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

Harley Q1 Revenue Up, but Domestic U.S. Sales Down by -12 percent in a 601+ cc Market that was Down -11.1 percent

MAY 2018
ISSUE #226

In an announcement that is long on hyperbole and the promise of sunlit uplands to come, in the context of the hopes pinned on the M-8 Softails, Harley-Davidson's first quarter performance disappoints.

The good news is that revenue is up as the company's model mix continues to track higher in mean price-point terms and that international sales were essentially flat (actually +0.2 percent up) against recent declines.

The bad news is that Harley still appears to be underselling a declining domestic U.S. market and seeing an ever greater proportion of its sales dependency migrating away from the kind of price points where growth is expected to be found in the next five years. While the M-8s (Softails and otherwise) are continuing to favorably affect the revenue position, there is no evidence that they are enabling Harley to grow new unit sales ahead of market decline. Indeed, the company also announced that it is accelerating its strategy for growth, "anchored by its objective to build the next generation of riders

globally" and that, in what is a tacit admission that its plans to return to growth have failed so far, the company says that it is "currently refining its plans, and this summer intends to reveal significant additional steps to improve performance and value creation through 2022."

Harley-Davidson international retail motorcycle sales were up +0.2 percent

"we are pleased to deliver revenue growth**"**

in the first quarter of 2018 compared to 2017, and U.S. retail sales were down -12.0 percent. Worldwide retail sales decreased -7.2 percent.

"We are pleased to deliver revenue growth on the heels of our recent product investments in Softail and Touring. This, plus solid financial services segment performance and strong cash returns during the first quarter, underscores our commitment to drive

shareholder value," said Matt Levatich, President and Chief Executive Officer, Harley-Davidson, Inc. "Our international markets returned to retail sales growth supporting our long-term objective to increase international sales to build the next generation of riders globally."

The company says that during the first quarter it continued progress on its 2027 objectives: build 2 million new riders in the U.S., grow its international business to 50 percent of annual volume, launch 100 new high impact motorcycles, and do so profitably and sustainably.

The company's release also states that, considering the prolonged softness in the U.S. industry, and what the company believes is untapped potential in international markets (and in certain high-growth spaces globally), the company is "crafting strategy accelerants to deliver significant value through 2022" and that it "plans to leverage its core business more fully and expand in new directions to accelerate value creation as it pursues its long-term objectives."

Continues on page 6 >>>

WHEN YOU JUST CAN'T HAVE ENOUGH INCHES



American FLAT TRACK LATEST



This year's INTERMOT custom special is a drag style Yamaha XV950R customized in Germany by Marcus Walz. INTERMOT 'Customized' and the AMD World Championship of Custom Bike Building return to Hall 10 at the Cologne exhibition complex in October - full details page 12



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Comment 4

Robin Bradley assesses the implications of Harley-Davidson's 1Q 2018 results and where it (and its share price) goes from here



R&R Cycle 31-34

The Manchester, New Hampshire home of what is reputed to be the largest 45-degree air cooled V-twin performance engine - by Timothy Remus



Biker Fest 20

This year's 32nd annual Biker Fest (aka Italian Bike Week) at Lignano Sabbiadoro will again be hosting the final of the 14-round Italian Custom Bike Championship, with the winner heading to the AMD World Championship of Custom Bike Building

PROGUIDE: The new, the best and the must-haves 36-56

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The Management of Decline

Harley had a lot at stake on its first quarter financial performance announcement and, sad to say, it hasn't lifted the weight of expectation from its shoulders.

Worse in fact. Management has been gradually painting itself into a corner, and the big "initiative" that came out of Q1 appears simply to have been some "new initiatives" to announce this coming summer ("a plan to have a plan" as one Harley dealer put it to me a few months ago) really puts a sell-by date on the faith that investors will continue to have in their ability to reverse the firm's decline.

They really have now painted themselves into that corner because if the announcements to come this summer aren't compelling and convincing in equal measure, then they have simply set themselves up to fail in 2018/2019, rather than by 2017, when we'll have seen the full fruits of the last great announcement – the one from January 2017 that rocked our world with the excitement of 100 new "high impact" motorcycles and two million new riders by 2026.

That plan and the subsequent announcements and financial performance of the following 15 months - even with the M-8 Softails being a part of that timeframe – has left Harley's investor community still in search of beef.

To back up a tad, for me the critical and painfully disappointing remarks in the Q1 announcement (see pages one and six of this edition of AMD Magazine) were those that hinted at major "feel good" announcements to come this summer.

Apparently, not being overburdened by the busy-ness of crafting new motorcycles or crafting new riders, the company is now "crafting strategy accelerants" that will be designed to "deliver significant value through 2022."

So from that we can deduce one of two things. Either that the announcements about the two million new riders, the 100 new models, the increased dealer network, the factory in Thailand, the desire to see 50 percent of sales achieved internationally, and the M-8 Softails were not designed or expected to "accelerate" market or balance sheet performance, or else, more likely, there is now the dawning realization that the existing strategies just aren't going to deliver.

Given that none of these previously planned "accelerants" address any of the core issues confronting the wider motorcycle industry or Harley in particular, 'quelle surprise'.

But it's okay now, because the company says that it "plans to leverage its core business more fully and expand in new directions to accelerate value creation as it pursues its long-term objectives."

Well that's okay then, phew, I'm glad we got that cleared up.

Levatich is quoted as saying that "our view of the highly competitive global motorcycle market is grounded in a realistic assessment of risks, opportunities and capabilities needed to inspire ridership and grow our business". Now maybe I am just hopelessly out of touch with 'Corp-Speak' and too grounded in the realities of meeting the payroll to breathe the same air, but that sounds to me very much like an acceptance that the initiatives required to turn the company around are too risky, the opportunities available in the market too alien and, anyway, we just don't have those kind of capabilities.

The statement issued under his name (and personally I'd instantly fire whoever wrote this BS for him) goes on to say that "our data-driven insights compel us to enhance and accelerate our strategies to ensure we deliver on our long-term objectives as we build the next generation of Harley-Davidson riders."

Okay, so it's really cool because they have now got some actual, you know, data – real knowledge and information about where they are going wrong, and they are reading it very, very carefully, and the conclusions are going to be really, really exciting - they don't know what they are yet, but they think they'll be really, really interesting. Well yes, they will be - namely that there are other kinds of bikes they could also be making for other kinds of customers. Wow. Gosh. Whodathunk.

In discussing just how "adjacent" Harley is prepared to go in search of its golden tomorrow, one analyst totally stripped the King of his clothes. In various places the company and its CEO have stated that they are prepared to be "bold", "creative", "imaginative".

However, rather than being intent on reinterpreting the meaning of its brand for new generations of consumers, it looks very much like the company is resigned to having it weigh on them like a bag of rocks - baggage rather than opportunity - stating that whatever it does will be "in keeping with who we are as a brand." In other words, we realize we are held back by our heritage, but are caught in the headlights by the prospects of actually being able to do anything about it.

Which brings us back to Harley's marketing deficit. Either Matt Levatich or John Olin (I'm not quite sure whose voice it was in the conference call I was listening to) said

that they thought that no, the nature of their products wasn't what was holding them back (as they are so well received, so popular and doing so well for them!) and that no, it wasn't a marketing problem either, because "our marketing is fantastic."

Hello? Well, no actually, I am sorry to say that you could not be more wrong. Your marketing is abysmal, woeful, toe-curlingly bad and so off-target and outmoded that it stands out as by far the poorest of the leading dozen or so motorcycle manufacturing majors.

Believe me, as someone who sees the PR and marketing output of all of them all the time, and has done so for nearly 30 years, that includes some pretty low bars that Harley is failing to clear. If it was well conceived, well executed and well targeted, then where's the growth?

So where managing to find customers and speak to those who could increase the number of products you are selling is concerned, just exactly how are these excellent platforms and "fantastic" marketing programs working out for you Harley?

"if your marketing is so good, where's the growth?"



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HARLEY IN BRIEF

Harley-Davidson was up to 3rd place in market share terms in Germany for the first two months of 2018, albeit on low volumes so far, having sold 834 units for a 9.52 percent share – placing it above players such as Honda, Kawasaki, Yamaha, Ducati and Triumph. Its top sellers so far in 2018 are the XL 1200 X and Street Bob. However, all manufacturers are eating BMW's dust – the unstoppable Munich machine scored a whopping 30.84 percent market share YTD.

Established in 1987, Frontier Harley-Davidson in Lincoln, Nebraska, has been sold by owners David and Deborah Fischer to Nebraska and Iowa car dealer Steve Hinchcliff (H & H Automotive).

Harley was the leading road bike brand in market share terms in Australia in 2017 (8,903 units sold), ahead of Honda and Yamaha; its top sellers were the XG500 (1,182 units – the second bestselling road bike overall in Australia in 2017) and the FXSB (1,150 – the third bestselling road bike overall).

Harley's brake manufacturer Brembo (Italy) saw revenues grow by +8.1% in 2017 to €2,463.6 million, with EBITDA up by +8.2% and net profit up by +9.5%.

EagleRider has passed a "significant milestone" after a year of its dealer rentals partnership with Harley, having signed its 100th Harley dealer to the program. Harley's Director of Retail development Anoop Prakash said "our alliance with EagleRider is an important component of our objective to build two million new riders in the U.S."

The Muscular Dystrophy Association has honored Harley as "one of its outstanding national partners" for its 38 years of fundraising and support at its 2018 Clinical Conference at Arlington, Virginia. Harley, its dealers and its customers have raised over \$103 million for research into the disease in that time.

J&P Cycles is to make Harley's 115th anniversary celebrations at Milwaukee (Aug 29 - Sept 2) a stop on its Mobile Tour - one of nine stops for 2018 that should see the company getting in front of more than a million enthusiasts. Having kicked off the tour at Daytona in March, further upcoming events include its own Iowa Rally in June, Sturgis, Delmarva, Biketoberfest and the Lone Star Rally in Texas.

<<< **Continued from cover**

Matt Levatic goes on to say that "our view of the highly competitive global motorcycle market is grounded in a realistic assessment of risks, opportunities and capabilities needed to inspire ridership and grow our business. Our data-driven insights compel us to enhance and accelerate our strategies to ensure we deliver on our long-term objectives as we build the next generation of Harley-Davidson riders." Continuing its "building riders" thesis, Harley states that as it "continues to make progress building the next generation of riders," it has "increased its reach and impact during the first quarter through a wide range of efforts." The efforts cited include adding to the "long legacy of its Sportster motorcycle line with the introduction of the Iron 1200 and Forty-Eight Special models, the latest in a line of 100 high-impact motorcycles the company expects to introduce by 2027"; continuing to "grow the appeal of motorcycling by debuting Harley-Davidson Snow Hill Climb at X Games Aspen alongside ski, snowboard and other action-sports competitions" and that it "increased brand access by adding new international dealers and new apparel and lifestyle boutiques in popular shopping areas in China and India" and "welcomed riders and non-riders to celebrate freedom as the company recognizes 115 years of continuous motorcycle manufacturing in 2018". Fans were "invited to join the global freedom movement on social media and join celebrations in Prague in July and Milwaukee over Labor Day weekend."

Harley also sees its investment in a "collaborative agreement" with Alta Motors as "supporting Harley-Davidson's commitment to lead in the electrification of the sport of motorcycling to reach new customers in new spaces."

Still claiming that reducing manufacturing capacity is a good thing and a practical step towards growth, the company went on to say that it had commenced its previously announced "multi-year manufacturing optimization initiative anchored by the consolidation of its motorcycle assembly plant in Kansas City, Mo. into its plant in York, Pa." in order to "further improve its manufacturing operations and cost structure."

The company says that it continues to expect to incur restructuring and other consolidation costs of \$170 million to \$200 million and capital investment of approximately \$75 million through 2019 and expects ongoing annual cash savings of \$65 million to \$75 million after 2020. In the first quarter, costs related to the manufacturing optimization were \$47.6 million.

Harley-Davidson sales revenue and production data...

1st quarter 2018

Income statements in \$1,000s (except share)	THREE MONTHS ENDED	
	MARCH 2018	MARCH 2017
Net sales revenue	\$1,363,947	\$1,328,711
Gross profit	\$473,773	\$474,823
Operating income	\$236,417	\$289,182
Net income	\$174,763	\$186,369
Diluted earnings per common share	\$1.03	\$1.05
NET SALES REVENUE		
Figures are shown in \$1,000s	THREE MONTHS ENDED	
	MARCH 2018	MARCH 2017
Motorcycles	\$1,121,673	\$1,083,639
Parts & Accessories	\$169,075	\$168,023
General Merchandise	\$56,601	\$55,836
Total	\$1,363,947	\$1,328,711
MOTORCYCLE SHIPMENT DATA <small>NOTE: H-D MOTORCYCLE SHIPMENT DATA IS NOT THE SAME AS RETAIL REGISTRATIONS</small>		
United States	38,797	45,784
Exports	25,147	25,047
Total H-D	63,944	70,831
PRODUCT MIX		
Touring	30,857	29,068
Custom	21,554	25,154
Sportster	11,533	16,609
Total	63,944	70,831
RETAIL SALES OF H-D MOTORCYCLES:		
	MARCH 2018	MARCH 2017
United States	29,309	33,316
Canada	2,080	2,361
Europe	10,862	10,167
Asia Pacific Region	6,329	6,863
Latin America Region	2,506	2,342
Total	51,086	55,049

Harley-Davidson's first quarter market share was 50.4 percent in the U.S. The 601+ cc industry in Europe was down - 7.3 percent in the first quarter compared to 2017. Harley-Davidson's first quarter market share was up +1.3 percentage points to 10.4 percent in Europe. First quarter revenue from motorcycles and related products was up versus the prior year. Operating margin as a percentage of revenue decreased in the quarter compared to 2017, primarily due to costs associated with the "manufacturing optimization initiative." Financial Services operating income increased +20.8 percent compared to the first quarter of 2017. Harley-Davidson's first quarter effective tax rate was 24.1 percent compared to 34.5 percent in 2017, due to the favorable impact of the '2017 Tax Cuts and Jobs Act'. Cash and marketable securities were

\$753.5 million at the end of Q1 2018 compared to \$844.7 million in 2017. Harley-Davidson generated \$191.6 million of cash from operating activities in 2018 so far compared to \$159.9 million in 2017. The company paid a cash dividend of \$0.37 per share for the first quarter, an increase of 1.4 percent compared to the prior year. On a discretionary basis, Harley-Davidson repurchased 1.4 million shares of its common stock during the first quarter for \$65.1 million. During the quarter, there were approximately 169.2 million weighted-average diluted common shares outstanding. At the end of the quarter, 24.2 million shares remained on board-approved share repurchase authorizations. Harley forecasts motorcycle shipments to be approximately 231,000 to 236,000 motorcycles in 2018; approximately 67,500 to 72,500 in the second quarter.

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S&S Adds to its 2018 AFT Support

Following a season of significant success, where support of the Indian Motorcycle Wrecking Crew helped garner a 1-2-3 season finish in AFT's premier class in 2017, S&S Cycle has pledged additional backing to the 2018 championship series. As the legendary V-twin performance company celebrates its 60th anniversary in 2018, S&S has not only renewed its partnership with the Indian Wrecking Crew and reigning champion Jared Mees (who won the AFT season-opener at Daytona as well as round number two in Atlanta on April 7), but will back American Flat Track's NBCSN weekend broadcasts.

Additionally, S&S Cycle will offer a generous race and championship contingency

bonus package of over \$80,000 to qualifying racers who use S&S



Cycle custom exhausts on their Indian Scout FTR750s, Harley-Davidson XG750Rs, or Kawasaki Ninja 650s.

"Racing is the very heart and soul of the many accomplishments and innovative products S&S Cycle has delivered over the past 60 years," said David Zemla, VP of Marketing for S&S Cycle, Inc. "This passion for performance drives innovation from our designers and engineers, ensuring we deliver on our promise of Proven Performance."

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Mees Strikes Again at Atlanta Short Track

Reigning AFT Twins presented by Vance & Hines Champion Jared Mees (No. 1 Indian Motorcycle Rogers Racing SDI Scout FTR750) stormed to his second straight win of the season (following his Daytona TT win in March) in a rain delayed Round 2 at the Atlanta Short Track on Sunday April 8. Mees mastered the tricky, slick conditions to secure his 32nd career premier-class victory.

Kenny Coolbeth (No. 2 Nila Racing, Columbia Avionic Indian Scout FTR750) was second; Jeffrey Carver Jr (No. 23 Roof-Systems/Indian of Metro Milwaukee H-D XR750) was third. Demonstrating the progress being made with Harley's new machine, Jarod Vanderkooi (No. 20 Harley-Davidson Factory Flat Track Team XG750R) came fourth and short track master Henry Wiles (No. 17 Wilco Racing/Willy Built/Bandit Industries Indian Scout FTR750) fifth.

The Atlanta runner-up result, combined with his DAYTONA TT eighth-place ride, sees Coolbeth move into second in the early-season points standings. Having recently announced that this will be his final AFT season, the series



Photo Credit: Scott Hunter/American Flat Track

legend appears both motivated and capable of going out on a high note as he continues to gain speed aboard his privateer Indian Scout FTR750.

Part-time series ace Johnny Lewis (No. 10 Richie Morris Racing Indian Scout FTR750) took sixth on his privateer Scout FTR750, with the second and third members of the Indian Wrecking Crew bumped down to seventh (Brad Baker, No. 6 Indian Motorcycle Racing backed by Allstate Scout FTR750) and eighth (Bryan Smith, No. 4 Indian Motorcycle Racing backed by Allstate Scout FTR750) one year after they

helped execute a works Indian clean sweep of the podium at the Dixie Speedway.

Following a rather difficult opener, last year's AFT Singles title contenders came back strong in Atlanta with 2017 Singles Championship runner-up Brandon Price taking the win (Honda CRF450R); Dan Bromley was second (KTM 450 SX-F); Kevin Stollings third (CRF 450R).

2017 third-ranked Shayna Texter (Husqvarna FC450) and last year's champion Kolby Carlile (Yamaha YZ450F) finished seventh and eighth.

RACE NEWS

KTM's contingency offering for AFT Singles riders such as Dan Bromley, Sandriana Shipman and others totals \$56,300 for 2018, and includes 2016-2018 KTM 450 SX-F models. An AFT Singles championship bonus of \$5,000 is also included.

Japanese E-Bike manufacturer Mugen will race three Shinden Nana electric Superbikes at the Isle of Man TT Zero race as they go in search of a fifth straight and seventh overall win - with 2018 improvements said to include reduced mass and increased capacity as the performance of lithium-ion batteries gets ever better with less mass and greater capacity.

In addition to the AMD World Championship of Custom Bike Building, this year's INTERMOT 'Customized' (Cologne, Germany, October 3-7) also features The Sultans of Sprint and 'Essenza' - "the essence of motorcycles" - sprint specials and race series



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RACE NEWS

With fresh American Flat Track contingency offerings from Suzuki and KTM, AFT's contingency pool is now approaching \$3 million, by far the largest in series history. Suzuki's contingency for AFT Twins presented by Vance & Hines is massive, totaling just over \$424,000, and includes the V-twin power plants from the popular SV/DL650 and SV/DL1000 models. In AFT Singles they are offering \$171,500 in payouts, taking their total contingency pool to \$595,500 - the largest combined OEM posting in series history.

TCX Boots USA has posted contingency support to AFT Singles competitors for the 2018 season. The Italian-based company produces a wide range of motorcycle boots and has been a long-time supporter of AFT racers, including Harley-Davidson factory rider Sammy Halbert and Indian-mounted privateer Kenny Coolbeth. TCX's contingency offering totals \$10,000.

Dainese has returned as AFT Official Motorcycle Safety and Race Apparel for 2018. Along with its 2007 acquired AGV helmets brand (whose heritage goes back to 1947), Dainese can list icons such as Giacomo Agostini, the late Barry Sheene, Kenny Roberts and Valentino Rossi among its past riders. The Italian firm is partnered with the Indian Motorcycle Wrecking Crew - Dainese-wearing riders were victorious in 14 of 18 races last season en route to securing the top three spots in the AFT Twins presented by Vance & Hines championship. This season their involvement includes continued development of its breakthrough D-Air intelligent airbag-based protection systems.

Dillard Family Racing/Lloyd Brothers Motorsports are racing in the Indian and Harley dominated Twins class with three-time AFT race winner Stevie Bonsey aboard a liquid-cooled Ducati Testastretta 82. Having debuted in Round 2 at Atlanta, they will run in all eight of the mile races and the Lima half mile. Bonsey is racing again after serious injury in 2016. Lloyd Brothers "have game" with Ducati - they ended Harley's near two-decade run of uninterrupted dominance at the series' Miles with a victory at the Arizona Mile in 2010.

Mustang and Mees in 2018 AFT Sponsorship

Mustang Seats says it "will help ensure Jared Mees continues to lead the pack in the 2018" with its sponsorship of the 2017 AFT Champion, who will be running a custom-designed Mustang seat aboard his Indian Scout FTR750 race bike.

Additionally, Mustang is to introduce an all-new line of Jared Mees Signature Series Seats designed exclusively for the Indian Scout platform, available in solo or 2-up platforms.

Jared Mees Signature Series Seats "showcase a race-inspired design and



streamlined profile that hugs the frame to enhance the Scout's flowing lines. Features include carbon fiber vinyl inlays blended with smooth outer panels for contrasting style, and a traditional hand-sewn tuck-and-roll stitch pattern with black and gunmetal grey thread color.

"A 10-inch wide, low profile driver area and raised tail section keeps riders settled in an aggressive riding position, while Mustang's proprietary polyurethane based foam compound provides the all-day comfort riders expect from a Mustang seat."

www.mustangseats.com

AFT to trial multi-platform Production Twins support class at Springfield in May

A trial AFT Production Twins support class will be held at this year's Harley-Davidson Springfield Mile I and II events on May 26 and September 1, respectively.

The new class - AFT Production Twins - will provide eligible AFT Singles riders the opportunity to gain valuable experience aboard faster, more powerful twin-cylinder motorcycles.

The class is designed around production-based twin-cylinder machines with a displacement between 649-850cc. Eligible machines include BMW, Ducati, Harley-Davidson, Honda, Kawasaki, Suzuki and Yamaha twin-cylinder street bike engines



Photo Credit: American Flat Track/Brian J. Nelson

displacing 649cc to 850cc. Race-only engines from machines such as the Harley-Davidson XR750, Honda RS750 and Indian Scout FTR750 are not allowed in

AFT Production Twins. AFT Production Twins riders will vie for \$5,000 in purse money at each of the Harley-Davidson Springfield Mile events.

K&N is AFT Official Performance Filter

AFT has announced K&N as the series' Official Performance Filter for 2018.

As part of their partnership, K&N will award a \$500 Holeshoot bounty to the rider grabbing the holeshoot of each AFT Twins main event throughout the 2018 campaign.

"K&N products are widely used by teams in American Flat Track and we welcome their support for the series," said Michael Lock, CEO of American Flat



Track. "The Holeshoot bounty should also ensure some fierce action at the start of each AFT Twins main event."

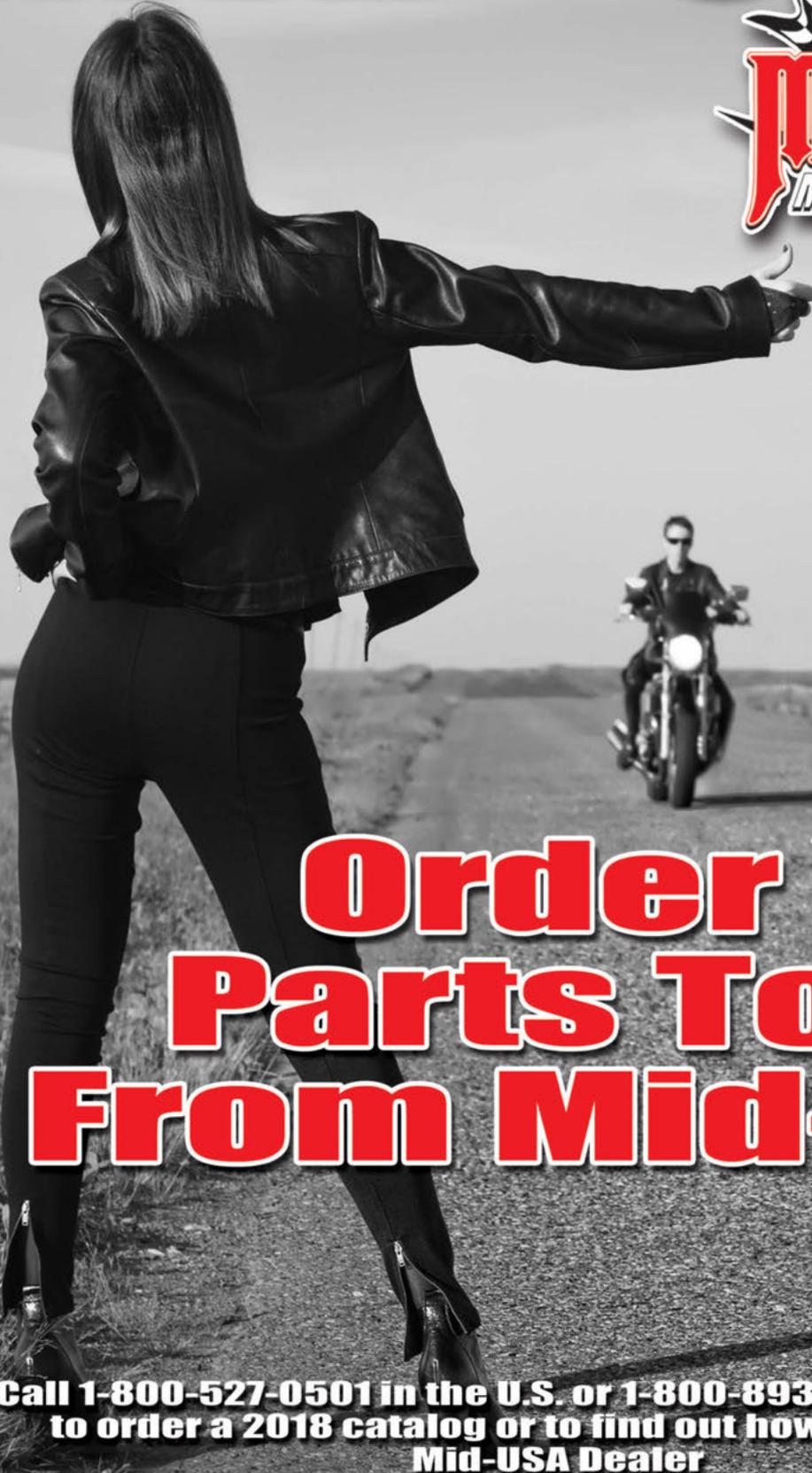
Last season, K&N-backed riders such as Brad Baker, Sammy Halbert and Shayna

Texter routinely battled for the checkered flag in both AFT Twins presented by Vance & Hines and AFT Singles competition. Expect more of the same in 2018!

"K&N is thrilled to join AFT as the Official Filter," said Ross Berlanga, K&N Brand Manager. "K&N was born in the dirt, so AFT is a natural fit for us to show how well our products perform on the track."

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INTERMOT 'Customized' 2018

Hall 10, Cologne Exhibition Center, October 3-7



This year's INTERMOT industry expo will again see the mainstream motorcycle industry descend on Cologne, Germany, for a celebration of all things "parts, performance and passion" that drew some 210,000 visitors in 2016.

Most of the major manufacturers will have booths there, from Honda, Yamaha, Kawasaki and Suzuki, through to European manufactures such as BMW, Ducati and Triumph. The show caters to all sectors of the motorcycle industry, from scooters, dirt bikes and electric vehicles, right through to all kinds and displacements of on-highway vehicles with, it being a northern Europe expo, the visitor demographic being avowedly high mileage and large displacement. This throws the major INTERMOT development of the past few years into fast focus. Harley-Davidson has always been an exhibitor there, and nowadays the Indian Motorcycle presence is increasing as the custom market - V-twin and all other platforms - takes center stage as the fastest growing part of the show.

This year sees an increased hall size for INTERMOT 'Customized', the 'Show-within-the-Show' concept with which INTERMOT has very quickly established Hall 10 as the primary international headquarters event for the custom motorcycle and custom parts, accessory and performance industry. It will again be the host venue for the

AMD World Championship of Custom Bike Building and, being one of the best visited halls of the six in use (it is adjacent to the three primary public entrances to the expo complex), then if the 2016 hall traffic estimates repeat, at least 140,000 people will see 'AMD XIII'.
www.amdchampionship.cpm
www.intermot-cologne.com



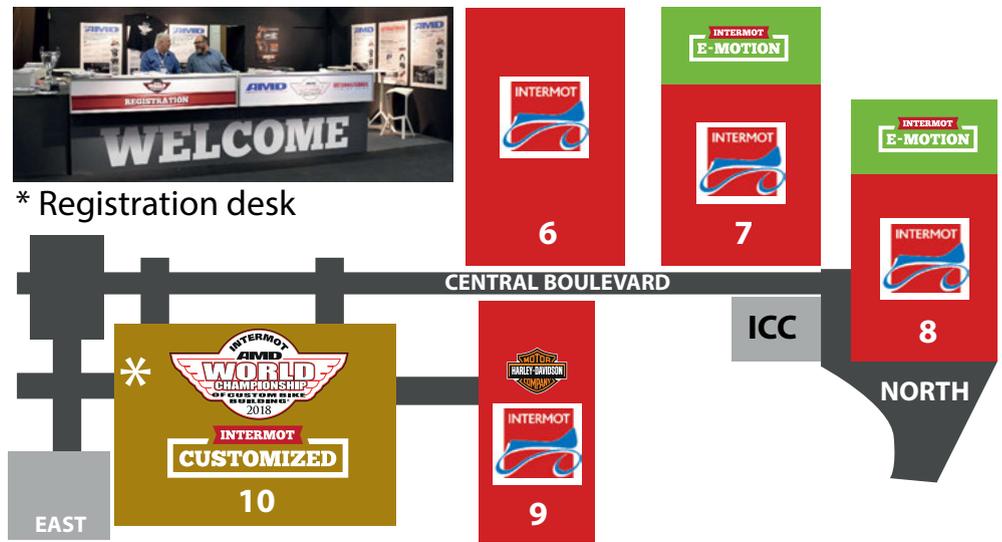
Japanese customizer Suicide Customs scored a convincing first place in the 12th AMD World Championship

XIII AMD WORLD CHAMPIONSHIP OF CUSTOM BIKE BUILDING TIMETABLE

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TUESDAY OCTOBER 2 Press day and World Championship preview
WEDNESDAY OCTOBER 3 International trade and VIP visitor
OCTOBER 4-7 Public admission
SATURDAY OCTOBER 6 Judging day
SUNDAY OCTOBER 7 Awards ceremony at 3:00 pm



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NEWS BRIEFS

Dealer registration is now open for the 2018 American International Motorcycle Expo presented by Nationwide. Making its "West Coast" debut at Las Vegas this year (October 11-14), important recent show news has included the addition of Parts Unlimited/Drag Specialties and Tucker Rocky/Biker's Choice to the exhibitor line-up.

Florida is the 43rd U.S. State to reclassify driving requirements for Slingshot three-wheeled Roadsters. The State's "Autocycle" classification now allows residents to operate a Slingshot with a standard driver's license, it now being regarded as a three-wheeled motorcycle rather than a car, and therefore exempt from needing to meet automotive safety standards.

Controversial billionaire activist investor Carl Icahn looks set to pocket \$5.4bn from the sale of Federal Mogul to Monroe shock absorber owner Tenneco. Federal Mogul owns a number of businesses and brands that make powersports industry product of various kinds - most notable though are Italy based Ferodo brakes and Champion spark plugs and filters. This will not be Tenneco's first involvement in the motorcycle industry in Italy, having bought (2008) then ultimately closed (2015) Marzocchi suspension.

Lichter at Buffalo Chip - "Passion Built - Garage to Gallery"

For the 10th year, custom bikes built from the pure passion and love of the machine will be exhibited at the Buffalo Chip in August, free to the public, with legendary custom bike and lifestyle lensman Michael Lichter curating.

"The pure love of art and motorcycles will bring together a stunning collection of masterpieces for the Sturgis Buffalo Chip's 2018 'Motorcycles as Art' exhibit," says Buffalo Chip supremo Rod Woodruff. The exhibit will feature the work of over 40 builders and artists who demonstrate incredible passion and have built motorcycles especially for this show. All support themselves by other means, yet they all are building professional-quality custom motorcycles outside of a professional workplace. Each bike will be lit with theater lights and displayed atop an elevated pedestal to better give guests an open view from every angle. The Sturgis Buffalo Chip will host the exhibit in a 7,000 sq. ft. dedicated gallery in its Event Center.

"Michael has once again brought together a group of incredible artists and builders, who all have a real passion for motorcycles. The fact that these people are creating these bikes, mostly in the evenings or at weekends, after a full work



week, is amazing. We will clearly see their love for the work." The 'Motorcycles as Art' exhibition has become more than just a bike show in its 10-year residency at the Buffalo Chip. Industry professionals frequent these one-time collections to examine the new ideas and trends put on display by builders from all walks of life and geographic locations. "We are looking for the best custom bikes these builders can produce, hopefully the best they have ever built, to show off how diverse the world of custom bike building is," said exhibit curator Michael Lichter. "It isn't just a small handful of professionals who are driving this world and deciding where it is headed, nor has it ever been. Now, through new means of communication, these non-pros have a bigger voice than ever before." As a follow up to the 2017 'Old

Iron - Young Blood' exhibit, which focused on the work of builders under the age of 35, this exhibit broadens the diversity of the artists to include those passionate about custom building motorcycles even through retirement. Most of those chosen for the 2018 exhibit must find the energy and passion to work on their projects after returning home from a full-time day job. Some, such as Harley-Davidson Motor Company Vice President of Styling & Design Brad Richards, work in the industry, but must still find personal time to fuel their passion for building. In addition to the custom bikes and work of individual artists on the walls, the show will also include a display of ten hand-painted helmets, each from a different artist, provided by Biltwell Helmets, an exhibition sponsor.



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NEWS BRIEFS

Organized by Delicate Promotions, the FIM sanctioned AMA Land Speed Grand Championship returns to the Bonneville Speedway near Wendover, Utah, on Aug. 25-30. Also known as the Bonneville Motorcycle Speed Trials, the event features both American and international amateur land speed racing competitors vying for AMA and FIM records.

BRP has garnered six prestigious Red Dot product design awards – for its Sea-Doo Spark Trixx PWC, Can-Am Maverick X3 and Trail SxS vehicles, Evinrude E-TEC 150-200hp G2 outboard engine, Ski-Doo snowmobile REV Gen4 platform and LinQ snowboard/ski rack for Ski-Doo snowmobiles.

Royal Enfield Himalayan Motorcycle is now available in North America – the 411cc single cylinder, air-cooled, 4-stroke SOHC adventure model begins at \$4,499 MSRP. Royal Enfield North America is headquartered in Milwaukee and headed up by ex-Harley man Rod Copes. The Himalayan is built on a rugged, duplex, split-cradle frame designed and developed by race chassis legend Harris Performance in the UK, who Royal Enfield bought three years ago. The overhead camshaft engine forms the base for its new long-stroke LS 410 engine – “the engine delivers high torque and usable power at lower rpms for smooth riding in higher gears at lower speeds, making it easier to climb hills or manoeuvre through traffic; its modern design and materials translate to increased efficiency and low maintenance,” according to Copes.

Polaris has acquired the historic Glamis Beach Store and surrounding 166-acre property near the Mexican border in southern California. The company says it intends to maintain Glamis Beach Store traditions and improve services to patrons and off-road enthusiasts. The store was opened by the LeBlanc family in 1979 to “provide Glamis visitors with a home base stocked with all the amenities they need while enjoying the Glamis dunes,” said Jeannie “Mama Jeannie” LeBlanc. “It only makes sense to partner with the leader in the off-road recreational community to carry on the traditions.”

Rinehart Exhausts in Europe

Parts Europe has added the Arden, North Carolina made Rinehart Racing performance exhausts program to its inventory for its dealers in Europe. Available for selected Harley and Indian models, Rinehart says that their systems deliver new sound solutions for Harley-Davidson and Indian Motorcycle models that “sound like power should sound”. John Nowicki, Vice President of Sales & Marketing for Rinehart Racing, said: “We are very excited to begin our partnership with Parts Europe and we were impressed with the sales team’s level of professionalism.”

Xavier Williart, Sales Manager Europe for Parts Europe, added: “We would like to thank Rinehart Racing for the faith they have in our people! We are glad to add another well-known brand to our portfolio to fulfil the needs of our customers. The high-tech logistics systems and good service we are known for will help start this collaboration successfully in the European market from the get-go.” The Rinehart Racing product line also covers all of the new 2018 Harley-Davidson and Indian models, and Parts Europe dealers have already received the new Rinehart Racing catalog automatically. This catalog can also be downloaded in the catalogs section on the PE website.

Seen here is a selection from the inventory that will be available in Europe which includes these

4-1/2” slip-ons for Fat Bob



Rinehart’s 3 1/2” slip-on mufflers with black end caps for Softail and black 4-1/2” slip-on mufflers with black end caps for Softail Fat Bob.

European Dealers looking to access Drag Specialties or other European held Parts Europe inventory at the weekend can take advantage of PE’s new “Happy Monday” delivery service. Monday delivery is available on orders placed by 16:00 hours (CET) on a Saturday afternoon (UPS Express); an English language

payment and processing phone service is available between 14.00-16.00 to support PE dealers looking to use this service. The existing freight policy standards for each country will be retained.

www.partseurope.eu



3-1/2” slip-ons for Softail

Graves Announces Retirement from MAG

Motorsport Aftermarket Group (MAG) has confirmed that President and CEO Andy Graves has made the decision to retire from MAG effective July 31, 2018.

Graves has been MAG’s CEO since January 2015 and said: “This is a personal decision based on my desire to spend more time with my family, pursue other interests, and engage more fully in service opportunities. I believe the timing for me to retire this summer coincides well with MAG embarking on a new chapter; this is the appropriate time for an effective transition of leadership.”

MAG has launched an external search for a new CEO and says that it is “confident that the



company will welcome a new leader who will bring a passion for powersports, along with strong consumer, dealer and operating insights.” The Board has asked Graves to provide consulting support through July of 2018 to help facilitate this transition.

David Robbins, Managing Director of Monomoy Capital Partners, stated: “We are thankful for Andy’s strong leadership of MAG through the bankruptcy process and are grateful for his willingness to provide a smooth transition in this interim period. We wish him the best in his retirement.



Andy Graves joined MAG as CEO in January 2015 and has overseen a tough period in the group’s history

“MAG now has a healthy balance sheet and an ownership group eager to support new growth opportunities. The company is well positioned to lead the industry by developing and delivering the most desired brands and innovative products to riders anywhere they shop, from dealer to digital.”

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Thompson in 340 mph crash

Valerie Thompson survived a horrific crash in the Team "7" Racing Streamliner while attempting to capture the world's fastest motorcycle title during the 28th Annual Speed Week and World Speed Trials competition at the Lake Gairdner dry lake bed in South Australia.

While falling short of the ultimate goal to become the world's fastest motorcycle, the team collected a new speed record and proved the superiority of leading-edge streamliner design by team engineers Denis Manning and John Jans.

Hosted by the Dry Lakes Racers Australia (DLRA), the 28th Annual Speed Week competition was open to cars, motorcycles and trucks. The World Speed Trials, a first-time event for motorcycles only, was held March 17-19. Thompson set a new streamliner record of 328.467 mph (528.616 km/h) during the Speed Week competition on March 15, earning her membership in the Dry Lake Racers Australia 200 and 300 MPH Clubs. She is only the second competitor to gain membership in the DLRA 300 MPH Club and was honored with the "Fast Lady on the Lake" award.

Thompson's attempt to break the world's overall fastest motorcycle record of 376.36 mph (605.69 m/h) on the last day of the World Speed Trials went horribly wrong. When she



had just passed the four-mile marker on a twelve-mile course the rear of her streamliner rose off the racing surface, sending the vehicle airborne at 343.7 mph. Parachutes slowed the vehicle as it flipped and rolled multiple times, scattering wreckage for more than a mile across the Lake Gairdner salt flats. Thompson walked away with only minor bruises and lacerations.

"We had a singular goal of running 377+ mph to capture the record during the World Speed Trials. We used Speed Week to test and tune the bike, and I'm happy we set a new record and received the 'Fast Lady on the Lake Award'," said Thompson.

"The wreck during the World Speed Trials was unfortunate, but we are not giving up on our quest for the new record. Most importantly, we proved

the superiority of the monocoque carbon fiber design and safety features utilized by Denis Manning and John Jans.

"Without their dedication to high speed safety engineering, I would not have walked away - nobody has ever walked away from a 340+ mph crash on a motorcycle. I'd also like to thank the DLRA and all their race course workers who helped ensure my safety," added a grateful Thompson.

"We've not yet determined what caused the problem - we'll know more once we analyze the onboard data collection systems and review films in more detail," said bike designer and AMA Hall of Fame member Denis Manning. "Valerie did an incredible riding job, doing everything she was supposed to and more."

The existing world record was set in 2010 by Rocky Robinson in the twin Hyabusa engined Ack Attack streamliner. It had previously been twice set by Flat Track race legend Chris Carr in an earlier iteration of the current "7" bespoke 3 liter 90-degree V4 engined streamliner. Both teams are engaged in a duel to put the record over the illusive 400 mph mark, with Team Ack Attack having gone to the Salar de Uyuni high altitude (12,500 ft) salt flat in Bolivia - the biggest salt flat on Earth (4,000 sq miles) in the same search for salt that took Valerie Thompson and her team to Australia. The record that Carr set in what was then called the BUB Seven Streamliner (at Bonneville Salt Flats in September 2009) was a two-way average speed of 367.382 mph to set a new FIM-sanctioned International and AMA-sanctioned National land speed record for motorcycles - Carr having piloted it to a 372.534 mph run on the way to that record.

Thompson is an eight-time land speed record holder on a variety of bikes ranging from Harley-Davidsons to BMWs and streamliners. She is a member of seven land speed racing 200 MPH Clubs, one 300 MPH Club and the first female to exceed 300 mph in Australia.

Indian Wheels and Waves Support

Indian Motorcycle has announced that it will return this year as the main sponsor of the increasingly popular 7th annual Wheels and Waves (Biarritz, France, June 14-18).

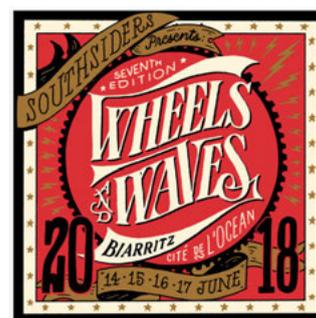
Returning for the second year as the event's main sponsor, Indian Motorcycle is offering show attendees a 4-day pass for automatic entry to win a Scout Bobber and test ride the fleet of Scout Bobbers, Scouts and Scout Sixty bikes.

Indian will also entertain crowds with its "Wall of Death" in the main village with the Indian Dirt Riders Association (DTRA).

"Wheels and Waves is all about riding culture. This gathering is a time for pure pleasure and the essentials of living. For four days Wheels and Waves stimulates all the senses. The power of the road exposes all kinds of sensations and is tamed by the strength of the sea, the harmony of the wind

and the waves, all while the south west sun burns down on the tarmac, steel and sand." On Saturday 17th June "fans will ride over the Basque country border with Spain to San Sebastian for a day of flat track racing. Indian will be there with its 'DTRA Hooligan' team and

swag bags for those who get in the queue first." Founded in 2008, the Wheels and Waves event is the successful realization of the dream of a group of friends, the Southsiders, who are passionate about motorcycles. Lovers of the Basque Country, Julien Azé,



Vincent Prat and Jerome Allé have brought together hundreds of like-minded individuals who gather in the spirit of companionship. "Wheels and Waves is about eliminating social barriers and bringing different sets of people together without judgement. It's about the joy of mixing together all kinds of communities, languages and cultures. It's about living in the present without being nostalgic for the past, but not losing sight of the best moments of the past."

www.wheels-and-waves.com

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Biker Fest 2018 to Host AMD World Championship Affiliate Custom Bike Show

The 32nd annual Biker Fest (aka Italian Bike Week) at Lignano Sabbiadoro, on the Adriatic coast of Italy, north of Venice, is being staged from 10-13 May 2018.

The event will again be hosting the final of the 14-round Italian Custom Bike Championship and will be the official affiliate round of the AMD World Championship of Custom Bike Building for Italy.

Last year saw thousands of bikers descend on Lignano Sabbiadoro for one of Europe's oldest custom bike events, the brainchild of father and son team Moreno and Micke Persello,

creators of the original Chopper and Custom Show at Padua back in the 1990s, and publishers of leading Italian custom lifestyle magazine Biker's Life. This will be the seventh time the ever-popular Biker Fest will play host to the climax of the Italian Bike Championship with no less than four builders winning 1,000 euro each of expenses to compete at 'AMD XIII' at INTERMOT 'Customized' in Cologne, Germany, in October 2018.

Over 100 bikes in total were on display at the impressive Terrazza Mare last year, and classes will again include Freestyle, Modified Harley-Davidson,

Metric, Streetfighter/Sportsbike, Cafe Racer, Scrambler, Bagger and Old Style, with the three 'Best in Show' winners and 'Public Vote' pick scooping the 'AMD' prize money being put up by the show organizers.

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



builders to connect with the over 35,000 riders who attend.

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

www.bikerfest.it

Parts Europe adds J.W. Speaker Adaptive Headlights

The program of advanced Adaptive series headlights from Germantown, Wisconsin based J.W. Speaker is now available to dealers in Europe through Parts Europe.

Described as "the world's first dynamically Adaptive Motorcycle Headlight," they are said to "dynamically fill in the darkness caused by lighting black spots created by fixed conventional fixed lights with bright, white light, making riders feel safer and more comfortable."

Backed by a manufacturer's 5-year warranty, they use on-board sensors and advanced

electronics to calculate bank angles on a real-time basis, automatically directing the light array up or down as the motorcycle leans and intelligently "tune" low beam and banking optics in a way that maximizes visibility in corners. Designed with an integrated optical system that includes both an adaptive low beam



as well as J.W. Speaker's proprietary ComfortLite high beam, they are said to "provide best-in-class foreground illumination and light "above the horizon" that dramatically improves" the night-time driving experience. Made with a heavy-duty, die-cast

aluminum housing and state-of-the-art LEDs, the "sleek design not only delivers premium performance, but also gives the bike a unique look." Available as a plug 'n' play solution for 7" round motorcycle fairings and 5.75" round bucket mounts, they are DOT and ECE dual compliant "with 18 different fitment kits available to make them a simple retrofit install on over 1,000 different motorcycles."

Available in Europe through Parts Europe, Canada through Parts Canada and the United States through Drag Specialties. www.partseurope.eu

Now HardDrive Has Brass Balls

HardDrive American V-Twin Products continues to expand its list of products available to V-twin dealers across the United States with the addition of Brass Balls Cycles products.

Brass Balls Cycles designs and creates premium custom parts and has been hand-crafting uncompromising American motorcycles since 2006. The company "lives, loves and breathes motorcycles and has been honored with numerous awards, including winning the Production Bike World Championship at the AMD World Championship of Custom Bike Building twice.

"Brass Balls has developed parts for the Dyna, Softail, Sportster and now the Touring bikes. They've also developed parts for Indian and will be introducing a significant number of original and cool Bagger parts into the

Brass Balls parts line as well. The Brass Balls parts line includes items such as its Moto floor boards, Moto grips, master cylinder covers, derby covers, air cleaner kits and handlebar top clamps, to name just a few.

"Look for Brass Balls Cycles products in the 2018 HardDrive American V-Twin Products catalog, available to dealers from HardDrive's six regional warehouse locations. HardDrive is the American V-twin division of Western Power Sports (WPS) and has been in the powersports distribution business for 58 years. Headquartered in Boise, Idaho, HardDrive offers V-twin products to dealers nationwide through its six regional warehouses



located in Boise, Idaho; Fresno, California; Memphis, Tennessee; Elizabethtown, Pennsylvania; Ashley, Indiana; and Midlothian, Texas. HardDrive welcomes Brass Balls Cycles to its family of vendors."



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NEWS BRIEFS

Rick Fairless of Stokers Dallas fame has opened an insurance company called Fearless Services. "We are all tired of dealing with insurance companies that do not know or understand motorcycles," says Lena Fairless Lee. "Let us give you a hassle-free and accurate motorcycle quote. Fearless Services has saved people thousands already; we also cater to all the needs of the motorcycle enthusiast (auto, RV, home, etc.)."

For the 12 months of its 2017 financial year (to January 31st, 2018) BRP Inc. (Canada) has recorded record revenue figures and says that just seven years after entering the UTV (Side x Side) market with its Can-Am brand, it is already in number three market share position in the highly competitive but growing sector. Gross profit increased by Can.\$58.6 million, or 5.8 percent, to Can.\$1,067.5 million for the 12-month period.

Elsewhere in this edition we report on the State of Florida having adopted "autocycle" regulations that allow the Polaris Slingshot to be classified there as a motorcycle but be ridden by car drivers without a motorcycle endorsement on their licenses. News now that the State of Hawaii has done the same, meaning that Slingshots can now be sold in all 50 U.S. states, with Hawaii being one of the 40 not requiring a motorcycle endorsement for it to be driven on the public highway.

In November last year, Yamaha WaterCraft Group has built its one-millionth 'WaveRunner' PWC (a VX Deluxe) at the Georgia facility where it has been manufacturing them for 29 years.

Following news that it had moved its U.S. headquarters to Plano, Texas, Canadian BRP, maker of Sea-Doo watercraft and Ski-Doo snowmobiles, is reported to be poised to spend some \$385 m on acquisitions to expand its product line-up. Group sales in 2017 are reported at \$3.4 bn, and CEO Jose Bojsjoli is targeting growth to \$4.6 bn by 2020.

Although the number of overall road deaths in Germany fell in 2017 (-0.9 percent, 3,206), motorcyclist deaths rose by +8.6 percent over 2016 (689).

Tucker Rocky to Exhibit at AIMExpo

The American International Motorcycle Expo presented by Nationwide (AIMExpo) says it has added "another industry powerhouse to its show floor" with Tucker Rocky making its commitment to the 2018 show (October 11-14 at the Mandalay Bay Convention Center in Las Vegas).

Kenan Ikels, Vice President of Sales and Marketing at Tucker Rocky, said: "AIMExpo is a great venue to engage dealers and to showcase new products with our brand partners. The Motorcycle Industry Council produced show serves an important purpose as the place for the industry to come together for business today, while building a future path for dealers and the rest of the industry. That's why Tucker Rocky will be in Las Vegas, and we invite our customers to join us."

As one of the leading distributors of motorcycle and ATV aftermarket parts, accessories and apparel, Tucker



Rocky offers tens of thousands of products to its large dealer base and says it recognizes "the critical role dealers play in the future of the powersports business" and that it "reaffirms its commitment by engaging with these dealers and joining the industry in Las Vegas." Larry Little, VP and GM of MIC Events, said: "As an important

distributor partner to dealers, Tucker Rocky is a key addition to the show. Research from prior shows indicates the top reasons dealers attend are to see new product and meet with their distributor, and we welcome the Texas-based company's plans to do exactly that.

www.aimexpousa.com

Cometic Sells Delkron Program to Solenberg Performance

Shelbyville, Indiana based Solenberg Performance has bought the Delkron manufacturing program from Cometic Gasket.

The company says that it is "focused on providing high-quality service and customer satisfaction" and that it will do "everything we can to meet or exceed the market's expectations."

"We have a full in-house machine shop, and Solenberg is the home of the

Solenberg Racing 124 TC engine and, now, of the Delkron brand. The Solenberg Racing engine line comes from years of research. We use only top-quality parts. Our engines are some of the best on the street and strip. They are built 100% in-house for quality assurance."

The name Solenberg has been in Harley performance for over 55 years. From racing stock bikes on the street



Delkron's Twin Cam "Touring Elite" big bore cylinder kit - the cylinders feature larger than stock fins and a 4.500" o.d. steel liner. Delkron includes a Wiseco developed, armor plated, moly coated piston with 1/16" top, 1/16" second and 3/16" heavy duty ring pack. Available for 113", 124" and 131" configurations

to nitro funny bikes on the strip, they have long been one of the trusted and established 'go-to' names in the Midwest performance community. Noted for their Twin Cam flywheels and stock rebuilds right through to 131 cubic inchers that put out over 160 ft lb torque, Solenberg says: "There are a lot of people out there that rebuild them, but we are one of the few that do it right. A lot of them use cheap Chinese made parts. Not at Solenberg - it's all genuine U.S.A. made components all the way and will be the same with the Delkron program."

"One of the legendary Delkron designs we'll be building is the 135 ft lb torque 120 cubic inch, but as the only source for Delkron products, we'll also be offering cases, TC cylinders up to 4.250", heads, complete engines, and so much more. Full list of parts to come."

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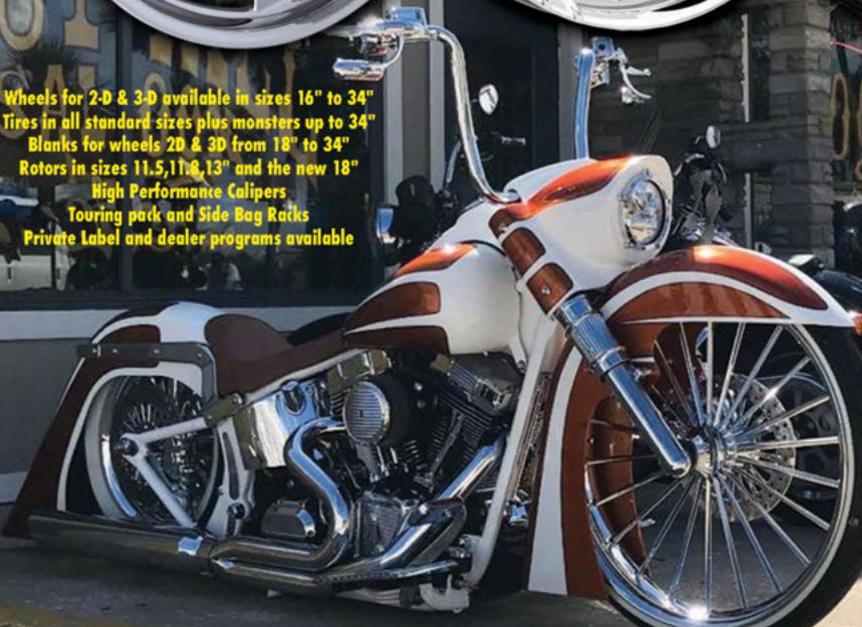
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MOTO FUTURE

Zero Motorcycles is recalling all 2012 Zero S, Zero DS and Zero DSP (Police) motorcycles - cell pouches in the battery packs may wear from contact with the holders, allowing humidity to enter the pouch and cause an electrical short within the battery.

Alnet Systems of Dallas, Tx., has announced the formation of a new subsidiary to be called ReVolt Electric Motorbikes to produce Li-ion battery powered motorcycles for US and international markets. ReVolt has partnered with a manufacturing company to first produce a motorcycle based on the 1930s BMW R71 motorcycle with sidecar utilized by the German Army in WWII. The ReVolt classic electric motorbike with sidecar will be powered by an electric motor utilizing an Alnet Systems designed lithium battery solution.

Californian lithium-ion battery manufacturer Antigravity has had a huge reaction to news about its new "game changing" Re-Start battery technology (built-in jump starting feature thanks to what company president Scott Schafer describes as "intelligent on-board voltage monitoring that puts the battery to sleep before it is drained dead – retaining enough reserve energy allowing the rider to re-start and drive away.")

As Royal Enfield continues to spread its sales network and product lines for European and North American expansion, it is reported that the company is also making "considerable" investments to explore "a number of" electric motorcycle and related concepts.

As part of its Electro Mobility Strategy, BMW is investing €200m (around \$250m) in a new "battery cell competence center" that will open in 2019 near its Munich headquarters in Germany. Among other objectives, the center will harness the group's research so far into battery-cell development and production, the fifth-generation electric drivetrains (integrated electric motor, transmission and power electronics in a single component) that are slated for automotive debut in 2021, and Rare-earth-free electric motors and components.

Battery giant GS Yuasa is investing in a new lithium-ion SLI (Starting, Lighting, Ignition) battery assembly facility at Miskolc, Hungary, using lithium-ion cells made in Japan.

Campagna Unveils 100% Electric T-REX and Seeks Additional Dealers



Campagna Motors has announced the development of an all-electric T-REX prototype "Reverse Trike" three-wheeler concept.

Having previously established successful partnerships with BMW and Harley-Davidson to source powerplants for its T-REX and V13R respectively, this undertaking consisted of integrating Zero Motorcycles' powertrain technology into the chassis of the T-REX "for an even more dynamic and unique offering."

"The motors, batteries and controllers have been seamlessly integrated into the T-REX, creating a high-performance vehicle, without the need for gasoline."

André Morissette, President of Campagna Motors, says that "thanks to the hard work of our dedicated team and partners, the T-REX has become the benchmark for three-wheeled performance. Our collaboration with Zero Motorcycles brings a whole new level of innovation and originality to this already exhilarating platform."

Morissette went on to say that "Zero is known for consistently producing the electric vehicle industry's most energy and power dense battery packs, offering more range and performance than any production electric motorcycle on the market. Their advanced lithium-ion batteries are also maintenance-free."

For Zero, Director of Business Development, Jim Callahan said: "We are excited that Campagna selected our industry-leading powertrain technology to develop their electric T-REX. "Zero's electric powertrain is an ideal solution for the ultimate three-wheeled experience. This vehicle is an absolute thrill to drive."

The prototype was being unveiled for the first time at the Montreal Electric Vehicle Show; a second more advanced prototype is planned for the summer of 2018.

Campagna Motors was founded in 1988 in the province of Quebec, Canada, by Daniel Campagna, who devoted more than eight years to the creation of the T-REX, the first prototype being shown in 1994.

He and his company did much to create what is now referenced as the "Reverse Trike" market, with majors such as Can-Am and Polaris having entered the sector in recent years with volume production machines.



However, Morissette has again shown himself to be a step ahead.

With this new version and the collaboration with Zero, Morissette has shown that his company has continued to innovate with a genuine cross-over vehicle that could pull customers from all over the powersports and automotive radar.

He told AMD: "We are now actively looking for dealers in the powersports industry for selected territories in North America. We want to develop a network of franchised dealers that can sell and service the vehicles and parts and accessories."

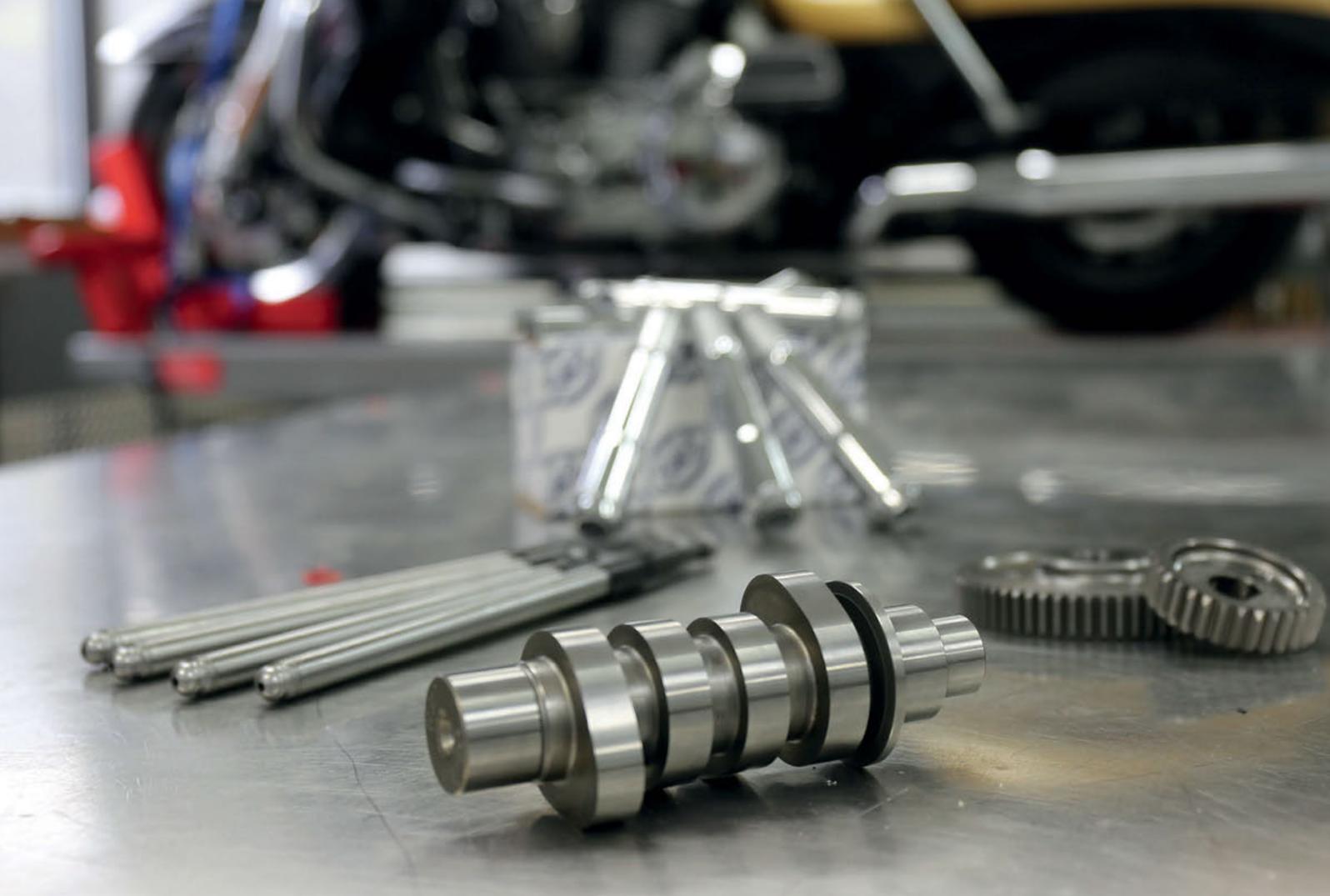
"Our vehicle in a dealer's showroom would bring in a lot of high-end customers, and these vehicles do not compete with motorcycles; they bring another demographic of customers, people who want the thrill and

performance of motorcycles, but the stability and safety of cars."



Morissette also told AMD that his company is now ready to appoint additional dealers from the powersports industry for selected territories for the existing gas-powered T-REX and stunning V13R 'Roadster' reverse trikes. To enquire about a Campagna Dealer franchise, send an email to sales@campagnamotors.com www.campagnamotors.com

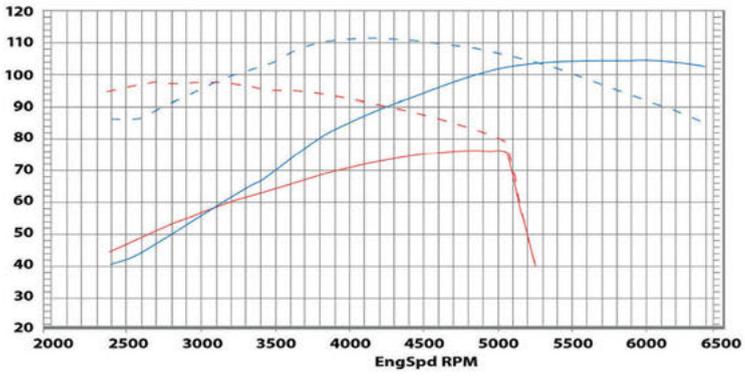




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Scott Hurwitz, CEO of Pittsford, New York based control cable specialist Magnum Shielding, says he and his "employees believe that quality matters"!

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"Our company's ISO-based Quality Management System, CAD design and engineering department and vertical integration of in-house processes enables Magnum to control quality at every level. The result? Magnum is consistently able to deliver premium products with great looks and stellar performance to the Harley-Davidson industry, dealers and enthusiasts.

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Brake hose braiding operation



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

commitment to the industry, all necessary processes to control quality are done right here in-house at Pittsford, New York. This ensures all cables and lines always match in both color and weave, whether the Sterling Chromite, Black Pearl or Polished Stainless upgrades are purchased today, next month or next year."

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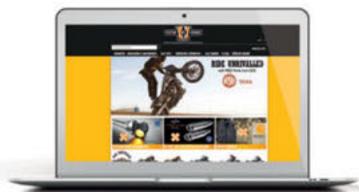
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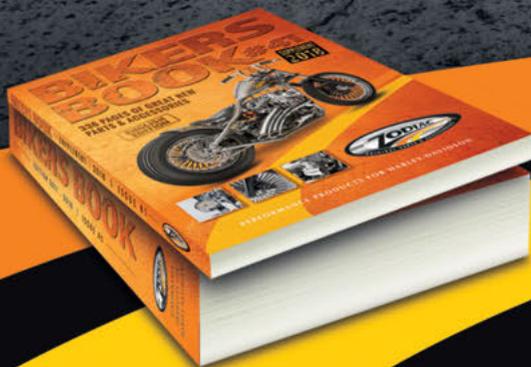
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WHEN YOU JUST CAN'T HAVE ENOUGH INCHES

by Timothy Remus



If you look at the size of the R&R Cycles operation in Manchester, New Hampshire, it's hard to believe it all started with a small home-based motorcycle shop. It was Reggie Jr. who started working on motorcycles, polishing parts mostly, in his mother and father's basement in early 1992. With a knack for wrenching on motorcycles, Reggie was soon doing way more than polishing. "One thing led to another," recalls Reggie, "and pretty soon I was rebuilding engines. Of course, all that engine work required more tools and machines." First came a milling machine, followed by a Superflow bench. Before long they had three dynos in Dad's garage: one for tuning, one for racing and one for development work.

Of course, and as everybody reading AMD Magazine knows, running what was essentially a sophisticated hobby shop is one thing, turning that shop into a commercially viable business, being forced to make a profit each month, is something else.

In early 1995 Reggie Jr. and Reggie Sr. took the plunge and bought a building in Manchester, NH, - a big jump, so they left the then-current tenant in the building initially, and took over less than half the space. "As time went on," explains Reggie Jr., "we just kept growing, taking over more and more of the available space. Eventually we had the whole building. This was during the peak of the custom bike building craze, and we were selling over 200 complete engines per year.

"Not only were we utilizing all the available space, we needed even more square feet, so decided to add to the building. We took possession of the new space in September of 2008, just as the crash hit. All of a sudden the phone simply stopped ringing, and there we were with a much bigger monthly nut to crack."

Two shops in one

Obviously, R&R did survive the crash, and went on to become a very successful small business. Today that business is a two-part operation made up of both a conventional "Harley shop" at the front and a very sophisticated CNC and engine assembly shop at the back. The Harley shop is where mechanics do everything from installing R&R's big bore kits, to mounting tires and fixing electrical problems. The CNC and engine assembly area is a whole other animal. A group of CNC machines hum along, doing a variety of automated jobs. On a given day, one CNC might be doing the initial machining on a series of raw cylinder head castings, while another is enlarging the cylinder cavities on a set of new cases, so they will accept the spigots of a pair of 124 cylinders. The third machine is likely cutting a shaft that's scheduled to become part of an R&R flywheel assembly.



King of the hill, the 155 inch Billet Beast



Junior and Senior hangin' in the showroom at R&R



In addition to assembly work in the engine room, Reggie Jr. is the de facto manager at R&R.



Behind the showroom is R&R's "front shop" where bikes get everything from complete engines to front end overhauls.

The back shop also includes the porting department, where all the heads that come through the shop get massaged. Some are Harley heads getting a valve job combined with some mild porting work. Others are R&R's own cast heads being assembled and ported before being shipped out as individual parts, or bolted to one of R&R's crate engines.

Complete Engines

Close to the CNC machines is the engine assembly room. On any given day there are 3 to 5 engines



Though the 124, 131 and 155 get all the ink, R&R can build almost anything from small Evos to big Twin Cams.

under construction. Though the 155-inch Billet Beast may be the biggest and sexiest engine manufactured by R&R, the 124 and 131-inch V-twins are the two that go out the door in the greatest volume. Both engines use a set of 110-inch cases from Harley-Davidson, equipped with a flywheel assembly that is machined, pressed together, welded, trued and balanced in-house. Both engines fit in late model Harley-Davidson Twin Cam frames without modification.

The 124 motor is the single most popular crate engine to come out of the R&R shop. Other than the cases, most of the components are R&R's own. At R&R they are big believers in using a Timken bearing set on the left side of the crank to ensure adequate support for the flywheel assembly – far better support than a single roller bearing can provide. Installation of the flywheel assembly includes setting up the Timken bearings for the correct fitment.

Once the bottom end is complete, the rest of the assembly follows the typical sequence: fit the pistons to the cylinders, followed by installation of the pistons and rings. Next, slide the cylinders into place and seal them up with a pair of R&R heads, and install the cam drive and oil pump.

Each 124 engine is tailored to the customer. Compression ratio, camshafts and the cam drive – chain or gear drive – are chosen to work together and give the customer exactly what he or she is looking for. One might want a stop light terror, while the next rider is looking for something a little mellower, meant for all-around high performance.

Dyno



All the bikes that come into the R&R shop for engine work get a dyno run before leaving the building. Big bore kits and complete engines get dynoed twice - once (gently) when they're first finished, and again (not so gentle) after break-in.

Located roughly between the front and back shops is the dyno room. R&R uses Dynojet 250i both for development work on new R&R products as well as typical tuning and massaging of bikes that have been in the front shop for engine upgrades or repairs. Like any tool, the results achieved with a dyno are mostly dependent on the operator rather than the tool itself. In the case of R&R, Brandon is good enough that he often gets calls from techs in other shops, looking for help to fully utilize the power of a dyno to properly tune modern EFI V-twins.



The new R&R heads are cast, and this is what they look like when they arrive at the shop.



It takes a lot of CNC time and hand porting to convert this raw casting into a finished cylinder head ready to be bolted on to a high-performance V-twin.



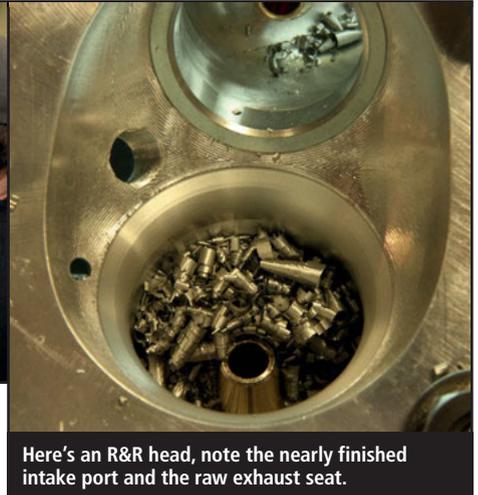
R&R cast heads are supplied with manganese bronze valve guides, 2 inch intake valves, 1.615 to 1.650 inch exhaust valves (depending on engine size), valve springs, titanium top collars, and come machined for compression releases.



Photographed in January, this rack of finished heads will be empty by June 1!



Whether it's an R&R head, or a Harley head that's part of an engine rebuild, the final massaging of the ports is always done by hand.



Here's an R&R head, note the nearly finished intake port and the raw exhaust seat.

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R&R crate motors use a set of Harley-Davidson cases meant for use with 110 inch engines. Because the crate motors are either 124 or 131 cubic inches, the cases have to be opened up on the CNC to accept the larger cylinder spigot.

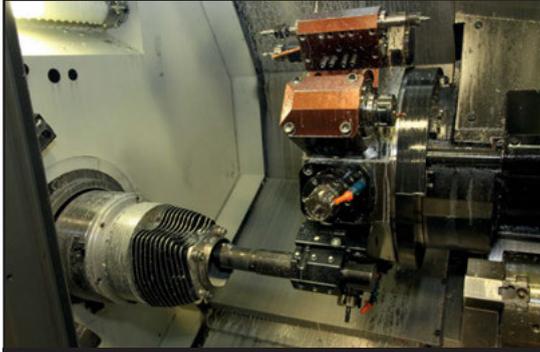
Big cubes from R&R - when too much is almost enough

When R&R decided to build one of the biggest V-twins available for the street, they started with a clean sheet of paper and four really big chunks of aluminum. The two billets that form the cases weigh 122 and 70 pounds, while the cylinders weight in at 20 pounds each, as delivered to the shop.

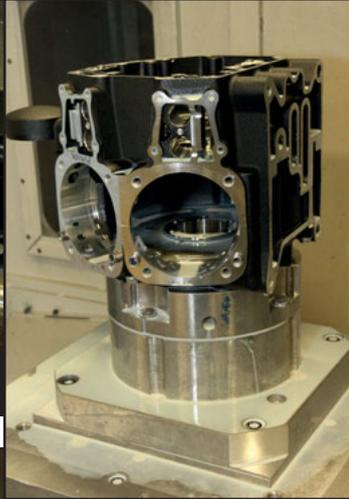
After time on the CNC machines, the cases become home to a one-off R&R flywheel assembly with 4.625 inches of stroke. The cylinders, on the other hand, make a detour to a specialist shop after the initial machining. After the iron liner is pressed into place, the cylinders make a trip back to R&R where they're bored and honed to accommodate a pair of 4.60-inch pistons. The heads too are essentially one-off pieces cut from billet aluminum, designed to run a 2.15 inch intake valve and a 1.75 inch exhaust valve.

Operating the valves is an off-the-shelf cam - or cams - as the engines can be built as an Evo or Twin Cam. Customers can choose more than just the cam drive - compression ratio, cam specs, and the overall goals for the motor, the customer can help design the whole package.

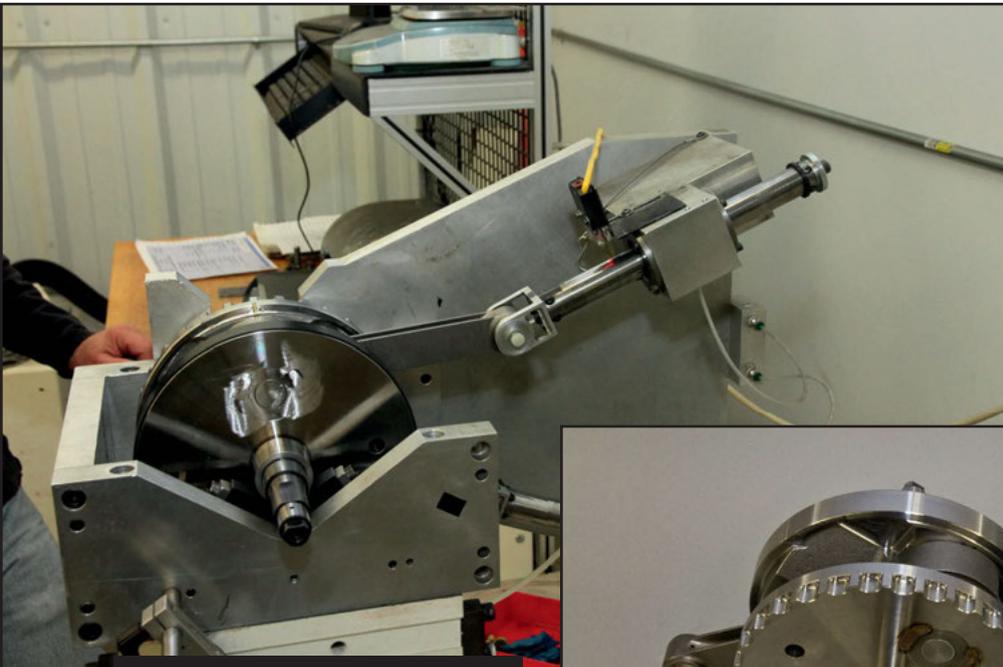
Typical output runs from 160 to 180 ft. lbs. of torque and 150 to 175 horses, depending on all the items mentioned above, and the exhaust the customer chooses. So, if you're a big believer in the idea that too much is almost enough, just give R&R a call.



The CNCs are called upon to do a variety of tasks, like boring a new R&R aluminum cylinder with iron liner.



Like the rest of the crankshaft assembly, the pinion shafts are machined in house on one of the CNCs.



A finished crankshaft set-up in the dynamic balancer. Note how the area where the pin comes through the flywheel has been ground - to smooth out the area where the pin was welded to the flywheel.

Available in various strokes for both Evo and Twin Cam style motors, R&R flywheel assemblies combine smooth operation with bullet-proof durability.



The tale of two Reggies

It might be sophisticated machines that cut the shafts and do the initial porting, but it's talented people who buy, program and fully utilize those expensive machines. You really can't explain R&R Cycles without explaining the father-son relationship that forms the shop's foundation.

The relationship between the two Reggies is more than just a father-son partnership. Though the two share DNA, a strong work ethic and old-fashioned values that put quality above all else, they are as different as they are similar. And it's their differences that make R&R such a strong business.



Reggie Jr. is a biker through and through. His passion for motorcycles is really the seed that grew into R&R Cycles. It's Reggie Jr. who started in the garage, and it's Reggie Jr. who runs the shop on a day-to-day basis, still doing much of the engine assembly.

Reggie Sr. on the other hand is something of a silent partner, working behind the scenes. It's Senior who designed the new cast cylinder heads, and Senior is the partner primarily responsible for R&R's bulletproof flywheel assembly. The shafts, the weights, and even the fixtures used to press together the

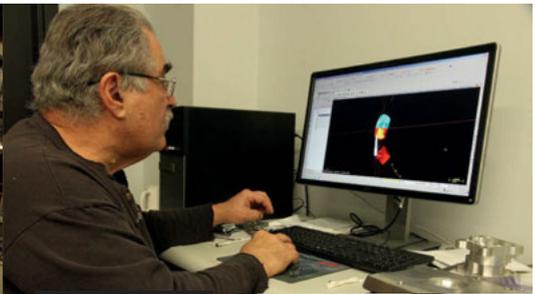
flywheel components prior to welding, is all done in-house and it all bears Senior's signature. Even the software used to do the final dynamic balancing is a Senior product.

They say a triangle is one of the strongest structures found in nature. And it's hard to describe R&R without including what might be called the third side of the triangle. That of course would be Vicki, Sr.'s wife of many years and Jr.'s mother for almost as long. It's Vicki who keeps the books and tells the boys when they can and can't invest in more equipment.

Together these three have created one heck of a business - one started from scratch, survived the worst financial crisis since 1929, and went on to build some of the most innovative products seen in the V-twin industry.



If he's not at his desk, Senior (on the right) can often be found in the back shop working with the rest of the crew on the CNC machines.



When it comes to ports, Senior preaches the importance of velocity - which is why he spends hours and hours on the computer designing ports that flow well, and fast.



Senior does the dynamic balance on an R&R crank assembly using software that he designed.

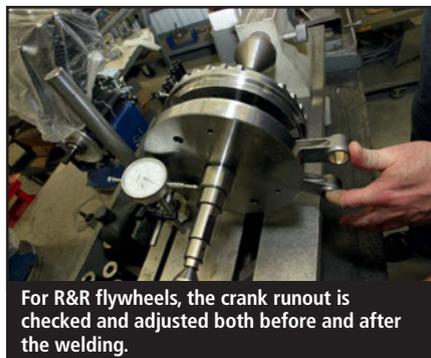
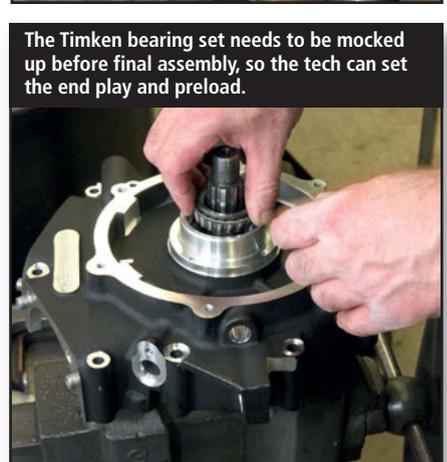


Once the crank pin is pressed into one flywheel, the bearings are dropped on, followed by the connecting rods and the other flywheel.

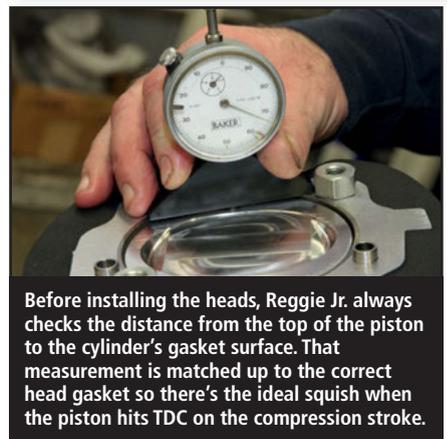


The Timken bearing set needs to be mocked up before final assembly, so the tech can set the end play and preload.

Not only does R&R manufacture most of the components that make up a flywheel assembly, they also designed and built the fixtures used to press the shafts and wheels together.



For R&R flywheels, the crank runout is checked and adjusted both before and after the welding.

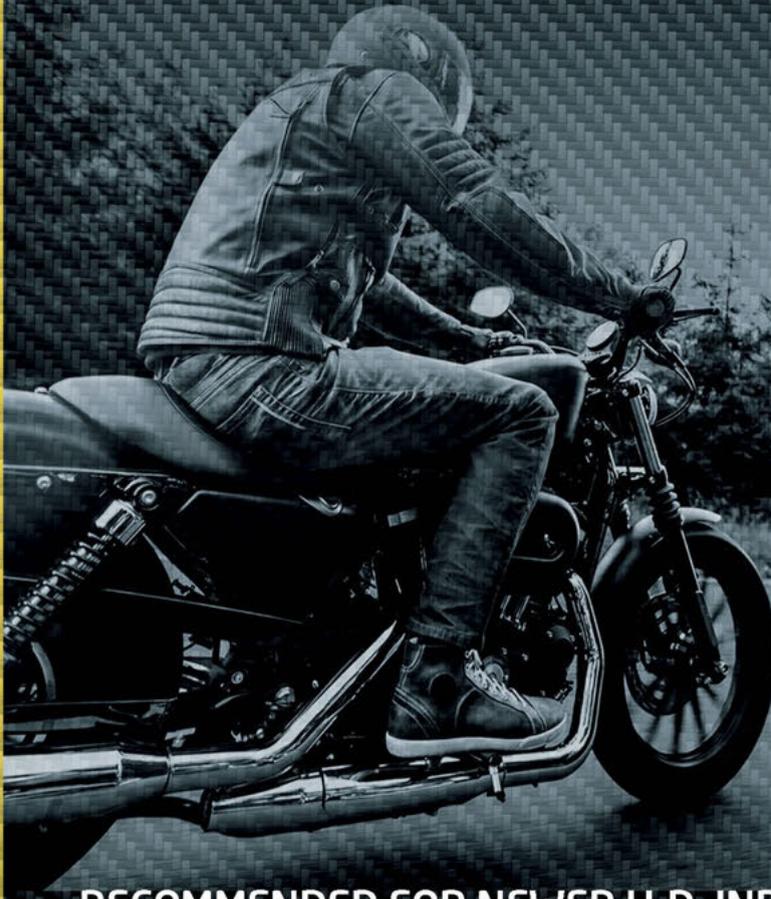


Before installing the heads, Reggie Jr. always checks the distance from the top of the piston to the cylinder's gasket surface. That measurement is matched up to the correct head gasket so there's the ideal squish when the piston hits TDC on the compression stroke.



The R&R 124 and 131-inch engines use a Timken bearing set on the right side of the crankshaft.

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Andrews Additional M-8 Camshaft Grinds



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Mount Prospect, Illinois based Andrews Products has added to its available line-up of camshafts for M-8 engines with two new camshaft grinds for "more torque and horsepower" as well as new transmission pulleys "to better put that power to the ground."

Andrews' General Manager Mike Pederson says "the new M462 cam is a perfect choice for heavy touring bikes with the 107" or 114" Milwaukee-Eight engines, while the M464 cam is an excellent choice for the CVO 117" engines."

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2-into-1 Fatshot

Cleveland, Ohio based SuperTrapp's new 2-into-1 Fatshot is described as "providing substantial performance gains," with 1 3/4" primary pipes flowing into a 2 1/2" collector.

Chrome plated throughout, it has a tunable 4" external disc-based muffler with a 2 1/2" core that is completely rebuildable and includes full coverage heat shields

It comes with a polished trim ring, a closed end cap and discs for '017-'18 M-8 FLHT/FLHR/ FLHX/ FLTRX/ FLTRU models.

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Custom Chrome Europe Additions

“Billy Boy” Primary Covers



Available for Evo and Twin Cam Softail and Dyna models, these ‘Billy Boy’ primary covers by award-winning French parts manufacturer and custom bike builder EMD (Esteves Motorcycle Design) are designed to give a retro ‘Steel Tin Style’ look.

Available in raw with a chromed derby cover or all black for mid- and forward control applications, some models will additionally need a separately available starter bushing kit.

Dyna Rack

Ferndale, Washington based manufacturer Motherwell Products’ core business has always been luggage racks and related accessories, and their signature solo luggage rack is a practical and durable custom solution that has been a top-seller



for many years.

Available from CCE for ‘06-’17 Twin Cam Dynas, as seen here in black, it has been styled to follow the contours of the bike and is an easy-on, easy-off design with a simple-to-mount system that eliminates the need for expensive hardware and permanent modifications. Also available as a six-incher for Dyna Low Rider S ‘16-’17.

Euro 4 Falcon Slip-On Mufflers

These EG-BE certified Euro 4 compliant Falcon double groove 2-into-2 slip-on mufflers “give the ultimate chopper style,” according to CCE, with the high-gloss, polished stainless steel manifolds with groove style end caps “blowing off a dull and deep chopper sound.” Features include welded mount and removable dB killer.

Available silver polished or satin black for 2018 FXBB, FLSL, FXLR, FLFB, FLFBS, FXBR, FLDE, FLHC, FLHCS and FXBRS models.



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NEXO 4.0 Inverted Front Fork

Respected Italian parts and accessory manufacturer Rebuffini has designed and developed its innovative Nexo 4.0 inverted front end “to offer supreme performance”. With 46 mm inner tube and 58 mm clamps, it is equipped with a wide range of settings options “in order to personalize the set-up, such as spring preload (on the cap), compression (on the leg) and extension (on the cap).

“For the improvement of smoothness, the fork legs are CVD (Chemical Vapor Deposition) diamond coated and the tubes and inner cartridges are lapped to reduce friction.”

The aluminum fork bottoms are precision CNC-machined from

3D CAD and FEM analysis for the correct sizing and maximum lightness. They are 810 mm long with 120 mm stroke and 108 mm radial caliper bracket.

There are 40 positions of rebound adjustment with 10 mm of spring preload adjustment and they are ABS sensor compatible. The technology in this fully adjustable product is derived from the Superbike 46 by Italian suspension specialist MUPO Race Suspension - a leading brand in SBK and other international racing sectors.

The set comes complete with the triple clamps, which have built-in brake-tee lines for a clean look and a faster installation, or an external brake line splitter banjo for Dyna ABS system dual calipers. They are black anodized finished, using Rebuffini’s “black forever” color technique.

Available for all FXRs, Dynas, V-Rods and Softails – including the 2018 Softails.



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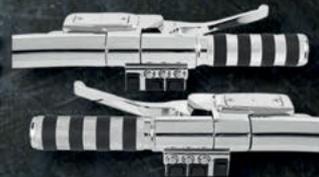


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Zodiac for M-8 Softails

Netherlands headquartered distributor Zodiac International is "going deep" on opportunities to customize the handling, performance and styling of the new Softails.

General Manager Vincent Pels says that "the Softail has evolved, but there is still a lot of room for improvement – in fact the better it gets, the better it can get." Zodiac already supplies a lot of parts to personalize the new bikes, and Vincent's view is that "everyone in the custom market is still only at the beginning of what will be one of the dominant dealer revenue opportunities of the future. These new Softails are a future facing platform that will be part of the Harley and wider custom market portfolio, one way or another, for years, if not decades to come." This month we present a sample of the parts that Zodiac has for the M-8 Softails, but as Vincent says, and as our own travels around the market in recent months have shown, "there's plenty more to come."



Freedom Performance 'Radical Radius' Exhausts

Tuned for the 2018 M-8 Softails, these Freedom Performance 'Radical Radius' exhausts feature one piece 2 1/2" (64 mm) outer diameter 16-gauge heavy duty heat

shields that cover the headers for a full 220 degrees and a three-step header system for optimal horsepower and torque.

The curved mufflers feature billet end caps; race version exhausts give an aggressive deep growl; removable baffles (quiet baffles available). All 'Radical Radius' exhausts are equipped with O2 sensor ports and come with plugs for use on models without O2 sensors. These exhausts come complete and ready to bolt on and include stainless steel hardware and brackets. Available in chrome or ceramic black with a choice of black or chrome end caps. Euro 4 approved versions are also available.



S&S Stealth air cleaner

Czech made Diag4Bike/Diag4Tune fuel injection tuning



Italian made Otto Di Cuori front and rear turn signal and taillight kits



German made RST adjustable brake and clutch levers



T.P.P. Variable Pressure Clutch for M-8

The Variable Pressure Clutch (VPC) by Tak's Performance Parts (AIM Corp in the United States) is not "just a lock-up clutch". The VPC is a system that reduces spring pressure at idle, and as the centrifugal force increases in line with rising engine rpm, it provides the clutch with the required pressure to match engine torque. It makes for easier clutch lever work from idle to 3000 rpm; in short, it will give you a lighter operating clutch, with a stronger engagement when it revs up and it will stop your stock clutch from slipping when you have a high-performance muscle motor. Available for 2017 to present Touring and 2018 Softail M-8s.



Zodiac headlight housing

Öhlins FG433/434 Front Forks

These state-of-the-art Öhlins 43 mm conventional style front forks give the bike "supreme suspension, yet with retro-classic style and the familiar Öhlins Racing design. "The technology in these fully adjustable forks has been proven through the years on numerous applications and works for a range of different applications. The top cap gives easy access to spring preload and rebound adjustment, separately in each leg. Compression adjustment is with an external



adjuster on the fork bottom clamps. Length is 800 mm from the top of the fork tube to the center of the wheel axle mount. The Zodiac exclusive triple trees seen here are CNC-machined billet aluminum with a 31 mm top tree and 35 mm



lower tree. The forks are available with both the inner tubes and fork sliders in Öhlins gold or black. Fork leg assemblies have clear anodized aluminum axle clamps with caliper mounting points. Caliper brackets for 2000-up style calipers for 11.5" (292 mm) and 11.8" (300 mm) discs and fender brackets are available separately in clear or black anodized finishes. Wheel axles are available for 3/4" and 25 mm bearings.



Two Brothers Racing 2-into-1 exhaust system

Burly Touring Sport handlebar fairing



Zodiac Argyle grip set



S&S Air 1 air cleaner cover



Vision X LED headlight unit



ThunderMax Fuel Injection for M-8

ThunderMax claims to be the most powerful, self-tuning fuel Harley-Davidson specific fuel injection management system available. The ThunderMax EFI system with AutoTune is purpose-built to deliver



uncompromised performance. "It works on any bike, no matter if it is a plain stock, has a performance exhaust, and/or performance air cleaner or any other performance upgrade installed.

"The AutoTune function of the ThunderMax will continually tune any fuel injected Harley engine for maximum performance. It is a wide-band, closed loop system, which means it continually and automatically adjusts air/fuel ratios every time you ride, regardless of changes on the motorcycle or any ambient condition, such as temperature, barometric pressure, humidity or a change in the fuel quality."

Once installed, the ThunderMax with AutoTune "will fine-tune the base map to your riding conditions and habits automatically, every time you ride. The ThunderMax delivers easier starting, a smoother running engine, crisp and dramatically

improved throttle response, and increased performance at all riding levels, without sacrificing fuel economy.

"It will also eliminate popping, spitting and backfiring for a better sounding exhaust. The ThunderMax also gives you the ability to adjust idle speed for a cooler running engine. The ThunderMax is an industry award-winning product that outperforms all other tuning systems in every riding and performance category and comes with a 3-year limited warranty." Available for 2017 to present Milwaukee-Eight Touring and Tri-Glides, as well as 2018 Softails.

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Arnott Certifies Ultimate Ride Kits for 2018 Touring models



Merritt Island, Florida based Arnott Motorcycle Air Suspension has announced that it has certified its adjustable air suspension Ultimate Ride Series kits for 2018 Harley-Davidson Touring models.

Custom-designed for the Touring series, Arnott says the kits have "thoroughly tested for fitment and ride quality on multiple Road King, Street Glide, Road Glide and Electra Glide and CVO models.

Featuring nitrogen charged FOX shock absorbers and a powerful air compressor, Arnott says that "unlike some kits which use castoff auto parts for every motorcycle, Arnott kits are specifically engineered for each make, model and year of supported motorcycles. The testing process assures customers that when fully deflated, the kit won't allow the fender to rub against the bike's rear tire, provides optimum ride quality over a wide range of road conditions and fits the motorcycle perfectly, enabling a fast and flawless installation.

"We design and handcraft our air suspension systems specifically for motorcycles, ensuring each product exceeds the highest standards in quality, functionality and safety. Our Ultimate Ride Series not only lower the motorcycle for ease and comfort, but

are ideal for riders looking for exceptional ride quality, reduced bottoming, and the ability to ride longer without feeling 'beat up' by the road."

The system features FOX street performance, gas-charged monotube shocks with an internal floating piston, optimized model-specific ride, using FOX's proprietary high-flow deflective disc, velocity-sensitive damping, 1.5-inch 6061-T6 aluminum hard body with a 1/2-inch low friction, super-finished hard chrome shaft, multi-ply Goodyear air bladder for height adjustability and air spring firmness, a powerful compressor with application-specific mounting hardware, handlebar-mounted inflation control switch and optional rebound control to enable the rider to adjust the shocks' internal damping (available in black or chrome) with matching black or chrome handlebar-mounted inflation switches.

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Bright ideas

Monrovia, California based custom lights specialist

Headwinds has a modern spin on a vintage look with its newest 5-3/4" headlight, the 'Standard Bullet', in black and antiqued brass.

The fully machined, spun aluminum headlight housing is polished and anodized with a gloss black finish. The solid brass clamp ring and bracket are polished, antiqued and sealed with a satin coating. Headwinds says that options include adding a convex lens for a real old school look and feel (headlamps also available from Headwinds). They fit all SAE 5-3/4" headlamps and 3/4" wide Harley mounts. Also seen here, this easy install plug and play V-Rod LED headlamp is a 5-3/4" 60/20W hi/lo chrome direct replacement for the stock two-bulb headlamp.

These powerful non-glare lamps are said to be 4 times brighter and whiter than halogen (3,600 lumens high, 2,400 lumens low) and



'Standard Bullet'

"reach down the road like a bolt of lightning." It also has a wide light pattern to illuminate the shoulder. Made with energy efficient solid-state LEDs that withstand shock and vibration.

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Biltwell 'Lane Splitter' Helmets – Feature-Rich and Convincing

The motorcycle helmet "space" is a "crowded house" at the best of times, but with tastes and business opportunities changing as new generations of riders seek to differentiate themselves, the market has become complex from a dealer's point of view. The stocking overhead has risen as more styles are needed to cater to traditional and emerging customer groups, and the choices that a store makes says a lot about how close to the action the owners are. As the stakes rise, vendor choices are critical, and of all the volume helmet options that buyers are faced with, that ability for the shop to make a statement about itself is at a premium. Enter into fray Californian designer Biltwell. Not entirely new to the market, Biltwell has carefully finessed its offer and the



safety, a hand-stitched, removable, washable and hypoallergenic brushed Lycra liner with contrasting diamond-stitched, quilted open-cell foam interior padding, cheek pads and BioFoam chin bar cushion delivering on the comfort. Generous vents in the chin bar get the air flowing and the outlet at the back lets hot air escape. The 'Lane Splitter' shield boasts extremely accurate optics and simple hinge mechanics for high style and easy removal for replacement or cleaning. A brass peg and hole configuration on the left side of the shield offers speedy, glove-friendly opening and secure closing with little difficulty or complication. Mesh audio pockets are included in the ear recesses - perfect for drop-in aftermarket communication systems, and the whole package is beautifully detailed with a selection of eight different "retro-contemporary" hand painted finishes.

perception of its brand values over several years. The result of that experience is now to be seen in three ranges – their half shell DOT approved 'Bonanza' line, 'Gringo' and 'Gringo S' full face DOT programs (ECE approval is expected to follow later this year), and, seen here, their top-selling comms-ready DOT/ECE 'Lane Splitter' full face range.

All three are feature-rich, combining comfort with safety, and all three deliver on one of the 'Holy Grails' of the helmet designers – that often sought but rarely achieved marriage between 21st century materials and safety standards, and a convincing interpretation of 'retro' design that simultaneously has contemporary and authentic etched into their DNA. Crafted around Biltwell's proprietary injection molded ABS outer shell, with a shock-absorbing EPS (Expanded Polystyrene) inner shell delivering the



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Kellermann Atto - new versions for the season



Kellermann GmbH, the well known "experts for premium motorcycle accessories from Aachen in Germany", presents new versions of their highly successful Atto LED mini lights family for the 2018 season: Atto WL, Atto RB Dark and Atto chrome. The Atto WL is the first pure position light from

Kellermann; the Atto RB is a rear and brake light, available in tinted glass version; and the complete Atto range is also available with clear lens and stylish chrome casing options.

Atto WL and WL Dark white position lights are European style position lights that beam parallel to the main light and substitute the original park/marker lights. They can be installed together or separately from the indicators – giving unique new styling choices.

The optimized light channelling is managed through a smart system of lenses and reflectors using EXtranz - Extreme Optical Transparency - and Kellermann's well known HighPower LED technology.

The complete electronics of the Atto WL are in the casing and it can be plugged into the 12 volt net directly.

The Atto RB Dark, known as the "Red Dot", is now also available with tinted glass. Possibly the smallest street legal motorcycle rear and brake light in the world, the dark glass and the compact size let the high-brightness LED light rear and brake light

disappear from view even more (until needed/activated) when installed on the bike. "The Atto RB Dark offers endless options to individually style and consequently 'minimize' the motorcycle.

"The brake light of the Atto RB Dark warns with an intensity that is second to none in the market. It keeps the following traffic at a distance...it may be small in size, but the TÜV certified illuminating power enhances on the road.

Features also include Long Life Protection Guard, IC operated, 330 kHz, high quality metal housing; suitable for 12 volt DC applications; with M5x0, 5x6, 5 mm fastening screw.



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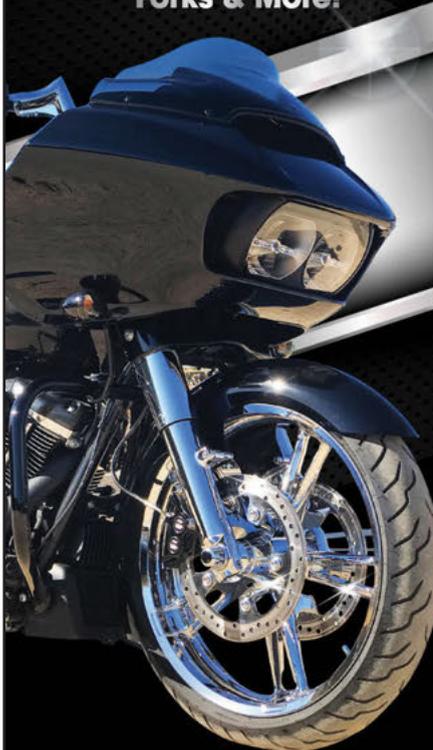
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Cult-Werk have been at work



Austrian parts and accessory manufacturer Cult-Werk are exactly that in Europe, well regarded cult, whose product designs turn up on some of the finest custom bikes and are selected by some of the most discerning customizers. Seen here a new headlamp



mask and 6-piece fork tube cover kits for the 2018 FXBR/S Softail Breakout, triple tree bolt sets for 2018 Sportster and Breakout, and also a 6-piece fork tube cover kit tailor-made for the '10-'15 XL 1200X Forty Eight.

Rusty Butcher - Harley Thrashers

From Corona, California based Rusty Butcher comes apparel such as Hoodies, T-shirts, caps, pins, wallets



and chains, socks, loads of stickers and hard parts such as points and derby covers and bars. 'JG', Mr. "Rusty", says: "I would like to think that we thrash Harleys the hardest out of anyone, so we made it our mission to make products that can withstand the abuse – all our parts are wheelie, race and jump tested to perfection".

Get ROEG?

Available exclusively through Motorcycle Storehouse, ROEG gear takes its inspiration from the custom motorcycle



lifestyle. The range includes casuals, vests, gloves and the ROEG 'JETT' (half shell) helmet.

Available in three fiberglass shell sizes to keep the helmet as small as possible while still meeting ECE-R22.05 regulations, they come with removable cheek pads, padded chin strap and classic double D-ring closure, plus integrated snaps for visors/shields.



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Complete Clutch Kit for Indian

Barnett has added two clutch kits to its line-up for the 2014-'17 Indian Chief/Chieftain/Roadmaster and 2014-'17 Scout.

These complete clutch kits feature Barnett's exclusive Carbon Fiber (Chief) and Kevlar (Scout) segmented friction plates. Said to provide better oil flow for cooler clutch temperatures, they deliver smoother, more consistent performance and longer life.

Completing the kit is a set of tempered steel plates and a set of heat-treated, heavy-duty coil springs.

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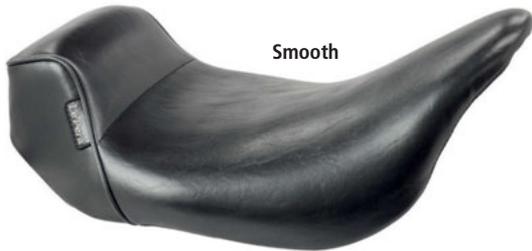
North Hollywood, California seats specialist Le Pera has three stylish new designs for 2018 – the 'Streaker' for Sportsters; 'KickFlip' for '06-'17 Dynas and, seen here, the new 'Sprocket' Solo for '08 and up Baggers.

Available in 'Smooth', 'Diamond' and 'Pleated' stitch finishes, "this sinfully

'Bobbed and Chopped' design creates enough back support for highway riding, with a bobbed back that updates one of our most popular designs from the 1970s," says Bob Le Pera Jr.

Like all Le Pera seats, it has 46 years of handcraftsmanship invested into every detail and features a powder-coated 16-gauge steel base plate, a specially poured high-density "Marathon" molded foam foundation and double-stitched handcrafted cover with bonded polyester thread for durability.

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Air 'Bleed Feed' Mono Shock Kit for 2018 Softails

Fullerton, California based V-twin air suspension pioneer Platinum Air Suspension has announced a new version of its popular 'Bleed Feed' air shock for the 2018 M-8 Softails.

The company's complete Mono Shock Kit includes all the components necessary to convert the stock 2018 Softail into a "luxury ride with top flight handling and the ability to fully adjust the ride height."

The minimum retracted shock length is 10 7/8", with a maximum extended shock length of 12 7/8", resulting in a wide range of actual ride heights from "slammed" to "full handling" mode with a full 4" height range.

For California Softails, simply remove the EPA canister from the transmission, install the canister to the Platinum Air Suspension compressor/valve box, and install the entire assembly to the back of the transmission.

This kit covers the full range of 2018 Softail models and is backed by a one-year limited warranty on all material and manufacturing defects. Owner Mike Ferris says that "we stand behind the brand as "it's all about the ride" and value the satisfaction of our customers above all else."

Founded in 2004 by Oscar Sanchez, Platinum Air Suspension began by working on a custom bike project and developed into a complete "air ride system". Fast forward to 2018, and owner and designer Mike Ferris has developed the company and product into a "world class industry standard - truly the yardstick by which all others are measured."

The 'Bleed Feed' system is Mike's flagship



technology, controlling both ride height and rebound. The system is controlled by positive pressure at all times and easily adjusted at the "flip of a switch for complete comfort" based on rider weight, road conditions and the operator's riding style.

The 'Bleed Feed' system includes air cylinders machined from 6061 T-6 billet aluminum, air-control valve, DOT-approved 1/4" line and fittings, switch/electrical harness, air compressor, hardware and line cutter.

Platinum also offers a simple, lower cost system, which features the same high level of quality

components as the 'Bleed Feed', but does not include rebound control. The system controls ride height through pump and release pressure.

All Platinum Air Suspension shocks are available in a wide variety of finishes - options include chrome, polished, powder-coated or satin with specific color; special order powder-coating also available.

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Sportster kick starter conversion kit

V-Twin Manufacturing has introduced a new kick starter conversion kit with a unique design that is said to allow easy access - the kicker gear is mounted on the side of the pulley.

The kick starter cover has a natural finish and is milled out to allow the use of the original exhaust bracket. The entire kit is available for 2007-up XL 5-speed models with all the items needed to convert a 5-speed - a black sprocket cover accents the chrome kick starter arm with a black rubber pedal.

The kick shaft, kick start cover and kick

gear assembly have a natural finish. The transmission main shaft has an integral gear set with a one-piece forged construction, just as the originals were, and the electric starter is retained. Designed for use with forward controls; otherwise the master cylinder may be needed.

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Q-Pak Quad Valve Manifold System

Q-Pak is a new concept in air suspension component terms - a quad valve manifold system - that "redefines air suspension management," according

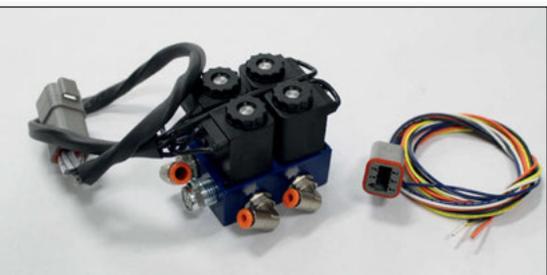
to Jeff Schwindt, founder and manufacturer of AirFX. Schwindt says: "The new Q-Pak quad valve manifold system is a motorcycle-specific product that delivers outstanding performance. Its compact design (2.5" x 2.0" x 2.5") has the smallest footprint in this category."

The package comes complete with all the fittings installed, a muffler and electrical plug with 3 feet of wiring harness ready for installation, and Schwindt says that AirFX tests every system prior to shipping. "The Q-Pak is an extremely efficient package, drawing only 0.4 amps, which allows for a wide range of installations from new to existing systems. Made by us here in the USA, it is fully serviceable and

features a 300 PSI operating range rated manifold with built in air filters for long life and safe operation." Available direct from AirFX or through its distribution partner, Hawg Halters.



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sales@airfxusa.com
www.airfxusa.com



'Assault' Series stainless steel 2:1 for FXR, Dyna and TC/M-8 Touring Platforms



Phoenix, Arizona based Trask Performance continues to add to its range of performance options, with these recent



high-quality stainless steel, mandrel bent, TIG welded 'Assault' series 2-Into-1 exhausts.

They include custom heat shields with wire tied fasteners for a race-inspired look with double slip fit and gusset for additional strength.

Capturing the wave of popularity for Harley's still much admired FXR, they are available for '84-'94 FXR models. Two versions are available for Dyna models with mid-controls (only) - '91-'05 and 2006 right up to 2017 - the last year of production for Harley's currently equally popular monoshock follow-up to the FXR. For Touring models, they are available in Straight or Kickout design with included O2 ports for '09-'16 FLHR/ FLHT/ FLTRX/ FLHX, and coming right up-to-date, for '17-'18 FLHR/ FLHT/ FLTRX/ FLHX M-8s.

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Universal Starter Relay Kit



Austin, Texas based Revival Cycles says this Universal Starter Relay Kit with main fuse is the one it uses on all its own bike builds. Assembled to be "the most complete you can buy on the market," it a main fuse circuit as well as a waterproof wire connector. The weldable tabs make mounting easy and Revival says it has assembled a selection of wire connections to create a complete package for all applications.

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OptiMate 7 Select – 12 V, 10 A 'Ampmatic'

A lot of people think 10 amps is too much for motorcycle batteries, but with the average touring motorcycle engine headed towards 1900cc (115 c.i.) and increased demand for power from accessories (such as entertainment, route finding, routing, heating, seat and screen adjustment etc), battery sizes have already been creeping up to 20Ah and over.

Modern AGM lead-acid technology has advanced rapidly, making it possible to accept high current charge. The OptiMate 7 Select is the ideal companion for those larger batteries as well as the entire range of smaller batteries.

"OptiMate 7 Select has a number of features that make it one of the smartest chargers out there," says TecMate CEO Martin Human. "Starting with the Ampmatic charge control that adjusts charge current to match the condition and size of the connected battery, so a small battery gets less amps than a large one. It also adjusts output voltage according to ambient temperature - a lesser known fact is that in hot weather a battery should be charged at a lower voltage, otherwise you risk losing that power giving electrolyte acid that cannot be replaced in modern AGM batteries."

There are, of course, high-power AGM batteries now available that can deliver more than the stock battery, but they demand a higher charge voltage of 14.7 V to get the most out of them – "so the



OptiMate 7 Select has an additional hi-performance 14.7 V charge mode.

"Then there's the diagnostic power supply mode that provides a stable 13.6 V with 8 amps of power available, ideal for modern motorcycles that cannot be tuned without special diagnostic tools – and those tools need a fully charged battery to diagnose and update without interruption."

Martin reckons that the battery save mode on the OptiMate 7 "has the best one out there, as it can save a 'dead' lead-acid battery from as low as ½ a volt (0.5 volt). One characteristic of many chargers is that the more powerful and feature-rich they get, with faster charge rates, the greater becomes their own power requirement.

"In fact, the OptiMate 7 has efficient conversion technology not typically found in battery chargers – technology such as its on-board power factor correction and synchronous rectifying, reducing power consumption to less than half than that of



other 10 amp chargers, and also less than many 5 amp chargers.

"Also, always check into the versatility of any charger you are considering – the OptiMate 7 runs on any voltage from 100 V to 240 V. Plus, available OptiMate 7 models for modern AGM motorcycle batteries come with different plugs - TM-250 (EU), TM-251 (NA), TM-252 (UK)."



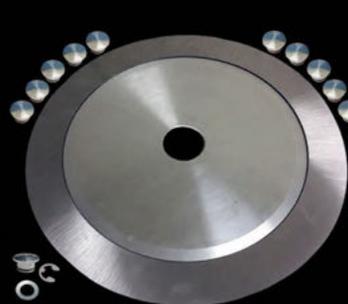
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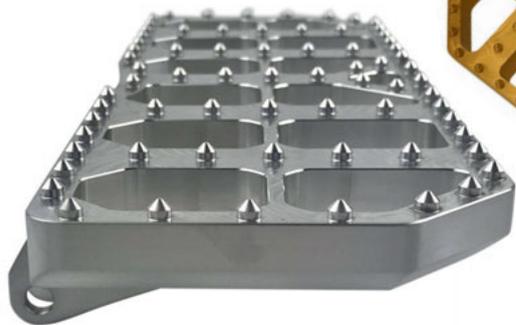
Moto Style Tourer Floorboards

Brass Balls Cycles' new adjustable Moto floor boards for Touring models are a lightweight and strong direct replacement for the stock design. Precision-machined from aircraft grade 6061 T6 billet aluminum, they are available in natural brushed finish, black anodized or gold anodized. The company says that they coordinate with their passenger Mini Moto Boards and a new Moto brake pedal that will be available shortly.



Inspired by motocross and "delivering the grip to prove it," they feature a tapered perimeter edge to optimize lean angle. "The grip is second to none. These boards take performance and style to the next level. Precision-machined from aircraft grade 6061 T6 billet aluminum, they ship with adjustable mounting hardware. Fitments include FLH '82-'18, FLT '82-'18, FLST '86-18 and FLD '12-'16

BRASS BALLS CYCLES
Oklahoma City, Oklahoma, USA
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sales@brassballscycles.com
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M-8 Cylinder Head Holder

The different spark plug threads in the M-8 heads call for a different head holder, and JIMS has adapted its proven system for anchoring the head in a vice specifically for the new engines with this versatile dual-platform design tool. It is two-sided, one side threaded for Twin Cam heads, and the other

threaded for the new M-8. Also seen here, JIMS' left main seal installer makes sure that the left crankshaft seal gets a perfect install to prevent the risk of unwanted oil transfer between the engine and the primary drive.

It not only assists with perfect installation (which includes bottoming out when the seal is properly installed), but it has the added advantage of allowing the alternator stator to remain in place during the operation.



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RPW Has a 'Shock' for Scouts

North Bend, Oregon based Indian Scout specialist RPW USA - Rogue Pipe Works - has released a new 'Hot Shot' exhaust called the 'Shock'.



A full 2-into-1 for Indian Scout/Scout 60 models, the 'Shock' is "sculpted and fitted to complement the bike's design, with the header pipes transitioning into a collector, allowing a strong and balanced flow into a short, curved, tough looking and sounding muffler."

Available in four finish and color option combinations with black ceramic or chrome heat shields and muffler.

RPW USA
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www.rpwusa.com

King P-Nut Gas Tank for Sportsters and Customs



Known for its line of popular custom gas tanks, the latest design from Brunswick, Ohio based Lowbrow Customs is this King P-Nut gas tank.

Made by Lowbrow, owner Tyler Malinky says it was "designed for universal custom use or to simply bolt on to '86-'03 Harley-Davidson Sportsters using our Lowbrow gas tank adapter brackets – a genuine bolt-on, there is no welding, drilling or modification necessary."

In addition to fitting to a Sportster, this gas tank can be mounted on any motorcycle frame with basic fabrication techniques. One such method is welding some threaded 'tophat' bungs into the backbone of the frame.

Tyler says the King P-Nut is unique in that it allows full use of its 2.4 gallon capacity because of the left-side 1/4 inch NPT petcock bung and the small gas filler moved up high on the tank. Being that this is a Frisco mount gas tank, it has a shallow tunnel and sits high up on the backbone of the frame; if the filler cap is back too far, the tank can't be filled to the top without the gas overflowing.

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Two-step 4 1/2" 2:1 Full Systems for 2017-18 Tourers

Pine Island, Minnesota based Khrome Werks has new two-step header 2-into-1 full system options with 4 1/2" mufflers in highly polished nickel chrome, high temperature proprietary black, or their award-winning advanced 'Eclipse' proprietary "black chrome" finish for 2017-'18 Touring models.

'Eclipse' is a process that incorporates multi-step polish to create a smooth surface, a multi-pass cleaning treatment, and three layers of nickel plating for improved adhesion and corrosion resistance. Finally, they apply a layer of their proprietary high-temperature black chrome. Sales Manager Chris Reid says that "we are known for our quality and seamless fit, flawless finish and our advanced performance and manufacturing technology and have been for more than 35 years. Khrome Werks exhausts have always been known to deliver real increases in horsepower and torque where it is really needed in the rev range.

"Our 2-into-1 full systems for tourers make a difference that riders notice – real and usable horsepower and torque improvements over the stock systems and with a quality of durable finish that is unmatched."

Made in 16-gauge steel with 2 1/2 inch

diameter 16-gauge 220-degree coverage heat shields, the headers step from 1 3/4 to 1 7/8 to 2 inches with a 2 1/2" collector. They feature improved performance, reduced heat and a "distinctive Khrome Werks sound" thanks to their advanced acoustic packing materials, and they are available slash-cut or with billet end caps. The 4 1/2" HP-Plus muffler has a 2 1/2" inlet and 2 1/2" high flow absorptive baffle with 3-inch reverse cone outlet to maximize torque. They have durable combination stainless steel and high temperature fiberglass baffle wrap, mount with a supplied OEM style muffler clamp and spherical port caps to ensure sealing with 18 mm and 12 mm O2 bungs.

KHROME WERKS
Pine Island, Minnesota, USA
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www.khromewerks.com

Two-step header 2-into-1 full system for '17-'18 tourers in chrome, black or Khrome Werks' proprietary 'Eclipse' black-chrome finish





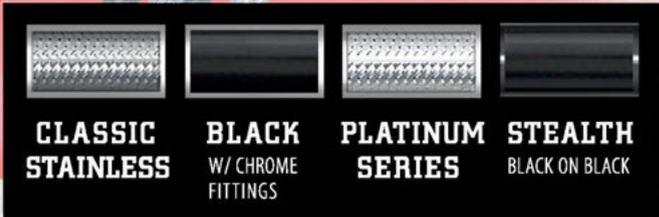
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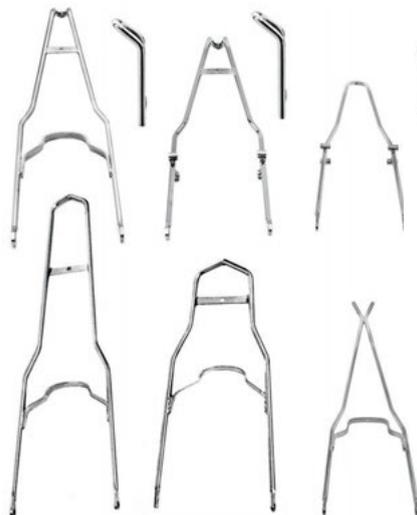
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Truck Bed



bodies are .100" rolled and formed aluminum. The kits are designed to bolt directly to the stock rear frame horns. Both models are offered to fit a wide variety of chassis applications from '58-'84 FL 4-speeds to '93 through 2004 Sportsters, '96 and later Dynas and '86-2011 Softails. All kits come with mounting hardware and supports. The Hot Rod bed does not include the taillights or license frame shown here. Also seen here, Paughco says its sissy bars "have been a fixture in the chopper community since the late '60s, and with current "back to basic" trends, they are just what builders are looking for. From the always popular Capt. America style to your basic short and tall with 40-degree bend, Paughco offers a sissy bar style that's just right for your Rat Bike or Retro Scooter."

The bars shown here are available for a variety of applications including rigid, swing, belt, chain, with or without seat bracket to fit Flat or Fat Bob fenders.

Paughco says that these new Trike bodies "are the number one component when it comes to your 3-wheeled project's image, say Old School Practical with this Truck Bed kit or Sporty Low Down with the Hot Rod - either one will give your ride a personality all of its own."

Matched up with other Paughco trike accessories, like the fenders shown, "and you've got a unique and crowd stopping combination." Truck Bed style kits are heavy gauge formed sheet steel and the Hot Rod

PAUGHCO
 Carson City, Nevada, USA
 Tel: 775 246 5738
info@paughco.com
www.paughco.com

Hot Rod



Bolt-on 'Latitude'

The Ciro 'Latitude Tail Light & License Plate Holder' is a "brand new and dramatic way to customize the rear Street Glide fender," according to the fast-growing Hudson, Wisconsin based accessory designer. "With the bolt-on capability, there is no need for any permanent modifications to the motorcycle. The plug and play light replaces the entire OEM lighting assembly with an LED run, turn and brake light. Also included is a unique license plate mount with hidden fasteners to transform the rear end".

Available in chrome or black for '10-'13 Harley-Davidson FLHX, FLHXS, FLTRX and '14-up FLHX, FLHXS, FLTRXS and FLHRS models.



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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

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Thrashin Bags

Luke Leatherman and Lance Coury's Thrashin Supply is a new business venture specializing in Dyna/FXR parts and accessories and MX/FreeStyle derived products aimed at cross-over riders whose style mixes "platform passion with urban and extreme." In addition to patented design anti-reversion 2-into-1 exhausts, handlebars, brake master cylinder covers and other hard parts and accessories, Thrashin is also in the gear and apparel business with these luggage options.

The Thrashin Supply handlebar bag and tool roll feature weatherproof YKK zippers, MOLLE webbing at front and rear of bag with multiple points for attaching gear, measure 5 x 7 x 4", have four interior and two exterior pockets, lateral and horizontal attachment points to mount to risers and/or bars in



multiple configurations for different size risers, using Velcro straps and side D-ring for hanging keys or snap-back.

The Thrashin day trip saddlebags also have waterproof YKK zippers, measure 11 x 8 x 5", are "throw-over style" with multiple MOLLE webbing restraint attachment points, have side zipper pockets and a modular design that allows fitment on a wide range of motorcycles, including but not limited to Dyna, FXR, Softail, Sportster and rigid bikes. Optional rear gas can holster available.



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NAMZ CAN Bus Controller Touring Options

Oreland, Pennsylvania based NAMZ Custom Products owner, author and all-round electric guru Jeff Zielinski says that "when wanting to change the stock



NAMZ Custom Cycle Products, Inc.

handlebar switch controls on a 2011-up Softail, 2012-up Dyna, and all 2014 and up Bagger models, dealers have been finding out the hard way that it is nearly impossible to do it. "The introduction of CAN Bus handlebar switch assemblies is just the latest in a long



line of curve balls that the factory has thrown at owners and their dealers, but as ever, we here at NAMZ have stepped up to the plate with a solution.

"Our NAMZ CAN Bus controller (NCBC-N01 for Non-Baggers and NCBC-B01 for Baggers) simply plugs into the factory harness, so you can wire up any handlebar switch assembly you would like. It's that simple.

Celebrating their 19th year in business, NAMZ sells fluid transfer lines, custom installation supplies and Badlands lighting modules. The full range of NAMZ/Badlands products is available through Drag Specialties, Parts Unlimited, Tucker Rocky, Mid USA, V-Twin, Parts Canada, Motovan, Les Importations Thibault, Parts Europe, Custom Chrome Europe, Motorcycle Storehouse, W&W, Zodiac, Rollies Speed Shop, Wildrider International Pty Ltd., or if out of stock, preferred distributor dealers can order direct from the NAMZ website.

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Softail 'Big Radius' and Daytona 400 'Dresser' Slip-Ons

Vance & Hines' new Daytona 400 slip-ons "put the gusto into your FL Dresser," says the Santa Fe Springs, California based manufacturer, "with a hearty big bike sound that wakes up the senses and puts a smile back on your face."

Featuring large 4-inch round muffler bodies, Daytona 400s "look great with standard or extended bags and are finished with sleek tapered CNC-machined billet end caps," available in chrome or black. Fitments are also available for both '17-'18 M-8 Touring models and '95-'16 Twin Cam Touring Models.

Also seen here, Vance & Hines say their "bold and sweeping" Big Radius "has all the right curves in all the right places for

the Milwaukee-Eight. Wrapped in precision-sculpted heat shields and finished with scalloped-cut ends, 'Big Radius' blends radical style with high craftsmanship."

Available in chrome with optional quiet baffles for narrow tire 2018 Softail Street Bob, Low Rider, Slim, Heritage Classic, Fat Bob and Deluxe. This new release complements the fitment the company already has available for the wide tire M-8 Softail models (Fat Boy and Breakout).

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NEWS BRIEFS

Despite its focus and investments on its manufacturing procedures and quality control functions, Polaris has again had to issue a Slingshot recall for '15-'18 models. The issue this time revolves around the driver seat and passenger seat belt and seat back - the anchoring bracket may have been improperly welded and differences in the seat assembly may prevent proper latching of the seat slider.

In further Polaris recall news, the company has had to agree to a \$27.25 million settlement with the Consumer Product Safety Commission (CPSC) to settle two 2016 instances of late reporting; the company has also had to issue yet another recall, due to a fire hazard, affecting 107,000 2014 to current RZR XP 1000s.

Indian Motorcycle has started the year with a strong showing in market share terms in Germany – they were up to 14th for the first two months of 2018 with a 0.66 percent market share, albeit on low volumes so far in 2018; they have though more than doubled the number of bikes sold compared to the same period in 2017, from 24 to 53 units.

Royal Enfield parent company Eicher Motors has acted to close down its joint venture with U.S. partner Polaris – after initial success, sales of the Multix personal utility vehicle have disappointed. The equal venture, Eicher Polaris Pvt Ltd, was formed in 2012 and a loss of some \$14.13 million was reported for the year ended March 31, 2017, with Eicher's total investment in the project date believed to be north of \$40 million.

MAG/TR Emerges from Chapter 11

Tucker Rocky/Biker's Choice and MAG have announced that they have now emerged from the restructuring process they initiated with the bankruptcy courts in November 2017. Addressing their dealers primarily, Kenan Ikels, Tucker Rocky Sales & Marketing VP, released a statement saying that "we are pleased to report that on March 29, Motorsport Aftermarket Group (MAG) and Tucker Rocky Distributing received confirmation of its Plan of Reorganization from the bankruptcy court and successfully emerged from chapter 11 on Friday, March 30, 2018. "Our goal was to move through this process quickly, emerging within 4 to 6 months, and that is exactly what we have done. We recognize that this process has not been without its challenges, and we are grateful for your support and patience as we have moved through the restructuring. "Now we are standing on solid financial footing and are a stronger



Addressing dealers, TR/Biker's Choice VP Sales & Marketing Kenan Ikels said: "Now we are standing on solid financial footing and are a stronger and more competitive company. This makes us a more secure and reliable partner, and we look forward to continuing our work together"

and more competitive company. This makes us a more secure and reliable partner, and we look forward to continuing our work together." Speaking to the future, Ikels went on to say that "upon emergence we are

under new ownership led by Monomoy Capital Partners, Blue Mountain Capital and Contrarian Partners. These companies have extensive experience with businesses such as ours and are committed to Tucker Rocky Distributing. "They recognize our strength in the market and believe in the value of our company as a whole. This means that we do not anticipate any significant changes in our strategic direction, priorities or organization structure, and you can be assured of continuing to work with your normal Tucker Rocky sales representatives and contacts. It is business as usual!" Although the process has created issues for many of the vendors who supply the company, a market shaken by three years of declining sales and still haunted by the trauma of prior distributor filings will be relieved that this process has been one that has largely gone as smoothly as could have been hoped for.

Clutch Specialist Rekluse sold

Mentor, Ohio based Race Winning Brands (RWB) has acquired Boise, Idaho based clutch specialist Rekluse. A "portfolio company" of Kinderhook Industries, LLC (of New York – who bought then Wiseco parent PMI from Dover Corp in early 2017), RWB says of Rekluse that they are an "industry leader and prominent manufacturer of high-performance clutches and drive components for the powersports market" and that as a "technology and market leader "Rekluse fits perfectly within the Race Winning Brands' portfolio." RWB describes itself as a "leading manufacturer of high-performance and racing-application focused components for the powersports and automotive

performance aftermarkets and markets its products globally from its Mentor, Ohio headquarters through a portfolio of leading brands including JE Pistons, Wiseco Performance Products, Diamond Pistons, Trend Performance, K1 Technologies and ProX Racing Parts." Brian Reese, CEO at RWB, said: "We expect Rekluse to accelerate further innovation and growth as we add this vibrant brand into our already dynamic portfolio. This acquisition is a reinvigorating demonstration of our commitment to lead the powersports market." Serial entrepreneur Al Youngwerth, who founded Rekluse in 2002, said: "I am excited about the opportunity for Rekluse to join the Race Winning

Brands' family. I'm thrilled to play a key role in taking Rekluse through a new phase of growth and to join such an experienced leadership team with a deep and proud history in powersports. We expect this decision will have an immediate, positive and measurable impact for the Rekluse brand." Youngwerth will "continue his passion for innovation as part of the RWB leadership team." Though best known for their off-road products, Rekluse products for Harley-Davidson and some Indian (Scout) applications include their Radius X with EXP automatic clutch, TorqDrive clutch pack and CoreEXP automatic coil spring clutch conversion for Sportsters. www.rekluse.com

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