that the biggest long-term impact is the shedding of some \$350m of term debt, resulting in debt service payments reduced by \$20 m or two-thirds - giving us the financial resources to continue with planned operational improvements and a 700% improvement in our capital maintenance budget.

"It is all about continuing to provide our vendors and our customers with ever improving service levels right across the board. We understand that competition is vital and we are focused and determined on being the best competitor and business partner in the powersports market.

"Essentially this is a simple business. We are an intermediary. We bring skill sets and scale that vendors and dealers can't achieve without an effective logistics partner. We work with our vendors, and dealers to support their businesses and help them grow. That is our job, and that is what we are 100

percent focused on.

"Moving forward our job is to do that even better, and what the market has seen from us in the past 18 months is a series of tactical moves to provide the platform for continuous improvement. We have staffed key positions, many of which hadn't previously existed and there will be more appointments in the future, but the biggest thing has been to address the service levels we provide for our partners - vendors and dealers. "We have made huge improvements in our inventory management for example. We are becoming more disciplined and we are certainly managing inventory smarter. The 'Facing Fill' that we have been providing our dealers, that's the service level from their local Distribution Center (DC), improved by 7 percent last year to a level that is significantly above anything that Tucker Rocky had operated at previously.

"The filing in November created a 'blip' in that progress, but we are already very nearly back to that level now and for

2018 we will implement further improvements that will generate an additional 2 to 3 percent improvement. Additionally, our order to delivery timeframe has improved by 10 percent and 99.5 percent of our orders are leaving our warehouses same day.

Cagle says he sees nothing on the horizon that suggests the five DC network will change. He describes their locations as near to optimum domestic U.S. logistics as is possible according to all the "center of gravity" studies they've seen, with the head office DC at Fort Worth, Texas, and others at Bolingbrooke, Illinois (near Chicago), Olyphant, eastern Pennsylvania, Jacksonville, Florida, and Visalia in central California.

As to the inventory in DCs, "we are managing better and smarter through "better forecasting and Purchase Order management.

"We will spend more time and attention to detail on our vendor relationships and vendor performance management. Historically we have not done as good a job on that as we should and could be doing. We started in 2017

## '7 percent improvement in Facing Fill'

by giving a selected group of our vendors a better forecast of demand. We now plan to roll that out to as many of our vendors as possible through 2018. The beneficial impact of that may not be evident until into 2019, but it certainly will have a positive impact."

Kenan Ikels went on to explain the changes that have taken place in their sales organization. Previously either inside or outside sales would "own" an account, and if it was dealt with by inside sales, then that dealer would rarely be visited by an outside sales representative. Conversely, the outside sales force was restricted in terms of the back-up, support and resources they were able to call up on to better serve their customer."

Ikels said that: "We tried a new Team Sales model last year, with 10 selected markets, and learned from that, finding out what worked and what was needed. We have been able to refine the concept, so we have been able to implement it nationally.

"Now, the outside sales representative is the primary but not sole dealer-facing resource our customers have to support their business with us.

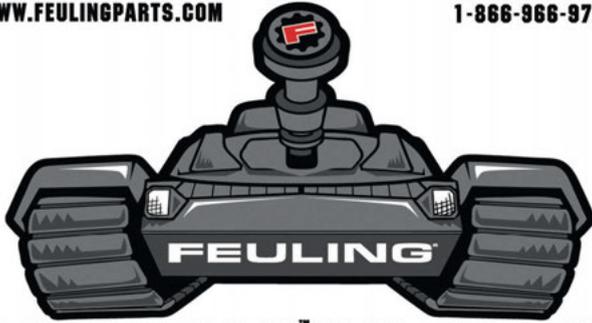
"The outside sales representative can now call on an array of support, from



Eric Cagle, Tucker Rocky President

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helmet and apparel specialists to street or off-road specialists, specialty product or brand training support, depending on the business opportunity that the dealer has. Our sales team can also call on IT support and logistics experts, marketing help, social media training - a full range of back-up to help us to be a genuine partner for our customers that helps them to make the most of the business opportunities their local riding population represents.

"If a shop is having a 'Bike Night' or other form of dealership event, then there is a team of supporters that can now attend to help make the most of the opportunity and add value to the experience for customers.

"This means we are better able to understand the business profiles of our

**'we haven't lost any customers'**

dealers, and they have responded very positively to this new approach. Under our 'Legacy' sales model dealers had very limited pathways to interact with us, now they will know anything up to four, five or six people at our company who can help them.

"Previously our inside and outside sales were, effectively, competing with each other, now they are all part of account-based teams. This is an entirely new culture that Eric is

creating, and the results are already starting to speak for themselves."

Asked if Biker's Choice had increased the level of dealer buy-in, in line with practices seen elsewhere in the market, Ikels said "No. For us it is not about any specific artificial minimum. For us it is about the customer's commitment to the motorcycle industry.

"One shop's \$5,000 may be another shop's \$50,000. Ours is a level playing

field approach. As far as we are concerned all opportunities are equal opportunities in terms of their importance to the motorcycle industry, and we want to help all our customers make the most of their local opportunity. We want to help them leverage what we have to offer and to make the most of what we and our vendors can do for their bottom line.

"If we are able to grow all our dealers' businesses and, crucially, do so profitably, then everybody wins. We would take a great deal of satisfaction in helping smaller shops make more money, just as we would in helping a relatively modest sized vendor grow their business. It really is all about partnership and our improvements, so we can improve the quality of that partnership for all concerned."

**'ever improving service'**

**"We are now seeing some of the synergies emerge"**

**Andy Graves, CEO MAG**

**At the recent Tucker Rocky/Biker's Choice Dealer and Brand Expo in Texas we met again with MAG CEO Andy Graves for an update on where the company was in emergence from their November 2017 Chapter 11 reorganization filing process.....**



**"Well, the short version is that we are in good shape executing our business plan as filed with the bankruptcy courts, and in good shape for an end of March court date that should see us emerge from the process in early April."**

Andy Graves has made transparency the hallmark of the company's dealings with its reorganization plan at all stages, but there was one thing in particular that I still wanted to ask about the process.

If having been a debt-for-equity swap with adequate interim funding in place to ensure the nearest possible to "business as usual", why was it necessary to make a filing at all? Given that this was a pre-agreed deal, with all parties signed up to that agreement, couldn't it have been simply handled as a sale transaction?

"Well, yes it could," said Graves. "The problem with that though would have been the tax liability it would have triggered. The \$350 million would have been interpreted as taxable sales income and therefore subject to tax. Under the filing process that issue goes away, in exchange for the company

**'let's be genuinely good at what we do'**

giving up all its tax allowances and credits to that point to offset the tax liability that isn't incurred.

"So, although the filing triggered implications, not least for vendor payables, it was the only way to achieve the objective of reduced liabilities for the company post-filing. It was the only way to clear out those consequences of the transaction.

"Secondly, there are legal benefits of a court process that make sure all classes of debt are treated equally. Ironically, this was especially important where vendor payables were concerned. It allowed us to commit to paying a maximum of 90 percent of our vendors 100 percent of the money we owed them at the time of the filing.

"It has been a tedious and costly process, but we determined at an early stage that it was the best foundation for us to be able to ensure ongoing trading and the nearest thing to "business as usual". The court has granted us all the

motions we applied for, all the measures we needed to take to continue the normal operations of the business. As a consequence, vendors that represent 99 percent of our sales have agreed to work with us moving forward.

"Within the space constraints we have at this venue, only one of the vendors we invited has declined to participate, and actually one, who will remain nameless, invited themselves after we reached agreement. We had 20 percent more advance dealer registrations than for last year's show, I think the fact that dealers are still wanting to attend is testimony to the strength of those partnerships.

"Before the filing our fill rates were at an all-time record high, and with the changes and improvements that the Tucker Rocky and Biker's Choice team is making to how we manage inventory, how we work with our vendors and our partners, we fully expect to be back at that level very soon and exceeding it as

we get into the second half of 2018." Asked about inventory levels, Graves is bullish. "With the constraints on our capital position removed and the strong cash generating abilities the business has, we now have no constraints on inventory dollars. But that is only part of the story. Business as usual doesn't mean we are complacent. In inventory terms this means stocking better, not just more, but smarter inventory.

"Let's be genuinely good at what we do, and we have already made remarkable progress on many fronts in the past couple of years.

"We think that, without a doubt, we have the strongest outside sales force in the market. They know their products, they know their market and they know their customers better than anybody. Their response to the past few months has been nothing short of excellent, and they share and believe in our determination to be able to serve their customers better than ever before. They are a distinct competitive advantage." However, Graves is realistic about the challenges ahead. "Historically we have not been as strong in certain areas as our key competitors.



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"I think we are closing the gaps and are definitely better today than we were a few years ago. Talk to me again in a couple of years and I am sure we will have improved still further. We have the skill sets, the experience, and the opportunity. Our quality of service is becoming world class and the quality of the products we offer already is."

In terms of the next 12 months, Graves is optimistic. He says that their court-filed business plan calls for sales revenues to be flat, "but if I were a betting man," he says, "I wouldn't be surprised if 2018 sees some growth, no matter how modest, in some sectors of the market."

"Although Harley has its issues with

## 'our sales force is a distinct competitive advantage'

new model numbers, overall they are up in terms of the number of people buying and riding new and used machines. That's good for the parts, accessory and apparel market. I do now sense some trickle down from the positive economic indicators, employment levels and stock market performance in terms of spending confidence and actual dollars.

"People are pointing to wage inflation as a potential issue, but I see that as a positive for businesses like ours. The higher the disposable income people have, the better the business outlook has to be."

Talking about the changes seen at the MAG business units that were merged with Tucker Rocky in 2014, Graves says "we are now seeing some of the synergies emerge. The group structure is helping us tune the businesses to the opportunities they have. We are not worrying about the 'why', but dealing with the 'what'."

"If you remember my commitment has always been to do everything we can to ensure profitability, and the synergies we are now seeing is allowing us to make multiple, improvements that added together are significant. If there is market growth, then my job is to make sure the business units are equipped to be able to take advantage. If not, then it is to make sure they can deal with whatever market realities they are confronted with. And I believe we have already made progress and are headed in the right direction."

When I first met Graves a year ago, and again after the filing, I challenged him to speak to the profitability of the business, and did so again. "I know there is a lot of noise still out there about that, but I keep coming back to the basic fundamental about the filing. If we hadn't been in a position of underlying profitability, our options for moving forward would have been limited."

"In operational terms, the businesses overall are profitable. Some brands have made better progress than others, but they all are headed in the right direction and some of them are growing in a down market."

"Once we have emerged from the filing process, we will be able to further leverage the unique skills and capabilities the group has, and the benefits of that will become clear for all to see."



**Twin Power:** Founded in 1982, Biker's Choice/Tucker Rocky published a first new Twin Power brand catalog three years ago after a 34-year absence and has re-energized to program under the expert guidance of V-twin industry veteran James Simonelli. The original Twin Power program earned a reputation for providing quality performance parts at a fair price, and Simonelli's assured curation is seeing that reputation re-established with hard to find parts, many of which are the only alternatives to often out of stock OE components, ranging from old school to tomorrow's classic motorcycles. "From pistons for Ironhead Sportsters to high-tech lithium ion batteries, we have more performance parts for more applications than ever, tested in independent labs to ensure that they fit and work like they should"; [www.twinpower-usa.com](http://www.twinpower-usa.com)



**Cyron:** Chatsworth, California based manufacturer of LED single and dual beam headlights, daylight running lights, passing lights and accent lighting; [www.cyronmotor.com](http://www.cyronmotor.com)



**Two Brothers Racing:** New to the Biker's Choice program last year, new products from the Santa Ana, California manufacturer include slash-cut end caps for its line of Touring slip-on systems. In addition to the existing carbon fiber and billet aluminum caps available for TBR slip-ons, the company now offers Touring slip-on systems with "slash-cut" aluminum end caps. Machined from 6061 aluminum, they feature a rotational mounting design and are available in black anodized or polished, and can be retro-fitted to existing TBR slip-on mufflers [www.twobros.com](http://www.twobros.com)

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**Barnett Clutches & Cables:** Recent additions from the Ventura, California based specialist include black-on-black "Stealth Series" cables, featuring 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 for reduced lever effort and extended cable life; [www.barnettcables.com](http://www.barnettcables.com)



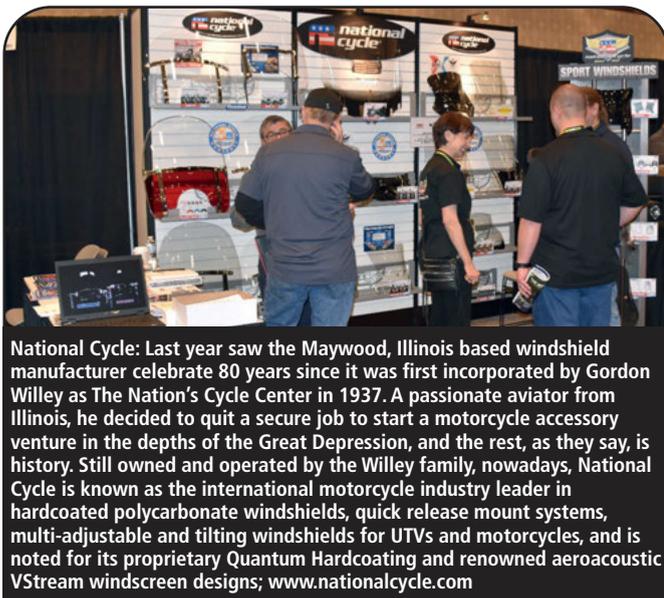
**BikeMaster:** "Is a brand that is continually striving to deliver a complete line of tools and replacement maintenance parts for sport, cruiser and off-road motorcycles at reasonable prices. We want to offer the parts that keep bikes running at peak performance," says Lowell Anderson, new Director of Brands for Tucker Rocky. BikeMaster recently released a new line of high quality inner tubes, oil and off-road tools and has plans to add more tools and replacement parts to the range in the near future; [www.bikemaster.com](http://www.bikemaster.com)



**Avon Grips:** Featuring soft, durable "memory foam for your hands," Avon's ergonomic, chemical resistant and vibration dampening custom grip options are available for all Harleys, Indians and most other brands"; [www.avongrips.com](http://www.avongrips.com)



**Drift:** The choice of the aficionado, the class-leading Drift Ghost 4K camera with rotating lens and direct live streaming is a specialty action sports camera that is internationally recognized for its quality and technology. The Drift product range is a genuinely motorsports friendly and genuinely innovative program that provides the specialty retailer with "better quality and more features than competing products at a lower price-point and higher margin"; [www.bikerschoice.com](http://www.bikerschoice.com)



**National Cycle:** Last year saw the Maywood, Illinois based windshield manufacturer celebrate 80 years since it was first incorporated by Gordon Willey as The Nation's Cycle Center in 1937. A passionate aviator from Illinois, he decided to quit a secure job to start a motorcycle accessory venture in the depths of the Great Depression, and the rest, as they say, is history. Still owned and operated by the Willey family, nowadays, National Cycle is known as the international motorcycle industry leader in hardcoated polycarbonate windshields, quick release mount systems, multi-adjustable and tilting windshields for UTVs and motorcycles, and is noted for its proprietary Quantum Hardcoating and renowned aeroacoustic VStream windscreen designs; [www.nationalcycle.com](http://www.nationalcycle.com)



**Belt Drives Ltd:** Recent new products from the Anaheim, California based specialist include the Shovelhead "Shorty Drive" belt drive conversion. Said to provide exceptional driveline support and "extended life, strength, smooth operation and reliability for the traditional Shovelhead driveline designs and components," it is a complete "Shovel Shorty" electric start drive kit, featuring a billet rear plate that covers the trans drive while providing support for the clutch basket assembly; [www.beltdrives.com](http://www.beltdrives.com)



S&S Cycle: As the Viola, Wisconsin based pioneer of "Proven Performance" continues to advance on multiple fronts, recent new offers include 49-state EPA compliant Sidewinder 2 into 1 systems for M-8 Touring models that feature a removable dB reducer baffle, allowing riders to tune the system for sound and backpressure; plus the 'El Dorado' 50-state legal muffler/header package for '17-'18 M-8 powered Touring (CARB EO# K-010-1) models. S&S marketing lead David Zemla says that "the 'El Dorado' is a complete system that includes headers and a set of 4.5" MK45 mufflers fitted with the latest in S&S designed, high flow cat technology. Much like the automotive industry years back, high flow catalysts have finally made their way into the V-twin market. These are the real deal - they combine clean styling and an authoritative note with increased torque and horsepower, without the performance punishment". The 'El Dorado' is a bolt-on installation that does not require tuning and is available in show quality chrome or black ceramic finish with 'Tracer' or 'Thruster' exhaust tips; [www.sscycle.com](http://www.sscycle.com)



Rockford Fosgate: One of the best-known names in the audio industry, top-sellers include the company's front audio kit for 1998-2013 Street and Road Glide models, "closed loop" Prime 160 watt 4-channel system (1998-2013) and Power Street Glide (2014+) and Road Glide (2015+) front audio kit; [www.rockfordfosgate.com](http://www.rockfordfosgate.com)



Vance & Hines: Organized as part of MAG's California based Performance Group (along with Progressive Suspension, Performance Machine and Burly Brand) the Santa Fe Springs, California based exhaust manufacturer has been quick to market with more 2018 M-8 Softail options, from slip-ons to headers and full systems, that we can name check here. However, the latest news to emerge from the V&H skunk works is the company's welcome return to Top Fuel Drag Racing with rider Doug Vancil and tuner Mike Romine to compete in the Mickey Thompson Tires Top Fuel Harley category of the 2018 NHRA Mello Yello Drag Racing Series. "The NHRA has done a great job of developing the Harley class to create a new two-wheeled championship category in the Mello Yello Drag Racing Series," said Vance & Hines founder Terry Vance, "and we are very happy to be bringing together two of the biggest names in Top Fuel in Doug and Mike"; [www.vanceandhines.com](http://www.vanceandhines.com)

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**Wild Ass:** The Wild Ass motorcycle air cushion is available in Neoprene rubber, polyurethane or polyurethane with gel. The cushion is said to eliminate painful pressure points and promote blood circulation by utilizing adjustable interconnected air cells which conform to the rider's shape regardless of weight or seating position. The reduction of shock and vibration reduce lower back pain and air circulation under the rider disperses heat and perspiration; [www.wild-ass.com](http://www.wild-ass.com)



**Speed & Strength:** Aimed at "new gen" and youth riders, Speed & Strength is a 'cross-over' gear and apparel brand that speaks "fluent radical". Pitched at men and women, the range runs from full face, modular/flip-up, open face and half helmets to jackets, gloves, pants, riding foot wear and casual apparel in leather, textile and mesh. Attention to detail meets style and safety; [www.ssgear.com](http://www.ssgear.com)



**Cardo:** The company's advanced communications systems include "the most advanced rider-to-rider solutions available", including the 'DMC' (Dynamic Mesh Communication) technology that "allows for full intercom conferencing from two to 15 riders at a range of up to five miles, with parallel audio streaming, enabling riders to listen to music or GPS instructions while riding"; [www.cardosystems.com](http://www.cardosystems.com)



**K&L Supply:** From shop lifts and accessories to jack stands and wheel vises and clamps, tire changers and wheel balancers, workshop equipment, tools and supplies, the San Jose, California based specialist is "solution city" - check out its specialty range of Harley shop tools, carb and fuel products and ignition and electrical items; [www.klsupply.com](http://www.klsupply.com)



**Maxima Racing Oils:** Market response to the company's growing V-twin line of products has been positive - "sales haven't slowed one bit for us within the V-twin segment," says Maxima's Garrett Andrews. "Now approaching our fourth year with the most comprehensive line on the market, we're making it even larger. Dealers can be on the lookout for our new M-8 Oil Change Kits and if shelf space is limited dealers can take advantage of our V-twin badged display racks" (shown here); [www.maximausa.com](http://www.maximausa.com)



**Antigravity Batteries:** The Gardena, California manufacturer announced its new 'RE-START' line of lithium-ion batteries, the first battery with "built-in jump starting". The intelligent battery puts itself to sleep with just enough reserve energy to RE-START the vehicle in the event the rider might have left their lights or other accessories on. No jump-starting or assistance needed, simply press the RE-START button on the battery and ride away. President Scott Schafer says that "we wanted to create a battery that wouldn't allow the rider to get stranded with a dead battery ... we've all had that happen and it's horrible, but with this new battery it will allow the user to get out of that emergency." Additionally, Antigravity claims is the most advanced motorcycle/powersport battery with a full line of on-board protections built into the battery management system. It comes in sizes for all motorcycles/powersports vehicles and offers from 150 to 880 cranking amps; [www.antigravitybatteries.com](http://www.antigravitybatteries.com)



**HardBagger:** Corona, California based saddlebag accessory specialist. Product offerings include Top Shelf brand premium saddlebag trays and liners, LED lighting, LocEzy theft deterrent kits, Bluetooth tire pressure monitoring systems and the Lock&Dock lower fairing door system; [www.hardbagger.com](http://www.hardbagger.com)

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**Black Brand:** The fast-growing apparel brand is described as a “premiere head-to-toe apparel line for cruiser riders, giving choices both in styling and function.” Said to combine affordable price-points with a level of features and quality normally associated with more expensive apparel programs; [www.blackbrandmc.com](http://www.blackbrandmc.com)



**Galfer USA:** Best known as the originators of the ‘Wave’ rotor, the Barcelona, Spain based manufacturer offers brake pads, lines and rotors and hoses for the majority of motorcycle segments, including Harleys, as OE replacements and performance upgrades. Check out the popular ‘Skull’ rotor design, selling really well in the custom and V-twin markets; [www.galferusa.com](http://www.galferusa.com)



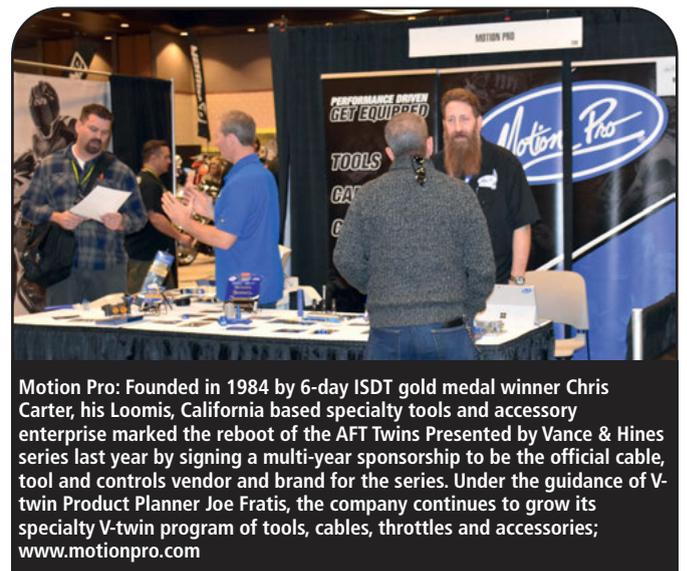
**Cobra Engineering:** Cobra offers a deep portfolio for M-8 Touring and Softtail applications, including everything from slip-on mufflers to full systems, led by the popular ‘Neighbor Hater’ series of slip-ons. With a limited lifetime warranty, the company says that the exhaust’s overall quality is a given, and the power gains are impressive. The aggressively styled ‘El Diablo’ line of 2-into-1 full systems fit across the entire Harley line-up. Additionally, Cobra introduced a full line of affordable detachable backrests that includes fitments for Baggers, Sportsters, Dynas and even the new Softtails; [www.cobrausa-vtwin.com](http://www.cobrausa-vtwin.com)



**Wiseco:** Last year’s introduction of proprietary coated Black Edition pistons will be followed up by more new products from the Mentor, Ohio specialist this year. The Black Edition line featured two new coatings that Wiseco describes as “industry firsts” - ArmorFit coating on the piston skirt, and ArmorX coating on the crown and ring grooves. Said to offer superior protection against wear, smooth and quiet operation, and maximized efficiency, they are available for M-8s and popular Twin Cam and Rushmore model engines (SE heads); [www.wiseco.com](http://www.wiseco.com)



**Avon Tyres:** Last year saw the leading custom tire manufacturer add 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, custom bike builders and performance custom engineers, Avon’s Cobras were introduced as a replacement line for the venerable Venoms. Described as delivering “style and performance for cruisers, customs and tourers”; [www.avonmoto.com](http://www.avonmoto.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 last year by signing a multi-year sponsorship to be 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)

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**Freedom Performance Exhausts:** Well known for its Harley exhaust options, Freedom also has options for Indian Chieftain, Darkhorse, RoadMaster and Scout models, including Liberty, Eagle and Racing 4" and Combat 4.5" slip-ons and Racing and Sharktail style complete systems; [www.freedomperform.com](http://www.freedomperform.com)



**Kuryakyn:** One of the core products on which Kuryakyn was founded back in the late 1980s, the Hot Rod inspired Hypercharger was ahead of its time back then, and hundreds of thousands of units have been sold worldwide since then. Last year saw the introduction of the "revolutionary" Hypercharger ES. "The radical new design features state-of-the-art electronic butterfly engagement, delivering precise butterfly movement compared to vacuum-operated fluttering. An integrated servo motor that connects to the coil actuates and opens the butterflies with every twist of the throttle, creating an interactive experience between rider, air cleaner and motorcycle that is unlike anything else available"; [www.kuryakyn.com](http://www.kuryakyn.com)



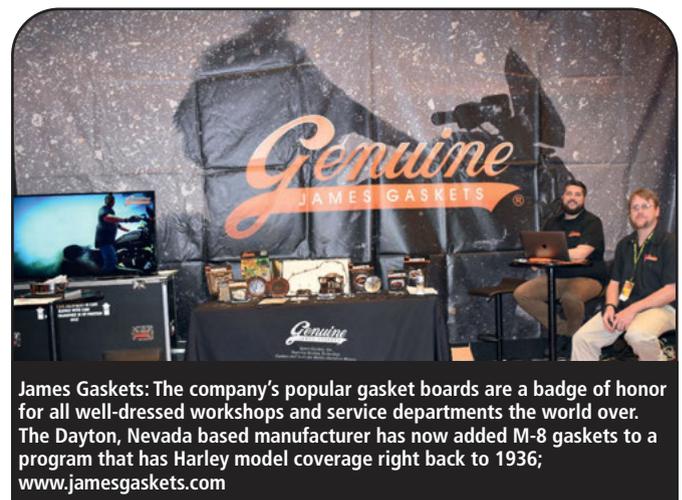
**Andrews Products:** Recent new products from the Mount Prospect, Illinois based manufacturer include 'bolt-in' M450 cams for the M-8 engine. At the time of the announcement the company said that it was "very excited about some of the long-awaited technology that Harley-Davidson has introduced into their new liquid cooling dual plugs and four-valve heads with efficient combustion chamber design. All of this means higher compression ratios with less heat and higher flowing, high velocity ports that produce very good power through the entire rpm range – but we can make it even better. Our 'bolt-in' M450 cam is perfect for 107" engines and for riders looking to add excellent low-end touring power. Our testing has shown 14% increases in power with stock air cleaner and pipes and little, if any, tuning required"; [www.andrewsproducts.com](http://www.andrewsproducts.com)



**Dynatek:** The Dyna Fuel Injection Controller is a plug-in module that offers 3 user selectable base fuel curves that are designed to improve engine operation and can be adjusted to suit a wide variety of modifications. These adjustments are made via 3 potentiometers that adjust the fuel curve in the proper ranges for the application. Fuel mixture can be enriched or leaned as required. The Dyna FI Controller uses the factory connectors for easy installation and there is no PC required for tuning or adjusting the fuel curves. There are no modifications to the stock ECU and removing the Dyna FI controller returns the vehicle to the factory configuration; [www.dynaonline.com](http://www.dynaonline.com)



**Progressive Suspension:** Now organized as part of MAG's California based Performance Group (along with Vance & Hines, Performance Machine and Burly Brand), Progressive Suspension has a new and improved Demo Program headed the way of dealers, designed to emphasize the differences between the tool-free adjustable application tuned high-pressure gas charged monotube damper technology that they back with a limited lifetime warranty and other competing offers out there in the crowded V-twin suspension space; [www.progressivesuspension.com](http://www.progressivesuspension.com)



**James Gaskets:** The company's popular gasket boards are a badge of honor for all well-dressed workshops and service departments the world over. The Dayton, Nevada based manufacturer has now added M-8 gaskets to a program that has Harley model coverage right back to 1936; [www.jamesgaskets.com](http://www.jamesgaskets.com)

# POWER IN THE TECH



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**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 the confidence to back its OE replacement air filters and air intake systems with a market-leading Million Mile Limited Warranty; [www.knfilters.com](http://www.knfilters.com)



**Burly Brand:** Under the assured stewardship of Sean Delshadi, Burly Brand has grown from its roots in the handlebar market to offer a diverse range of options from shocks to luggage and from fairings to air cleaners, seats, cable kits, LED lighting, sissy bars and MX style floorboards and pegs; [www.burlybrand.com](http://www.burlybrand.com)

**Arnott Suspension:** The latest addition to the ISO certified Merritt Island, Florida based manufacturer's Ultimate Ride True On-Board Air Suspension Kits see the 2018 Softails added to the extensive application list. The company's monoshock and air spring is said to deliver "exceptional ride quality, confident control and enhanced safety". Among other improvements, Arnott say the new line features a fully adjustable Ultimate Ride Series nitrogen charged FOX monoshock and Goodyear air spring that can be controlled with an on-board compressor and handlebar-mounted inflation switch; [www.arnottcycles.com](http://www.arnottcycles.com)



**JIMS:** The noted Camarillo, California performance specialist is one of the leading suppliers of specialty tools for the V-twin market. JIMS is launching a new image and media program and is asking dealers to help. "If you have a knack for good pictures, JIMS would like to hear from you. We have a new opportunity for our customers - we are looking for good photos to be used as featured images in one or more of our upcoming magazine ads, editorials, or promotional materials. Simply share your photos with us, whether it be riding down the road, at the track, at a show, or in the shop working on your bike with a JIMS tool - we're leaving it up to you. The only requirement is simply that your photo must include a JIMS product. If your photo gets chosen, we will also send you a JIMS 'swag' package"; [www.jimsusa.com](http://www.jimsusa.com)



**Kibblewhite Precision Machining Inc.:** Recent new products from the Pacifica, California valvetrain specialist includes billet machined high chrome (HC) valve seats as an alternative to the company's powdered metal line of seats. The HC seats are alloyed with over 18% chromium and 2% nickel for "great machining and a long-lasting valve seat." Further new products include three different M10x1 threaded compression release valves with overall lengths that cover all Harley models and beehive spring kits with added lift capability (.610" and .660"), which are now supplied with 9° billet and 7° stamped keepers giving complete coverage of all 7 mm and 5/16" Evos and Twin Cams; [www.kpmi.us](http://www.kpmi.us)



**Performance Machine:** Now organized as part of MAG's California based Performance Group (along with Vance & Hines, Progressive Suspension and Burly Brand) the legendary brake caliper and wheel manufacturer founded in 1970 by Perry and Nancy Sands already has a range of options for the M-8 Softails, from wheels and brakes to air cleaners, covers, hand controls, grips and rotors. Coming soon - the 'Catalyst' 6-spoke custom wheel from PM's Xtreme Machine brand; [www.performance-machine.com](http://www.performance-machine.com)



**Le Pera:** Recent new products include options for Baggers with the popular Arlen Ness winged stretched gas tank., but that is only the start as 2018 sees the iconic seat maker debut a slew of new designs including 'KickFlip' (Dyna, FXR, Bagger), 'Sprocket' (Dyna, XL, Bagger) and an additional Streaker option in Plain, Diamond or Pleated (XL, Dyna, Bagger). Look out for further details in future AMD editions. Still handcrafting all its seats at the company's North Hollywood, California headquarters after nearly 45 years as the market's design leader, all Le Pera seats feature a powder-coated steel base plate, a specially poured, high-density "Marathon" molded foam foundation and double-stitched, handcrafted cover with bonded polyester thread for durability; [www.lepera.com](http://www.lepera.com)



**Arlen Ness:** The response to the company's all-new and exclusive "hidden hub" design has been "excellent" according to Cory Ness. Structurally tested to meet or exceed DOT, JAS and TÜV international load ratings, the billet aluminum hub design features a cartridge type hub that includes both bearings, pre-set and is ready to install in minutes. The modular kits are designed to work exclusively with Arlen Ness forged aluminum rims. The preset wheel bearings in one lightweight coped design hub deliver "optimum radial and lateral runout accuracy"; [www.arlenness.com](http://www.arlenness.com)



**Mustang Seats:** Recent new designs include two-up Super Touring Deluxe for FLs with optional backrest; Hightail Fastback solo for '08-'17 FL and Road King; solo, passenger and sissy bar pads for Breakouts; John Shope designed Cafe and Tripper for Indian models; seat match lid covers for touring hardbags and Super Tripper carbon and classic for FL Touring, Dyna and Sportster; [www.mustangseats.com](http://www.mustangseats.com)



**Namz/Badlands:** Recent new products, including for selected Indian applications, include a neutral switch eliminator, updated Badlands modules and CAN bus controller and eliminator. Go Eagles! [www.namzccp.com](http://www.namzccp.com)



**Memphis Shades:** Available through Biker's Choice since last summer, Memphis Shades windshields are made in Lucite Acrylic ("for superior optics and construction"), are DOT (Department of Transport) approved and conform to American National Standards Institute (ANSI) Z26.1 - 1996, Group 6, safety glazing material for use in windshields for motorcycles. New products for 2018 include a full product line for the Indian Scout/Scout Sixty, and Harley fitments such as the Memphis Fats for '18 Fat Boy and a full line of fairings and windshields for the 2018 Softail Street Bob FXBB. Full details to follow in upcoming AMD editions; [www.memphisshades.com](http://www.memphisshades.com)



**AIM Corp:** Upcoming new products from the Variable Pressure Clutch (VPC) specialist include what is described as a revolutionary lock-up system in the industry with sliding weights for the Assist and Slip Clutch (3-coil type) in 2013 and up CVOs and other models for 120 - 130 lbs extra clamping pressure at 4,000 rpm, some 40% more than stock, with 30% lighter clutch pull in low rpms; [www.aim-tamachi.com](http://www.aim-tamachi.com)



Roland Sands Design: From hard parts to apparel, kudos to Roland and Summer Sands and team for reaching beyond the day job and "spreading the word" with initiatives such as the company's Hooligan Racing Series and last October's first annual Moto Beach Classic at the Bolsa Chica State Beach at Huntington, California – "bring me your bored, un-led and un-biked huddled masses yearning to ride free"! [www.rolandsands.com](http://www.rolandsands.com)



Wizards: The Hanover, Minnesota based company specializes in easy to use professional quality motorcycle cleaners and detailing products for all areas of the motorcycle, including Mist-N-Shine, Mystic Spray Wax, Leather Plus, Wipe Down, Tire & Vinyl Shine, All Wheel & Tire Cleaner, Bug Release, Power Clean, Shine Master and Wizards Wash; [www.wizardsproducts.com](http://www.wizardsproducts.com)



Cometic: The Concord, Ohio based manufacturer's stock replacement and big bore gasket and cam change gasket kits for Harley's M-8 touring engines that cater to the two different cylinder head designs (models with and without fairing lowers have differing cooling configurations). 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 the full cam change kit. Sales Director Jason Moses told AMD: "While the differences between all those gaskets are small and subtle, they're critically important. "The oil cooled heads, the ones on bikes without lower fairings, have one "teardrop" shaped port close to the bore, and that is surrounded with an embossed surface. With this head design the M-8 big bore is limited to 4,200 inches with no modifications to the heads. Any larger than that would require the oil port to be welded shut and the head resurfaced. Our gasket for these oil cooled heads, the ones with the teardrop shaped port and embossed ring around it, will work on both oil cooled and coolant cooled heads with stock to a 4,200 inch bore with no head surface modifications. The second M-8 head design, the one used on bikes with lower fairings, radiators and coolant, has two round coolant ports set significantly further back from the bore than the oil cooling port. With this design, the big bore can safely go all the way to 4,500 inches with no coolant port modifications, and Cometic has gaskets in those bigger 4.250, 4.320 and 4.500 sizes"; [www.cometic.com](http://www.cometic.com)



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							85cc HEAD	95cc HEAD
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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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## '46-'47 Replica Knucklehead 30° rake frame

Of its latest new replica frame design from Newburgh, New York based V-Twin Manufacturing says that "this is the closest thing you'll get to an authentic 1946 to early 1947 Knucklehead frame."

Described as an authentic reproduction of the factory style bull neck frames, forged parts in the construction include the neck, front and rear motor mounts, side car loops, yoke and rear axle plates. The 30° neck angle will accept offset spring forks.

The top cross member across rear legs is brazed, as on the original Knucklehead



frames. The seat post is included, with the seat post bushings, mechanical brake cross shaft bushings, correct tool box mount, and grease fittings pre-installed.

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[info@teddcycle.com](mailto:info@teddcycle.com)  
[www.vtwinnmfg.com](http://www.vtwinnmfg.com)



## Ness tips for V&H 4.5" rounds

Seen here in their popular 10-Gauge line of custom parts and accessories, these black or chrome exhaust tips have been designed specifically to bring a characteristically Ness custom look to Vance & Hines' 4.5" round mufflers. Drag Specialties, USA, [www.dragspecialties.com](http://www.dragspecialties.com)

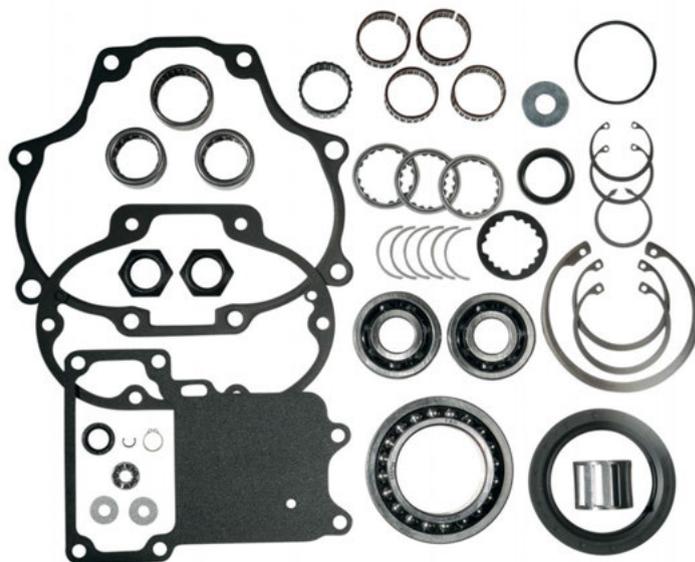


## Transmission rebuild kits

Baker Drivetrain has assembled this kit to assist with transmission rebuilds and "make it as painless as possible - the kit includes all seals, bearings, snap rings, gaskets and retaining nuts needed to completely rebuild the stock or Baker transmission."

Bert Baker told AMD Magazine that "after installation, this kit will help reduce bearing noise with new high-quality bearings, and the gaskets and seals in the kit will help stop all of those annoying leaks - you will end up with a much quieter, smoother, reliable transmission after this rebuild, especially on high mileage models when the transmission has reached its limit of efficiency and smooth shifting."

Available for '91-'05 Dyna, '87-'06 ST, FXR, FLT, FLH, Baker DD6, OD6, OD6R, DD5 and 6-into-4, '05-'10 Big Dog transmissions, '06-'16 Dyna and '07-'16 Softail/Touring. "We also offer a transmission rebuild kit for Thunder Mountain transmissions, but since the transmission is very complicated, we recommend that you send in the transmission to us or have a Thunder Mountain professional rebuild it for you."



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# New products at Zodiac International

## Brass Balls Cycles ignition and timing covers

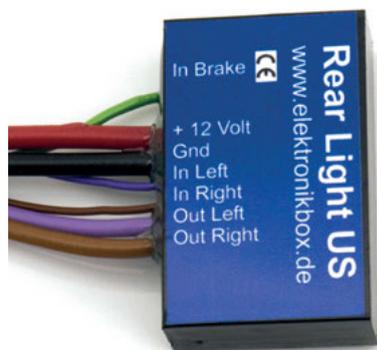


Seen here from Oklahoma based Brass Balls Cycles are their 'Meat Hook' footpegs and Piston Helmet design ignition covers.

These motocross inspired, arrowhead shaped footpegs feature a serrated pattern for extra grip. Made from billet aluminum with a steel clevis, they will fit most standard Harley footpeg mounts; currently available in black, clear and red.

The Piston Helmet covers are cast from zinc, then antiqued for "that perfect retro patina." Available for '70 to present Sportsters, '73-'84 Shovelheads, '84-'99 Evolution Big Twins, '99-'17 Twin Cams and '17 to present Milwaukee Eights.

## EU to U.S. tail and turn light conversion module



Almost every bike that runs in the USA has a brake light and indicator combination which activates the turn signals in addition to the brake light. Consequently, the majority of the lighted rear accessories do not work as they should on European

models. This taillight conversion module is a microcontroller-based solution that allows American style accessories to work on Harley export models without losing a single function.

## Swingarm for early Big Twins



This swingarm is a stock replacement for '58-'72 Big Twins. It features forged axle plates and raw finish. Can also be used on '73-'84 Shovelhead Big Twins to lower the rear of the bike.

## TBR 2-into-1s for Scouts



Two Brothers Racing 2-into-1 exhaust systems "are designed to deliver maximum torque, featuring race-inspired stainless steel headers that shave pounds off the competition to ensure a long lasting, weather-resistant, amazing sounding exhaust."

Complete with heat shields, they are made in 1 3/4" stainless tubing that includes O2 bungs to accommodate both stock and 18 mm sensors. The exhaust steps up to 1 7/8" before dumping into the spring retained collector for increased torque; the 4" diameter muffler "delivers an unparalleled sound," according to TBR.

TBR Competition-S exhausts feature removable end caps in aluminum or carbon fiber; Generation II exhausts feature classic megaphone style mufflers with a welded-on reverse cone; finishes include raw and black ceramic coated with carbon fiber end caps.

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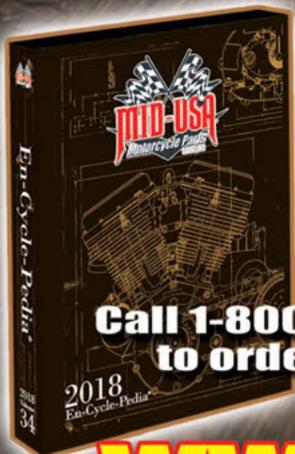
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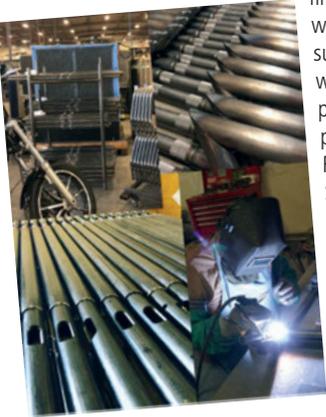
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## Raising the Bar

Since hiring former Vance & Hines man John Potts as VP of Sales & Marketing, Huntington Beach, California based Tolema Manufacturing group is firing on all cylinders where its LA Choppers subsidiary is concerned, with new energy, new programs and new products.



Founded in 1993 by Steve Ramelot and Scott, the group includes the Barron metric accessory program and TNT Racing Trinity branded UTV exhausts, but it is the LA Choppers

program that was the primary focus at the recent Drag Specialties Dealer Expo at Indianapolis, with the emphasis on comfort, style and support for the Drag Specialties sales force, who are the exclusive outlet for the LA Choppers program.

LA Choppers' handlebar program includes "hundreds of different styles to select from, including touring-specific designs, Sportster bars and everything in between.

"Designed to create the right comfort for the rider," Potts says the company's bars are FBW and heated grip compatible, with four-bend, two-bend or miter cut for "style and strength". Seen here, the new



double walled 8 to 18-inch "Twin peaks" 10-inch Old School handlebars are available in 1" and 11/4" for CVO/Road Glide applications.

For Heritage, Deluxe and pre-2016 Road Kings, LA Choppers recommend its 'Tree Hugger' apes, in chrome or black with 13, 16 and 19" heights and ultra-low built-in risers.

The FBW and ABS compatible or non-ABS complete throttle/idle, brake and clutch cable kits are available in stainless, black or 'midnight' with optional electrical



extensions if needed.

For M-8 applications the company's MAXXX air cleaner works with stock 2017-2018 M-8 (except trapezoid cover) and center bolt based custom air



covers. The billet design backing plate features no-drip oil channels and provides extra strength and weight savings. It ships with a washable, round, reusable K&N hi-flow air intake.

John Potts says "this is one of the biggest bang-for-the-buck accessories out there. As everyone is finding already, more air equals more power on the Touring M-8s and our easy install bolt-in kit really delivers."



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# MAG Connection - Ultima 2" drive and TBR additions

Available in Europe through France based purchasing portal provider, distribution, buying consortium and vendor representation specialist MAG Connection, these new Shorty slash cut 2-into-1 exhausts by Santa Ana, California based exhaust manufacturer Two Brothers Racing (TBR) for M-8 Touring models and dual slip-ons for the 2018 M-8

Also seen here, TBR's new and "innovative" stainless steel breather/intake is available for most models, including all years of Dyna, Sportsters until 2018 and M-8 applications.

MAG Connection represents a wide range of branded parts and accessory manufacturers from the U.S.A., and one that they have been selling for many

Steel breather/intake



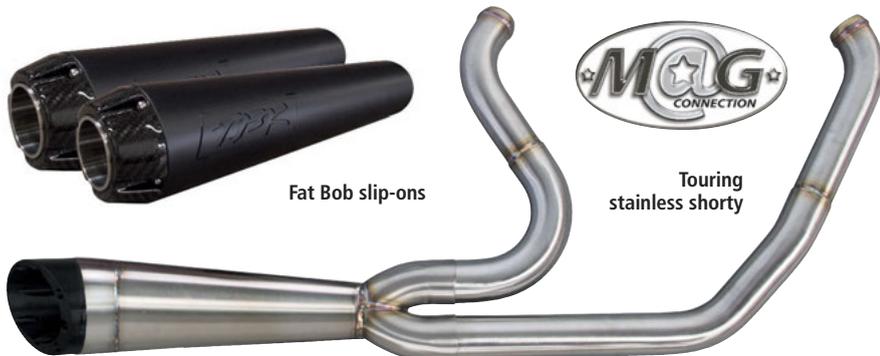
wear on the outer basket. Said to reduce weight and therefore add horsepower, they are not designed for mid controls, but with spacers they will work with floorboards.



Fat Bob slip-ons



Touring stainless shorty



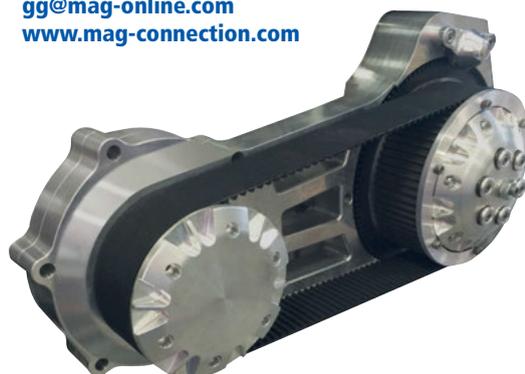
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Softail Fat Bob are "designed to deliver maximum torque and horsepower."

Described as fabricated and dyno-tuned for maximum clearance and performance, they are made in certified grade stainless steel, hand TIG-welded and available raw/brushed, polished or black ceramic coated with a carbon fiber end cap.

years is Midwest's Ultima Products program. Now available for '06 and up Dynas and '07 and up Softails, Ultima's 2" primary belt drives feature a new 6061-T6 motor plate and starter gear and contoured design.

Available in polished or black, the clutch is included, with stainless basket inserts to eliminate clutch plate



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# Motorcycle Air Suspension for 2018 Softails

Merritt Island, Florida based Arnott Air Ride has released its new "Ultimate Ride True Onboard" adjustable air suspension kits for the monoshock frame of 2018 M-8 engine Softails.

Said to "provide exceptional ride quality" and "confident control and enhanced safety," Arnott's monoshock air spring replaces the horizontally mounted rear suspension of the Softail (and the exposed dual shocks of the Dyna they have replaced) with a single monoshock featuring a fully adjustable Ultimate Ride Series FOX monoshock and air spring that can be controlled with an on-board compressor and handlebar-mounted inflation switch.

Arnott says that at the core of this patent-pending system is a custom nitrogen-charged FOX shock absorber paired with a Goodyear air spring to ensure superior durability. The kit includes a "powerful compressor, air distribution valve, handlebar-mounted switch and everything needed for a fast and flawless installation."

The minimum length is 10.93 inches, with a 13.16 inch maximum length. Available in black or chrome, "each kit is custom-crafted and rigorously tested in Arnott's Florida manufacturing facility and backed by



Arnott's 10th anniversary edition 2018 motorcycle catalog features more than 50 model-specific FOX shock and Goodyear bladder equipped "TruAir" air suspension kits



Arnott's Limited Lifetime Warranty.

Arnott uses FOX Street Performance IFP gas-charged monotube shocks with an internal floating piston tuned and optimized for a model-specific ride, using FOX's proprietary high-flow, deflective disk, velocity-sensitive damping.

A 1.5-inch 6061-T6 aluminum hard body with a 1/2-inch low friction, super-finished hard chrome shaft and multi-ply Goodyear air bladder for height adjustability and air spring firmness is operated by a powerful compressor with application-specific mounting hardware and handlebar-mounted inflation control switch.

Founded in 1989, Arnott holds multiple

manufacturing credentials, including ISO 9001:2008 Management System Certification and the TÜV Rheinland Product Safety and Quality Certification. Arnott's products meet GOST ISO 9001-2011 Certification and the EurAsian Conformity (EAC) Mark for Arnott's Quality Management System.

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**Merritt Island, Florida, USA**  
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# Sidewinder 2-into-1 for M-8 Touring models



Viola, Wisconsin based S&S Cycle says it has taken performance bagger exhausts to the next level, merging a full flow stainless header into a "highly engineered" collector with a 4.5" muffler.

The company's new Sidewinder 2-into-1 for M-8 Touring models "represents the perfect combination of style and power" and includes S&S' removable dB reducer baffle, allowing dealers to tune the system for sound and backpressure.

Available in chrome or black with black highlighted machined end cap, in 49-state EPA compliant and race versions for '17-'18 Tourers. A CARB compliant version will be available soon.

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# Bagger and Ape Hanger handlebar kits

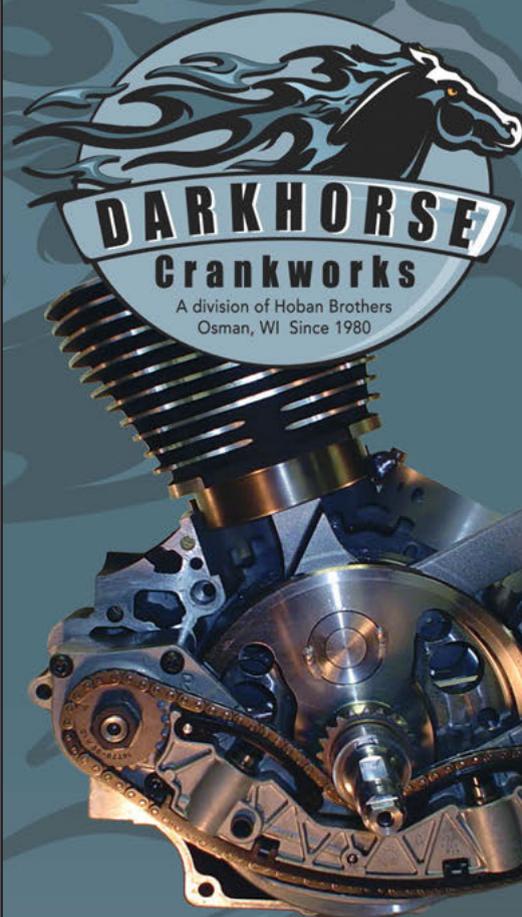


Pittsford, New York based specialist Magnum Shielding says its new 1.25" Caliber Bagger or Ape Hanger handlebar kits are the only complete kits with matching Sterling Chromite II or Black Pearl braided cables and DOT brake lines. The kits include chrome or gloss black 1 1/4" Caliber handlebars, wiring extensions and are preloaded with E-Z pull-thru sleeving that make for snag-free wiring installations.

Noted in the market for their premium braids, Sterling Chromite, Black Pearl and Polished Stainless, Magnum's Tom Vierthaler told AMD that "these new installation kits are truly complete – and with the assurance of DOT compliance and our E-Z pull-thru sleeving, dealers can be confident that they are giving their customers the best possible options for Baggers and Apes, two applications that are particularly demanding where wire routing is concerned."

Company founder and owner Scott Hurwitz added that "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 offered with our 'Designer Series' kits."

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# More in the House at Motorcycle Storehouse



## Shocks to go for Softail



These height-adjustable Softail shocks allow the bike to be set from 1/2 inch lower to 1 inch higher than stock. Available in chrome or black fitments, they include all '88-'99 and '00-'17 Twin Cam Softails, excluding FLSTN Nostalgia models.

## 80 mm Velona speedo and tachometer



Motorcycle Storehouse says that these feature and function-rich 80 mm Velona speedo and tachometer units are "the perfect solution for those in search of state-of-the-art, ECE approved instruments. They come with an 80 mm diameter and 41 mm high black housing and a universal V-style mounting bracket. The kmh/mph selectable waterproof speedometer has an electronically driven brushless DC stepped motor, LED background lighting, speedo/voltage/ODO/trip/clock, and can be connected to the bike's digital output signal. The tachometer has maximum rpm memory and recall, hour meter, a temperature gauge in Centigrade and Fahrenheit (separate sensor required) with maximum temperature and recall, clock, and readable 'pulse per rotation' 1P/1R, 1P/2R, 2P/1R and 30P/1R ('00-up H-D only).

## Motorcycle Storehouse wheel hubs

These new front and rear, ABS compatible wheel hubs are available for '15-'17 Sportsters, '12-'17 FXD, '11-'16 FXST and '09-'17 Touring wheel rebuild applications.



## Canvas saddlebags



Canvas is probably the most widely used material when it comes to extreme durability and has been in use for hundreds of years, for very good reasons. Applications range from the canvas as used for paintings all the way to postage bags and military bags. These canvas saddlebags come in 6 and 10 liter capacities, have universal mounting straps and an internal plastic backing plate for structural integrity.

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# ProBEAM – the first ‘Light Pipe’ applications for motorcycle lights



Light Pipe ‘Fillerz’

Market leading motorcycle lights specialist Custom Dynamics (Youngsville, North Carolina) has taken its top-selling motorcycle lights program to another level with the launch of the company’s premium ‘ProBEAM’ line at the recent Drag Specialties Dealer Expo at Indianapolis.

The headline news is the first application of the kind of ‘Light Pipe’ technology seen on top-end automotive lights for motorcycles.

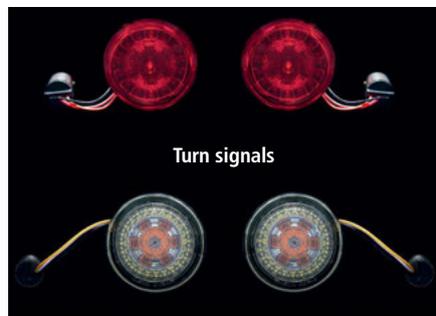
Not an array of multiple LEDs, but a formed tube with reflectors magnifying LEDs located at either end, the

- the result is a more uniform, continuous light compared to the using multiple LEDs.

“We still use individual LEDs for the brake light, but by using two separate sets of LEDs, one for the ‘Light Pipe’ and one for the brake, you are creating a more visible safety solution with the eyes seeing greater contrast. Instead of going from running light to brake, the brake is an additional light that goes from off to on.



Profiled ‘Light Pipe’ taillights



Turn signals



design creates a distinctive look with increased visibility, greater reliability and, by separating the rear light from the brake light function, greater cognisance with following traffic.

The location of the LEDs in the housing at either end of the curved tube also significantly increases peripheral visibility with a 90 degree ‘turn’ that is proud of the housing at either end. There’s an old saying in design and engineering, that if something looks right, it is right – and these rear lights look exactly the way you would want them to.

The company has used premium auto grade LEDs and components throughout its new ‘ProBEAM’ line, and owner Dave Pribula says “these have been two years in development and we have four patents to protect our design work. All our products are backed by our lifetime LED warranty, and these are the best available.

“The higher grade means they are more reliable, and this is the first time that ‘Light Pipe’ technology has been used for motorcycle lights, for a very good reason – it just isn’t as simple as you might think. You are working with a much smaller space than is the case with automotive lights and other applications, and you are, in effect, channelling the light down the pipe, reflecting it right the way along



“Plus, it is a great design solution too – it looks more modern and is sleeker – just like we have all become familiar with on top-end automotive applications such as Lexus, BMW, AUDI and so forth.” However, the application of ‘Light Pipe’ technology doesn’t stop there. Custom Dynamics has several additional products at various stages of development, but for now the second that they have brought to market is their also brake capable ProBEAM ‘Fillerz’, that fill the gap between the fender and hard bags on 2014 and up Tourers.

Keeping the ‘Premium’ theme going, the company has also upgraded several of its other products with the same automotive grade LEDs and components and potentially hit another home run with its new modular approach to sealed unit turn signal passing lights.

Rather than having to stock a number of LED units in order to work with the various Harley lenses, now dealers merely have to stock a chosen selection of inexpensive flat/pancake style lenses, and the O-ring equipped LED cluster is easily sealed to the lens for a plug ‘n play install.

The higher-grade LEDs result in a better auto grade white daytime running light (DRL) and brighter amber turn signal. The same goes for the reds – a brighter ring and brighter brake/turn also make use of the modular/kit design approach.

Completing the ‘ProBEAM’ range at this stage are a new line of Best in Class non-adaptive headlights. They have been developed in a joint venture with JW Speaker, who are using their unique high-quality manufacturing capabilities and unmatched experience for a new range of Custom Dynamics 5 ¾” and 7” headlights that are the exact same size as the stock headlights, so they fit right into the stock headlight buckets without needing a trim ring. They are fully SAE/DOT and ECE compliant and have 3 low beam D lenses, 2 high beam D lenses and 3 projector lenses. They have built-in DRL function, a lifetime warranty against LED failure and don’t need a Hi/Lo adapter.

They are available in chrome or true black with optional matching 4.5” passing lamps. Both headlight sizes kick out an impressive 895 effective Lumen low beam and 1250 high beam; the passing lamps give 500 effective lumen each.

Headlamp



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Passing lamps



# Low Profile Tour Seats

for Arlen Ness and Paul Yaffe's Bagger Nation Tanks



These Low Profile Tour seats have been contoured for a perfect fit with the Arlen Ness Winged gas tank and Paul Yaffe's Bagger Nation 6-gallon or Razorback gas tank. Their molded flexible urethane foam interiors provide maximum comfort and styling.

Available in Mild stitch or Suede Double Diamond stitch.  
See the complete selection at [seats.dragspecialties.com](http://seats.dragspecialties.com)  
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through our custom seat program.



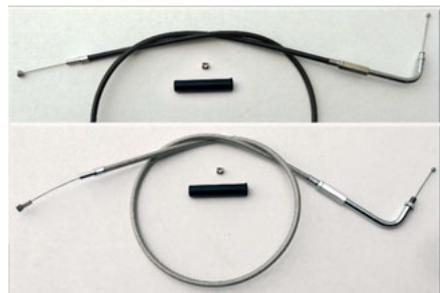
Manufactured by Drag Specialties in the U.S.A.



# Ultima throttle/idle and clutch cables



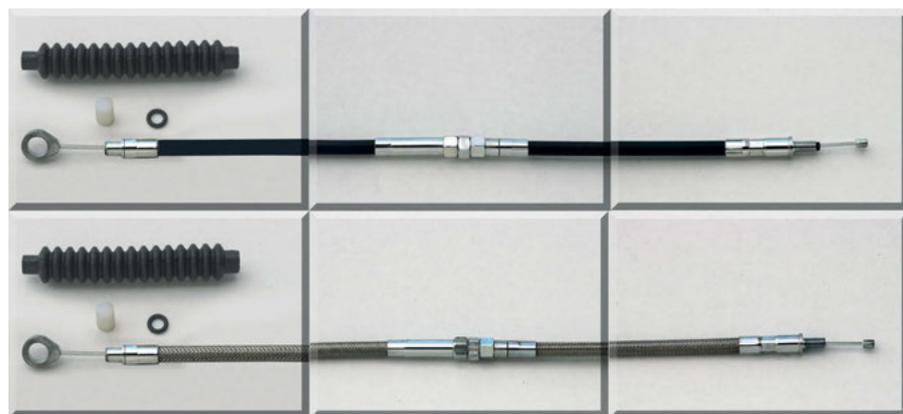
Pevely, Missouri based distributor Midwest Motorcycle Supply continues to expand its own Ultima parts and accessories brand offer. Among new items for 2018, these Ultima cables



feature polished chrome fittings. Available with black vinyl outer casing or stainless steel braiding, the cables have a tempered steel inner conduit and an inner nylon liner "for smooth operation and extended life."

The braided cables feature an abrasion resistant outer housing coated with a non-yellowing clear covering.

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# New 'Wedge' and 'Twist' in 2D and 3D

Southgate, California based Metalsport Wheels has added to its wheel design options with the 'Wedge' and 'Twist' in 2D or 3D in chrome or black anodized. The 'Twist' is a "stong, classic

Twist



Kickback



looking wheels" available in sizes from 16 x 3.5" right up to the stunning 32 x 4". It is available in chrome, all black anodized, or all black anodized with a second cut. The 'Kickback' is available in the same sizes and finishes.

The 'Wedge' "pure luxury" is available in 2D only, in all chrome or all black anodized. The company also recently added new 18" rotor and caliper kits for 2D and 3D 26, 32 and 34" wheels.

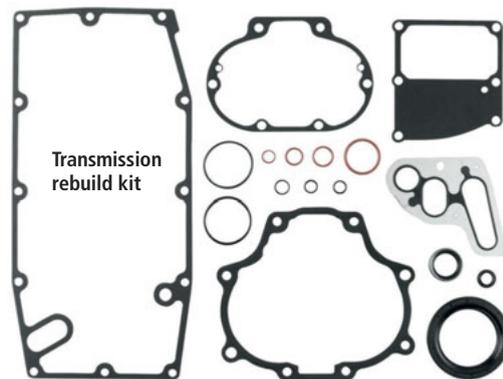


Wedge



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# Twin Power updates gaskets with cam change and M-8 kits

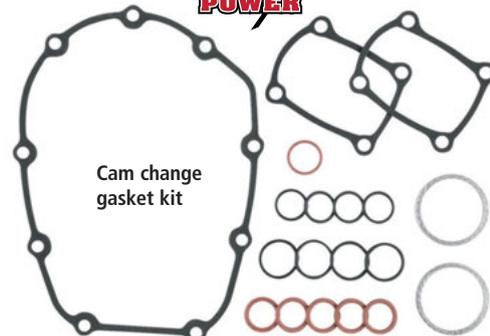


Transmission rebuild kit

Twin Power has expanded its gasket kits product line with new kits, including cam change gaskets and M-8 gasket kits that are "unique to the new Milwaukee-8 models currently in the marketplace," according to Brand Manager and industry specialist James Simonelli.

The cam change gasket kits include all the gaskets, seals and O-rings necessary for a camshaft change on Harley-Davidson '70 - '92 Big Twin models.

The new M-8 gasket kits are sold individually or in convenient package quantities depending on the particular



Cam change gasket kit

application. These kits include: top end gasket sets, rocker cover gaskets, cylinder head gaskets, tappet guide gasket, cam cover gaskets/seals and O-rings, motor case O-rings and seals, manifold/carburetor/air cleaner gaskets and seals, primary/derby/inspection cover gaskets, a transmission rebuild kit and transmission oil pan gaskets.

Made in the USA, Simonelli says that "these high-quality kits include AFM and MLS style gaskets and meet or exceed O.E.M. specifications."

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# T-Max ECM with Auto-Tune Closed Loop System for M-8 Softails

Whitehouse, Tennessee based ThunderMax has been quick off the mark with this latest version of the T-Max - an ECM with auto-tune closed loop system for new 2018 M-8 Softails that mounts conveniently in place of the factory ECM and plugs into the existing harness.

Utilizing wide-band O2 sensors it works as a closed-loop control system to continuously self-adjust and properly tune the motorcycle's air/fuel ratio for all riding conditions and is said to be an easy install - "just replace the factory ECM, install the new O2 sensors and harness, load the correct map and ride." It includes ThunderMax ECM with auto-tune module, plug-in harness and two wide-band sensors, TMax software and communication USB cable, quick-start easy install and comprehensive user manuals, technical support and free software and updates. Hundreds of maps are available to download (based on model, engine size, exhaust system air cleaner, pistons, cams, etc.) - load the map of your choice and the integral auto-tune will do the rest.

It improves throttle response, exhaust sound and driveability and does not require dyno tuning - the rider can adjust idle speed, rev limit and speedometer calibration. It has adjustable front and rear cylinder AFR maps, ignition timing (spark) maps, and start up maps. It works with all popular exhaust systems, is



compatible with high-performance camshafts and supports turbo, nitrous and supercharger applications.

The software program allows live monitoring, recording and examination of diagnostic codes and datalogs including number of starts, engine temperature and rpm operation. New maps, software, firmware updates, map analysis and tech support available online at no charge. Because of possible clearance issues, some aftermarket exhaust systems may require modifications or relocation of their O2 sensor port bungs.

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

# Burly HEX air cleaner



The new Burly Brand HEX air cleaner features an "industrial hex design that fits organically to the H-D V-twin engine with a 'less is more' attitude and a very attractive price tag," according to Burly product supremo Sean Delshadi.

Made from strong, stamped steel and finished in a durable black powder-coat or chrome finish, they come with the "Slotted" faceplate design and a K&N air filter installed for maximum performance and filtration.

The new air cleaner features oil breather bolts that route heat and chemical resistant, flexible tubing through the unit and back to the intake manifold for minimal oil seep.

"The HEX design complements the H-D V-twin lines and many other build styles," says Sean. "Its thin profile provides plenty of knee clearance without sacrificing air flow, while the rounded-off corners in the design eliminate snagging your pants."

Burly Brand also offers two optional faceplate designs, the "MX" and "Wrench" - available in chrome and black. These stamped steel faceplates are sold separately and are a quick swap-out with just three easy bolts.

**BURLY BRAND**  
**La Palma, California, USA**  
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[info@burlybrand.com](mailto:info@burlybrand.com)  
[www.burlybrand.com](http://www.burlybrand.com)



# Biltwell Tyson bars

Styled after the classic T-bars of the past, Temecula, California based Biltwell's 'Tyson' bars bring a new look and geometry to the old favorite.

These one-inchers are crafted from seamless 0.120" (3 mm) wall 4130 chromoly tubing and precision mitered, mandrel bent and TIG welded.

They are available in 10", 12", or 14" heights with integrated risers that fit the stock upper triple trees with the 3.5" center-to-center spacing found on most Harley models, and are 1/2-13 threaded.



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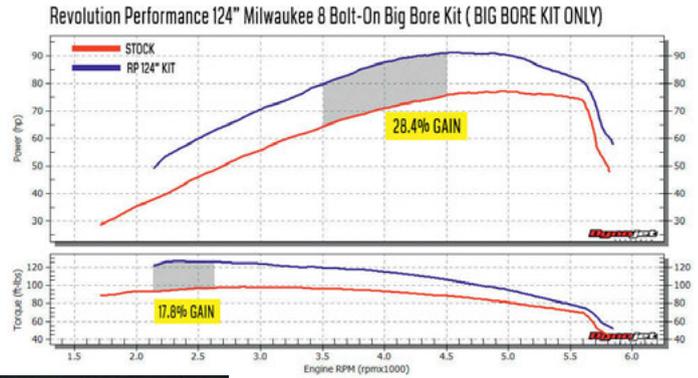
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## M-8 124" Big Bore Kit

Plymouth, Wisconsin based Revolution Performance unveiled is long awaited 124" M-8 bolt-on Big Bore Kit at the recent Drag Specialties Dealer Expo at Indianapolis. Taking the stock 107" 2017-208 M-8 (2018 Softails as well as 17/18 Tourers) out to 124", the company say the kit makes +25 percent more power and runs 30 to 40 degrees F

cooler with no other modifications because the heat is dissipated much better than with the stock cast iron cylinders. "True bolt-on power



and reliability," says Revolution's product specialist Andrew Dellenbach. The kit comes complete with new 4.250" all aluminum plated bore cylinders, new 4.250" flat-top forged pistons and new Cometic head/base gasket kit (0.030" head, 0.020" base). The kit fits 2017-2018 107" Road King and Street Glide Specials; Road Glide Special and Ultra; Electra Glide; Ultra Classic; Ultra Limited (Low); Freewheeler and Tri-Glide Ultra, plus the 2018 Street Bob, Low Rider, Softail Slim, Fat Bob, Deluxe, Fat Boy, Heritage Classic and Breakout.

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## BDL 2" hydraulic clutch touring drives and Galfer rotors



Custom Chrome Europe is offering BDL 2" touring drives for hydraulic clutch models and Galfer brake discs.

Designed for '07-'16 Touring machines fitted with OEM hydraulic clutch, these 2" BDL drives feature a 132 K-glass belt with 69 tooth rear basket, two-piece motor plate and lightweight 52 tooth front drive sprocket.

The kits include all application specific supports and guards, installation hardware and BDL's "patented" Ball Bearing Lock-Up clutch - a "unique clutch mechanism that significantly lightens clutch pull at the lever while providing slip free lock up under the most extreme conditions."

They are available in black, chrome or polished '14-'16 touring models and '07 and up FLHR applications.

These Galfer (Spanish-made) brake discs with matched Galfer brake pads are available for Harley-Davidson '77-'17, Indian '15-'17 and Victory models '15-'17.



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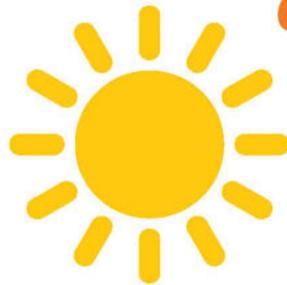
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# Mini Moto Boards

New from Brass Balls of Oklahoma City, these versatile, stylish and ergonomic Mini Moto Boards for Dyna, FXR and Sportsters will even accept Touring passenger pegs and will match the new line of



Touring model full sized Moto Floor Boards that designer Dar Holdsworth has at testing stage. "Our Mini Moto Floor Boards are inspired by MotoCross and deliver the grip to prove it," says Dar. "More surface area provides a firm foundation and the grip is second to none. These boards take performance and style to the next level - kick ass



design with high functionality." Precision-machined from aircraft grade 6061 T6 billet aluminum and black anodized, they include an adjustable chrome plated steel clevis. They are lightweight and strong - the outermost edge is tapered underside to optimize lean angle; the Brass Balls logo is located on the underside. They can also be used as passenger touring boards; they measure 5" L x 3.5" W x .93" H and fit all H-D models - the kit includes two boards, two H-D male



clevis and two socket head cap bolts. Also seen here, for Sportsters, this skid plate is sold with ground and sanded sides ("Smooth") or exposed welds. Made in 1/8" aluminum for light weight, high strength, and durability versions are available for Sportsters from 1996 right up to 2017.

**BRASS BALLS CYCLES**  
**Oklahoma City, Oklahoma, USA**  
**Tel: 405 270 0995**  
[sales@brassballscycles.com](mailto:sales@brassballscycles.com)  
[www.brassballscycles.com](http://www.brassballscycles.com)

# Legend – high-performance front cartridge with "through shaft" technology

Sturgis, South Dakota based manufacturer Legend Suspensions unveiled a slew of new product at the recent Drag Specialties Dealer Expo at Indianapolis.

For use with the company's Air-A or REVO-A shocks, the new AXE039TS high-performance front cartridge "features a design that is like unlike any fork cartridge before," according to owner Jesse Jurrens.

"AXE039TS features two twin mono-tube damper cartridges, pre-load adjuster, performance spring rate and high flow damper piston and deflective discs – our ground breaking 'through shaft' technology.

"Precision load-rated wave springs allow spike over pressure to bypass, protecting precision valve opening limits. The through shaft eliminates rod pressure in/out. They provide 5" of travel, smooth and controlled ride quality, increased performance, eliminate bottoming out, front end dive, and reduce peg drag. Stability, cornering and traction are all much improved."

For use with Air-A or REVO-A shocks, new AXE021, AXE023 and AXE021KO high performance front cartridge kits are specifically for bikes with 21 or 23-inch wheels on bikes using Legend's Air-A or REVO-A shocks.

These drop-in systems utilize 2 mono tube, dual chambered damper cartridges each featuring an advanced nitrogen gas charged chamber and internal floating piston and are engineered to retain hydraulic bump stop



AXE021 high-performance front cartridge kits, for use with Air-A or REVO-A shocks new

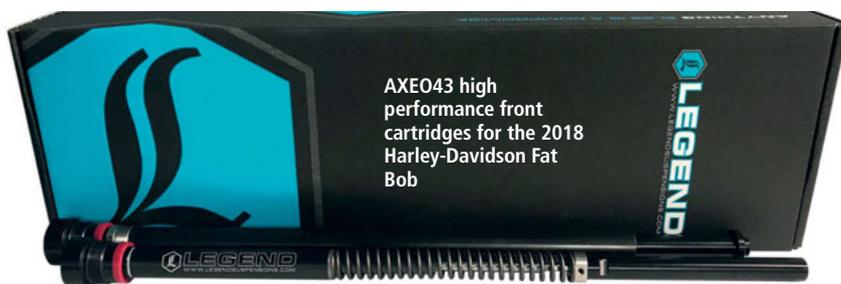
function, so there's no hard bottoming. The result is said to be increased traction, improved handling and eliminated front end dive, increasing performance, comfort and safety.

In terms of its shock absorbers, Legend now has its AXEO shocks for the 2018 Harley-Davidson Fat Bob.

The AXE043 kits convert asymmetrical stock internals to a high-performance twin cartridge set. Easy to install, two high-performance mono tube, dual nitrogen gas charged chambered, suspension fluid filled, damper cartridges with floating piston, performance spring rate, internal linear spring guide and

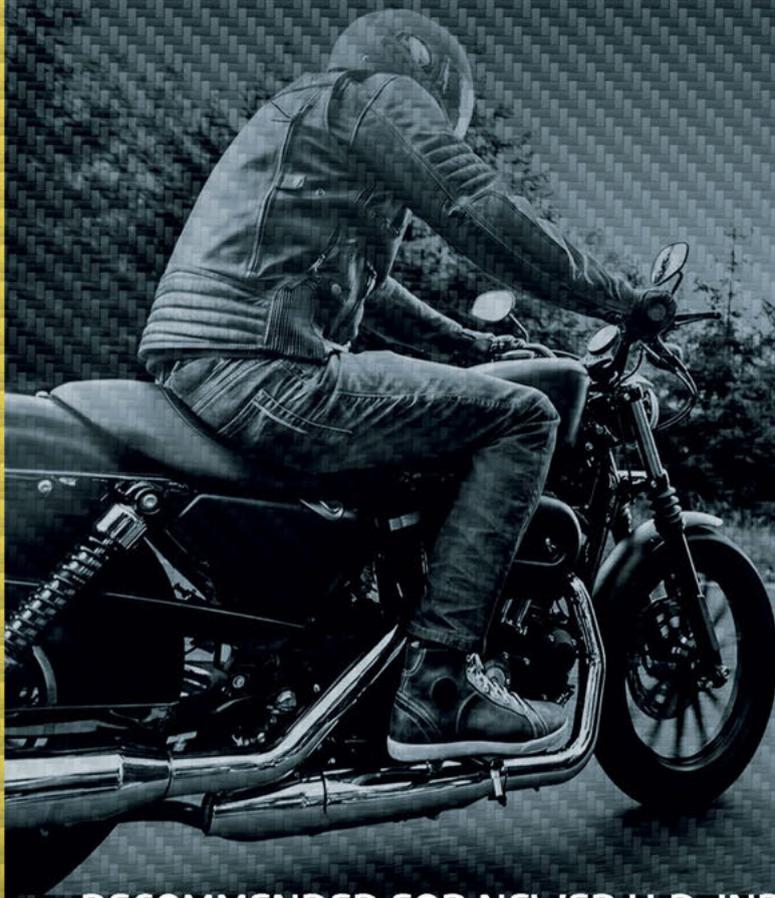
threaded pre-load adjuster. They are said to eliminate front end dive and bottoming out for increased safety and control, so the rider enjoys a smooth, controlled ride with improved traction, cornering and stability. All Legend products are USA made and covered by a lifetime warranty.

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AXE043 high performance front cartridges for the 2018 Harley-Davidson Fat Bob

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## "Stop tuning fuel – let the Tier 1 do it for you"



Words by Robin Bradley  
robin@dealer-world.com

Ever since the 1980s the Dobeck name has been inextricably linked to the motorcycle tuning market.

The connections with the early carb jet kits and subsequent development of fuel injection tuning, especially under the Dynojet name (and others), has left an indelible mark on the performance market - the Harley aftermarket and custom V-twin sector included.

The brain child of Mike Dobeck, the brother of Mark - the Dobeck most usually associated with the history of the Dynojet name - the Tier 1 Tuner is the latest iteration of a family mathematical prowess. Now, I may be wrong and willingly stand to be corrected, but in many respects it appears (to this technically less than adept observer) that by using unique amounts of fuel to determine the correct calibration with which to manage the fuel injection, is a leap of lateral thinking that takes Harley aftermarket tuning in an all new direction. The theory of using the motorcycle's own acceleration (as an alternate to the intermediary of a dynamometer) to calibrate the performance of fuel injectors is not new as such. Indeed, in Europe such tuners available on the market.

Such systems may be using a stock narrow band O2 sensor rather than wide band O2 sensors, and unlike the +CCT still require human intervention to select target values for the O2 sensors to track. So these appear to be "semi-automatic" at best. Dobeck says that in many ways the +CCT process is "identical to the acceleration measuring and tuning procedures used in today's most popular tuning dynamometers, such as those made by Dynojet and other companies. But the important thing to remember is that the time between consecutive cycles of power and between fuel adjustments on a dynamometer are measured in minutes and are based on one style of load or acceleration simulation at any given time."

The Tier1 Tuner I saw for the first time at the 2018 WPS/HardDrive vendor/sales rep product seminars at Boise Idaho in January appears to be a real-world application of that 'dynamic' theory. One that bypasses the immediate need for a dynamometer and conventional sampled power curve and fuel ratio maps by using real-time riding data, while riding, so-called 'dynamic tuning'. At a stroke the advantages and disadvantages of both the main types of dynamometer used by motorcycle tuners – eddy current or inertia – are replaced by what Tier 1 calls CCT (Consecutive Cycle Tuning). This is measurement of the acceleration of the crank inside the motorcycle's engine as the bike is ridden,

Feeling out of his depth in this puddle, Robin Bradley reports on a new fuel injector tuner being sold by Boise, Idaho based distributor HardDrive

The Tier 1 +CCT adds a 'Closed Loop' control to a currently installed fuel injection system and "takes the rider from an estimate that doesn't take account of the conditions and circumstances in which he is riding - to an optimum state of tune that does"



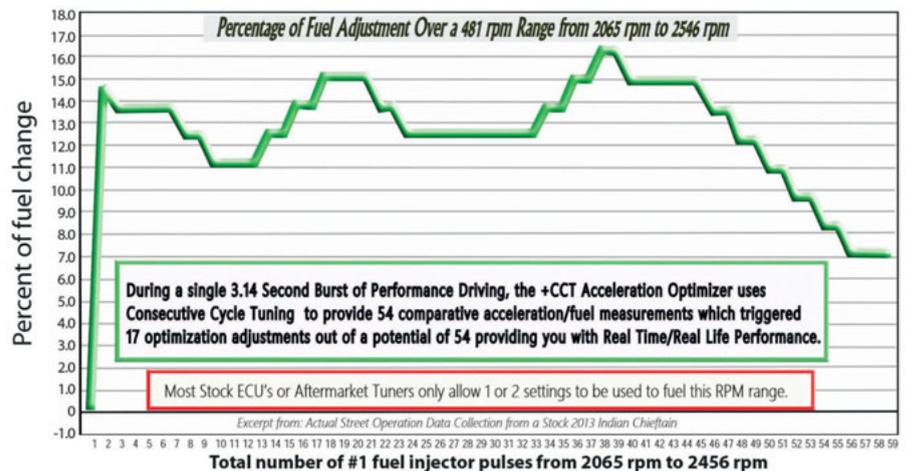
and using the data to instantaneously tune the fuel injection "on the fly" when in power mode operation.

The +CCT is acceleration optimizer technology, and has a time between consecutive cycles of power and tuning of fuel that is measured in milliseconds and is based on real time/real life constant riding feedback. This feedback allows for the changing conditions and will optimize acceleration by compensating for the constantly changing real life riding conditions – what gear the rider is in, rider weight and riding style, solo or two-up, luggage, head/tail winds, altitude, temperature, uphill or downhill – factors that are otherwise constantly and substantially affecting the performance mode operations of the motorcycle and the effectiveness of the conventional open loop power mode map."

Functional base maps are still needed for the +CCT to work with, but Dobeck says that "fuel maps, be they stock or custom performance maps, are made by people.

They represent the best efforts of a person. For the first time ever, we have advanced the technology to require no human interactions."

"In effect, +CCT adds a "closed loop" control system to a currently installed fuel injection system. The oxygen sensors in common use today use this kind of system in cruise, but not under power. Existing open loop technology typically achieves only around 70 percent optimization under power. The +CCT closed loop technology cuts this 30 percent margin of variability to 5 percent or less, resulting in 95 percent optimization under real life conditions. "Performance and emissions are two different issues, and taken with the three percent margin of error built in to the stock ECU, the outcome of conventional fuel injection tuners can only ever be, at best, an estimate. The +CCT moves the needle – it takes the rider from an estimate that doesn't take account of the conditions and circumstances in which he is riding - to an optimum state of tune that does."





Mike Dobeck: "Fuel maps, be they stock or custom performance maps, are made by people. They represent the best efforts of a person. For the first time ever, we have advanced the technology to require no human interactions"

Tier 1 Tuners are a standalone performance product that require no other modifications, so are ideal for stock bikes or those that have already had some performance upgrades, and already have custom fuel maps installed, either via factory downloads or by using products like RaceTuner, Dynojet Vision or V&H FuelPak FP3. By using the bike's own inertia instead of the acceleration of a dyno drum (or an Eddy current brake and power calibration) the +CCT empirically measures and tests every squirt of fuel and delivers a measurement and calibration that is guaranteed to make the bike perform better, irrespective of whether or not the bike is stock or modified.

"Instead of having to make do with just one or two fuel values to cover a 500 rpm range, you can now have three to over 50 fuel values optimizing the same 500 rpm range, all in real time under your real life driving conditions. When racing through first gear, there may only be time for three or four optimizations, but when you pull out to pass that truck, but don't feel like downshifting, you have the potential for over 50 optimizations, and you will feel the difference," says Dobeck. "When a stock bike or a well mapped modified bike uses the +CCT acceleration optimizer, every episode of riding under power generates its own unique fuel map adjustments, resulting

in a percentage of adjustments that usually falls into the -5 to +20 percent range – that is the margin that takes the bike up to 95 percent optimization." Although +CCT is designed for use in power mode operation, during its development a unique anti-popping feature was designed to diminish popping and not interfere with the stock O2 sensor system. Dobeck is prepared to put his money where his mouth is. Whether a bike is stock, has an air filter and exhaust upgrade, with or without performance cam installed, or is a fully built engine with a custom fuel map, he says that if the bike runs well, +CCT will make it run better. His company offers a 15-day trial period and if a dealer or his/her customer isn't happy with the results that using the +CCT produces, he will provide a full refund including return shipping cost.

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# NEWS BRIEFS

**On Feb 2 Harley approved a cash dividend of \$0.37 per share for the first quarter of 2018. The dividend is payable March 2 to the shareholders of record of the company's common stock as of Feb 14.**

Harley's board additionally authorized the company to repurchase up to 15 million shares of Harley-Davidson common stock. The board authorization is in addition to the existing share repurchase authorization approved in February 2016. As of the end of 2017, 10.6 million shares remained on that share repurchase authorization.

**Alta Motors has launched an R-spec machine for its motocross line - the 2018 Alta Motor Redshift MXR. Alta is quoting 50 hp and 42 lbs ft of torque with a wet weight of 259 lbs ready-to-ride. Recharge times have been reduced, to just 1.5 hours on a 220 V system. Features include improved thermal management for the battery pack.**

Harley closed out 2017 with a 9.06 percent 6th spot market share in Germany, with 9,144 units sold. Its top-seller was the XL 1200X with 980 units sold; followed by the Breakout (896), Dyna Street Bob (821) and XL (678).

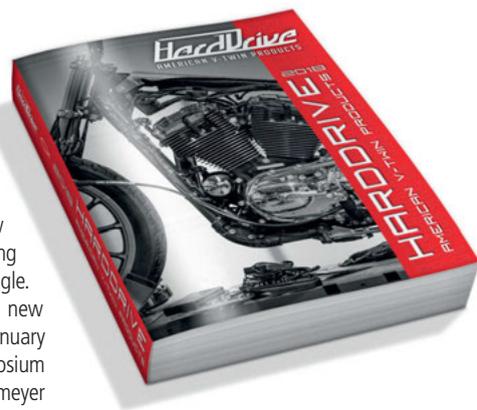
**Indian Motorcycle closed out 2017 in 14th spot in market share terms in Germany with a 0.66 percent share, with 661 units sold.**

## HardDrive grows its catalog for 2018

Boise, Idaho based distributor HardDrive has unveiled a biggest ever catalog for 2018 - at 1,352 pages it is increased by 100 pages and features some 1,200 added SKUs.

New products for this year include the Tier 1 +CCT tuner (see feature on pages 58/59 of this edition of AMD Magazine) and new products and kits added to the HardDrive program, including many exclusives, from the likes of Bagger Nation, Fox Shocks for Harley applications, Arnott air suspension,

Aquatic audio/AV, Patriot Suspension, Sawicki exhausts, Dragonfly Concepts, Torch Industries, Energy One, Flow Motorsports, Lyndall Wheels, Racing Brothers, Shinko Tire and West Eagle. Indeed, so prolific is HardDrive's new product program that at their January vendor/sales team training symposium Product Specialist Gunnar Heinemeyer told AMD that this year will see additional quarterly catalog supplements being published online as



further additions come into inventory. [www.hdtwin.com](http://www.hdtwin.com)

## Harley-Davidson invests in Alta Motors

Harley-Davidson has announced that it has made an equity investment in San Francisco Bay area MX E-bike maker Alta Motors, "a leader and innovator in lightweight electric vehicles".

The two companies will collaborate on electric motorcycle technology and new product development. "Earlier this year, as part of our 10-year strategy, we reiterated our commitment to build the next generation of Harley-Davidson riders, in part by aggressively investing in electric vehicle (EV) technology," said Harley-Davidson President and CEO Matt Levatich. "Alta has demonstrated innovation and expertise in EV, and their objectives align closely with ours. We each have strengths and capabilities that will be mutually beneficial as we work together to develop cutting-edge electric motorcycles."

Harley-Davidson had already announced the planned launch of its first electric motorcycle, informed by Project LiveWire. That motorcycle is on track for release in 2019.

"Since its inception, Alta Motors has



**Marc Fenigstein, Alta Motors Chief Product Officer and co-founder**

designed and commercialized some of the world's most advanced electric motorcycles, enabling everyone from pro riders to new riders to experience the future of fast. Riders are just beginning to understand the combined benefits of EV today, and our technology continues to progress," said Alta Motors Chief Product Officer and co-founder, Marc

Fenigstein. As reported elsewhere in this edition of AMD Magazine, ACEM, the Brussels based international motorcycle industry trade association for Europe, a market where E-bike acceptance and an understanding of issues such as urban mobility are at least a decade ahead of the United States, say that (for the 28-member states of the European Union) a mere 4,121 electric motorcycles were registered in the whole of 2017; plus 27,029 electric mopeds (equivalent to 50cc and smaller units, including pedelecs) and a further 3,242 electric "quadricycles".



**Alta's 2018 Redshift MXR**

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