

**AMD  
NOW IN OUR  
26th  
YEAR**

# AMD™

**AMERICAN MOTORCYCLE DEALER**

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

## Harley Targeting “Many Roads” Out of its Present Impasse with Updated Dealer Strategy and 2022 Product Plan Reveals

**AUG 2018**  
ISSUE #229

**A**s revealed when Harley-Davidson released its Q2 2018 Fiscals (July 24), the Motor Company subsequently unveiled what it had trailed as its “accelerated strategy for growth” announcement on July 30.

Called “More Roads to Harley-Davidson”, it is a growth plan for the period through to 2022 and adds detail to the “what next” question (following the M-8 Tourers and Softails) in the context of CEO Matt Levatich’s 10-year strategic announcements made in January 2017.

“In a fast-changing world with new consumer demands, these accelerated actions support Harley-Davidson’s 2027 objectives with increased focus and strategic investment to reinvigorate the U.S. business while accelerating the pace of international growth.”

Levatich states that “the bold actions we are announcing leverage Harley-Davidson’s vast capabilities and competitive firepower - our excellence in product development and

manufacturing, the global appeal of the brand and, of course, our great dealer network. Alongside our existing loyal riders, we will lead the next revolution of two-wheeled freedom to inspire future riders who have yet to even think about the thrill of riding.”



**‘stronger dealers, broader access’**

Described as being the result of a “comprehensive, top-to-bottom assessment” incorporating a “customer first” perspective, the “More Roads to Harley-Davidson” plan addresses three broad strategic areas - new products, dealer strategy, and how the plan will be funded – in

short, the latter is basically to fund the new products from judicious management of resources and smart fiscal governance.

The headline news is of the new products – in addition to the outcome of the ‘Project Livewire’ program resulting in new electric powered Harleys on sale at some point in 2019, the company has confirmed its long rumored entry into the Adventure Tourer market, which with a new ‘modular’ engine platform will address the calls for it to finally make its brand a significant player in the burgeoning middleweight motorcycle market, and to take the ‘Bar ‘n Shield’ into the lightweight displacement segment, especially in Asia.

In terms of its response to its tariff driven announcements of June though the company is still not yet ready to announce where its European inventory will be manufactured. However, of equal significance to the new model plans is that Harley has now gone public with an insight into the frustration it clearly has been feeling with its traditional core dealer

**Continues on page 6 >>>**



**AVON TYRES TO SPONSOR THE AMD WORLD CHAMPIONSHIP FREESTYLE CLASS**

## THE SHARING ECONOMY



**AIMEXPO DEALER VIP PACKAGE**

**WIN A FREE DEALER VIP PACKAGE REGISTER TO ENTER**



## EUROPEAN BIKE WEEK



## BLACK BRASS

Like a moth to a light bulb drawn, we can't help still geeking Hungarian builder Sapka Muvek's 2016 top twenty Avon Freestyle class class black beauty



# WE ARE COMING TO VEGAS. ARE YOU?



**REGISTER NOW** for FREE at [aimexpousa.com](http://aimexpousa.com)

The grand stage for motorcycling and powersports in North America. If you are part of the industry, you need to be here.

- Grow Your Business & Networking
- Exclusive Show Specials
- See New Products
- Dealer Workshops

**AIMEXPO**

PRESENTED BY



Nationwide®

October 11–14 | Las Vegas - Mandalay Bay



MOTORCYCLE  
INDUSTRY  
COUNCIL.

**EDITOR-IN-CHIEF**

ROBIN BRADLEY  
robin@dealer-world.com

**PUBLISHER**

SONJA WALLACE  
sonja@dealer-world.com

**GENERAL MANAGER**

SARA VINEY  
sara@dealer-world.com

**DESIGN & PRODUCTION DIRECTOR**

BEN OAG  
ben@dealer-world.com

**PHOTOGRAPHERS**

ONNO WIERINGA  
MADNESS PHOTOGRAPHY, NL  
www.madnessphotography.eu  
FRANK SANDER  
THUNDER MEDIA, DE  
www.thunder-media-service.de

**TOLL FREE... FROM USA/ CANADA:**

TEL: 1-866 849 5704

FAX: 1-866 521 0099

If for any reason you can't connect via our toll free numbers then dial  
TEL: 01144 1892 511516  
Fax: 01144 1892 511517

5, Rendlesham Mews,  
Rendlesham,  
Woodbridge,  
Suffolk  
IP12 2SZ  
United Kingdom  
TEL: 0044 (0)1892 511516  
FAX: 0044 (0)1892 511517

**DISCLAIMERS**

No part of AMD may be reproduced or used in any way without permission. The views contained in AMD are not necessarily the views of the publishers; the views of the publishers are not necessarily the views of any third parties. Every effort is made to ensure that all material included is as accurate as possible, however, neither the publishers or any third parties can be held responsible for any erroneous statements, facts, figures or just plain silly or honest mistakes or inaccuracies, howsoever caused. All trademarks, brand names and other key words are used purely for descriptive purposes. No approval, endorsement of, or involvement in the contents of AMD is implied by the use of these or any other words, names or marks associated with all or any companies. All trademarks are openly acknowledged by AMD and by any third parties included in AMD. All AMD editorial content is just exactly that, independently sourced, compiled and written editorial content for which no financial or other beneficial transaction or other kind of relationship, contractual or otherwise, has been entered into. No consequential losses or any other liabilities are accepted arising from content of any kind in AMD, howsoever caused.

'World Championship of Custom Bike Building' is a registered trademark of Robin A. Bradley, Dealer-World.com

**POST MASTER**

AMD (ISSN 1465-7627) is published monthly by Dealer-World.com, 5, Rendlesham Mews, Rendlesham, Woodbridge, Suffolk, IP12 2SZ, United Kingdom. Subscription price \$200 per year. Postmaster: Please send address changes to: AMD, Dealer-World.com, 5, Rendlesham Mews, Rendlesham, Woodbridge, Suffolk, IP12 2SZ, United Kingdom or e-mail to ben.bradley@dealer-world.com

PRINT BY WARNERS, MIDLANDS  
BOURNE, LINCOLNSHIRE, GB

ISSN 1465-7627



**Comment** ..... 4

Lay down quietly in a darkened room! Robin Bradley congratulates Harley-Davidson, shock! No, really, he really, really does - well, he has a couple of minor league gripes, but hey, context is 'King' after all ...



**The Sharing Economy** ..... 56-57

Following last month's look at the burgeoning Community Garage movement, in the second part of his series on "the new market", Garage Time's Andrew Koretz takes a look at what exactly the Sharing Economy means to 'new gen' consumers

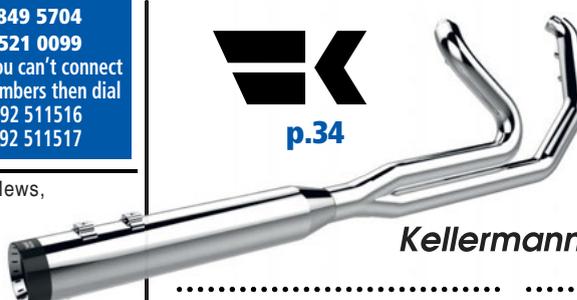


**AIMExpo** ..... 20

Las Vegas is calling - how about the chance to win a Dealer VIP Package that includes a free stay at the Mandalay Bay on the famous 'Strip'? Hurry though, it's a time limited offer!



**PROGUIDE: The new, the best and the must-haves** ..... 34-55



**Kellermann**  
p.34



**Kellermann**  
p.36



**JTD-USA**  
Motorcycle Parts  
p.36

---



**DRAG Specialties**  
p.38



**MOTORCYCLE STOREHOUSE**  
p.40



**U-TWIN**  
p.42

---



**HardVoice**  
AMERICAN V-TWIN PRODUCTS  
TTS  
p.49



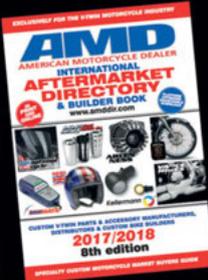
**W&W CYCLES**  
p.50



**ZODIAC**  
p.54

**YOU CAN NEVER HAVE TOO MUCH INFO**

check it out for yourself at [www.amdir.com](http://www.amdir.com)



**IN PRINT ONLINE**  
ON YOUR OWN DEVICE

Available for platform optimized online reference or searchable PDF download. Additional print copies are available on request from the AMD office in the UK.



# Congratulations Harley-Davidson

**A**s revealed when Harley-Davidson released its Q2 2018 fiscals (July 24), the Motor Company subsequently was due to unveil what it trailed as its “accelerated strategy for growth” a week later - and subsequently did so on July 30 - it was smart to put some distance between the two announcements.

The Q2 fiscals were not, actually, quite as bad as many analysts had been expecting and produced a \$4 to \$5 bounce in the share price straight away (to the \$45 mark). What was unveiled a week later was one of the most profoundly important strategic planning announcements in the 30 plus years since the company went public in the mid-1980s. Of itself it didn't (yet) produce quite such a marked stock market response, but there is now reason to believe that, at worst, Harley has bought itself the time needed to be in with a fighting chance of staving the sharks - bait no more - not for now anyway.

Given that much of the funding for new plans is going to come from “good housekeeping” rather than splashing the cash or, worse, needing to use someone else's, would appear that Harley's (entirely appropriate) caution is being matched favorably by that of investors, because the strategic thinking they unveiled and the likely ROI it is slated to yield within five years certainly hasn't spooked the markets.

The 'More Roads' strategy has added much needed flesh to the bones of CEO Matt Levatich's January 2017 announced plans. Those plans were to launch 100 new models and train 2 million new riders in the U.S.A. in 10 years, massively grow its international dealer network and see some 50 percent of unit sales coming from 'international' markets.

Remember, that latter announcement pre-dates this strategic leap forward and the whole Kansas, tariffs and Thailand matrix of issues. All these worthy objectives were to be achieved in environmentally appropriate ways while sustaining balance sheet integrity and shareholder value. Ambitious!

So, has Harley managed to put flesh on the skeleton in a convincing and forward-thinking way? One that can see the reach, the consumers and opportunities they will represent in the next 20-30 years? Does 'More Roads' provide a platform from which the company can get creative and responsive?

Well, yes, I think it does. At the worst, Harley has given itself a convincing start-point down a path that will provide a foundation from which to emerge from under the shadow of engineering conservatism and 20th century legacy. Whether the path broadens out into 'Roads' remains to be seen, but provided the twists and turns of the market and wider economic and geo-political issues aren't harboring shocks of seismic proportions then, again, yes, there could well be those broad, sunlit uplands ahead.

Even if many of the riding options on sale 20 years from now bear only a passing resemblance to those envisaged at this stage, Harley (and the wider market for us pilot fish) does now have a foundation. The company has given itself the all-important pathway for future first time Harley buyers to grow with the brand. Provided Matt Levatich can carry sufficient of the forward thinkers in Milwaukee with him, sufficient of the dealer network and sufficient Wall Street credibility for

the plans, then there's no question that we are now firmly into 'game on' territory at long last.

Of course, any slew of initiatives with this breadth (if not yet depth – focus on the strategic thinking, not the styling or tech at this stage) is going to have required senior management to have been coming off a “long run”, but the radio silence in the meantime has been deafening to outsiders and, no doubt, deeply frustrating to insiders.

Maintaining competitive advantage by keeping the powder dry has, of course, been justifiable in terms of minutiae, but the vacuum that has opened up since Levatich unveiled his worthy, but so far seemingly hollow responsive manufacturing thesis has handed much of that competitive advantage to competitors.

The truth is that Harley still has a long way to go before it really is seen to be a more responsive and agile business, and as he observed at the time, it certainly does need to get into a much smarter place when it comes to exploiting market opportunities. It needs to be able to change or add engineering practices at an even greater speed than it has previously managed to change or add paint jobs...it needs to be able to pirouette on a dime!

In the 30 years I've been commenting on the Motor Company, the long since discarded Buell and MV Agusta initiatives aside, it has instead been more like watching an aircraft carrier attempt a three-point turn in a swimming pool.

But I don't want to be churlish. That gripe aside (personal opinion? The value of unions, politicians and regulations to society are vastly overstated and have little

or no place in a business environment that sets a premium on flexibility and response to customer opportunities.), the plans unveiled are a foundation, and after all these years, the mis-steps and the wasted chances, watching Harley wake from its long slumber and inhale deeply of the sweet scent of opportunity is going to be a wondrous thing to behold.

The core of the strategy is to bring their E-bike plans to market, as already announced, with 'LiveWire' as the first of an evolving program of 'new gen' urban riding solutions in 2019.

But here is that flesh - it will do so before entering the Adventure Touring segment in 2020 (late, but hurrah!), doing so with a new 500 to 1250 cc displacement modular engine platform that can also allow the company to launch some very different factory customs (excellent!) and embrace some 'streetfighter' styling interpretations (also a tad late, but welcome nonetheless).

That modularity of platform and, no doubt, the manufacturing flexibility and responsiveness that consolidation at an expanded and re-tooled York, Pennsylvania, facility (with matching engineering processes overseas) should permit the company to ... drumroll ... get a share of the already burgeoning 'middleweight' market (more hurrah!). Some have questioned Harley's interpretation of the displacement and price sweet spot of that growing market, but better to come to the party than pass it by altogether!

Going further, the real value in the investments internationally will be to allow Harley to get a share of the lightweight displacement market, especially in Asia

## 'Middleweights? Hurrah!

### SEVENTIES LINE HANDLEBAR CONTROLS

Available for 1" and 7/8" handlebar,  
12mm and 14mm bore piston,  
in Polish, Satin, Raw and Black finish

**KUSTOM TECH**  
QUALITY MOTORCYCLE PARTS

info@kustomtech.eu  
www.kustomtech.eu



**BRAKE**



**CLUTCH**

# son! No, really, I Love 'More Roads'

(monstrously huge quantities of hurrah!).

Now, in fact, none of this is rocket science really. Let's be honest here, and most of it is way late, and with 'LiveWire' there is a sense of cart-in-front-of horse, riskiest gambit first, with those plays that are more likely to succeed coming afterwards. Indeed, most of it is based on gospels that many have been preaching for many years - much of it is playbook, and other people's long ignored and unappreciated playbooks at that; ones that Harley has had offered to them on a plate long before now.

However, all this to be done while embracing several key criteria, these are the interesting and, for me, best and most ambitious parts of the plans.

First, to go in these (logical) new directions while not alienating their existing core customer base - always an overstated concern in my view - one that woefully undersees the innate creativity and thirst for innovation that is such a quintessentially American quality. In my humble opinion, it is the conservatism of the past two decades that has been the betrayal.

Second, acknowledging and facing up to the fact that its dealer network needs to be "finessed" at the very least, needs to be helped to manage its sales and marketing journey in a more contemporary and cohesive manner, needs to convincingly embrace the morphing nature of buying and, above all, needs to be downtown as well as in the suburbs and counties. Final and largest hurrah of all is the acknowledgement of all this.

Third, to do all this in a sustainable and profitable way, one that would allow Harley to continue to reward its investors at a rate that will keep it within the top quartile of the S&P 500 in shareholder value terms, fair enough, but above all keep it free of the dead weight of debt - if weight is the enemy of performance, then the weight of debt is the enemy of balance sheet performance. Husbanding resources is the appropriate mantra!

Many analysts have been calling for greater clarity and detail of the plans (as have dealers and everyone else) and while, at this stage, they remain just exactly that, plans, in strategic terms it is the clarity that is the money in the bank.

The announcements confirm that much of the speculation about where Harley could and should be taking the 'Bar 'n Shield' in new model and market segment terms, has, after all, been pretty much where management's head has also been at (if only they could have been a tad more liberal with the hints).

Above all though, rather than a Stasi style corporatism, the 21st century orthodoxy is to take your market with you. The bean counters will always tell you that goodwill can't be amortized, so has no hard business value, but they are emphatically wrong. With clarity comes momentum.

The plans revealed about the dealer network strategy certainly do put the churn of the past here years or more into context though. If the selling-up of singleton store owners of many decades standing hasn't been something that Milwaukee has been actively fostering, it certainly tells us that they haven't been averse to it, that they definitely see more opportunity than downside in it.

There have been plenty of siren voices, some quite recently well connected who have been bemoaning that Harley has clearly been courting a more auto industry like network, one where it doesn't quite descend to "chocolate by the checkout," but nonetheless one in which the emphasis is even more firmly on units rather than legacy.

It throws their interpretation of keeping traditional core market buyers 'on side' into stark relief. Clearly Harley's interpretation of doing so isn't the same as those with the classic and touchingly irrational emotional attachment to the brand that drives otherwise sane people to have a multi-billion Dollar corporation's logo tattooed for life about their person.

For Harley the line between legacy and baggage, between loyalty and longevity, is obviously less well defined than it is for those of us who live our lives under the daily, grinding pressure of enduring multiple quarters of declining demand.

The story of the past four or five years has been very different to that of 2008 and 2009. Then the collapse in demand was fast and universal. More recently it has

been a long, slow process of atrophy, and in reaching for solutions I guess Harley can't really be blamed for factoring in the strictly time limited value of Boomers. Harley has been "Dad's bike" and "Grandpa's brand" for an awfully long time now, and that certainly isn't a heritage paved with opportunity - sadly "core" market, in that respect, is simply not going to be sufficiently sustaining in the future.

But there has always been change and always will be - the time to worry is if a corporation stands still - as Harley has done in strategic terms for far too long now.

If that change means having the kind of shops that 'new

gen' consumers will want to visit, can visit and will buy from, then so be it - bring it on!

Of course, it is all about balance in that respect, and time is Harley's friend in that what may be a fast change in the character of the dealer network as far as Harley is concerned, will actually, probably, be slow as far as the world in which they are needing to compete will be concerned.

Many may well take exception to some of Harley's "Many Roads", especially where dealer policy is concerned. For many it may be too radical in the context of a concept of "legacy" that is increasingly becoming more of a liability. Remember, everything that at one stage is radical eventually becomes orthodoxy and finally, outdated.

'with clarity comes momentum'



Robin Bradley  
Co-owner/Editor-in-Chief  
[robin@dealer-world.com](mailto:robin@dealer-world.com)

www.amdchampionship.com      customized.intermot-cologne.com

**2018 CUSTOMIZED**      3-7 OCTOBER

**WORLD AMD AVON TYRES CHAMPIONSHIP 2018**

**XIIV ENTRY FORMS AVAILABLE ONLINE**

KOELNMESSE GMBH, MESSEPLATZ 1, 50679 COLOGNE, DEUTSCHLAND

# HARLEY IN BRIEF

This year is the 35th anniversary of the Clyde Fessler founded Harley Owners Group (H.O.G.). Willie G and Nancy Davidson were members # 1 and 2. The first chapters were created in 1985 after total membership reached more than 60,000 (H.O.G. didn't start in Europe until the early 1990s, and boy, do we here at AMD know a story about that!). The first H.O.G. event in Europe was a rally in Cheltenham in the UK at which some 3,500 enthusiasts appeared from nowhere. These days H.O.G. is the world's largest manufacturer supported membership club with an estimated 873,000 current and active members worldwide (some 12% are Ladies of Harley), with some 1,300 H.O.G. chapters.

Germany is said to have some 24,000 current and active H.O.G. members, with 2,700 in Austria - again, some 12% are Ladies of Harley.

**Harley owners in Germany can now extend the standard four-year unlimited mileage warranty to five years for a modest fee of between \$200 and \$300 for the extra 12 months, subject to model. New Harley buyers in Germany additionally get a first year "Harley Assist" breakdown cover for free. A factory warranty is now also available in Germany for appropriately maintained pre-owned Harleys.**

H-D was in fifth place in market share terms in Germany for the first six months of the year, having sold 7,198 units for a 10.06% in-class share (+20.47% in unit sales over the first half of 2017); putting it ahead of the likes of Yamaha, Ducati, Suzuki and Triumph. Top sellers were the Street Bob, Fat Bob, XL 1200X and Breakout 114. No surprise, but BMW is market share leader in its home market.

**H-D was in fifth place in market share terms in Switzerland for the first six months of the year with 809 units sold for a 8.54% share. KTM is motorcycle market share leader.**

Earlier this year, EagleRider, the motorcycle rentals and travel specialist, announced that it had nearly tripled its rental locations.

<<< **Continued from cover**

network. Whilst they are making every effort to assure its long-standing dealers, they clearly see their legacy dealer footprint as being as much of an obstacle to the skin-shedding that the company clearly needs to conduct as it is to being an opportunity for it to move forward.

Either way, Harley has responded to the pressure it has been under from many investors, analysts and commentators, to say nothing of urban dwelling potential 'New-Gen' consumers to start finding a way to take the brand "downtown" that is not limited to PG&A and aftershave. In new product terms, Harley says its mission is to "keep current riders engaged and inspire new riders by extending heavyweight leadership and unlocking new markets and segments."

In terms of addressing dealer performance, Harley states quite openly that it believes it needs "stronger dealers" who will "drive a performance framework to improve dealer financial strength and the Harley-Davidson customer experience."

Speaking to dealer geography and to better embrace the buying transaction habits of the new consumers it needs to engage with, Harley says it is to invest in "broader access" and to "meet customers where they are," and facilitate how they want to engage with a "multi-channel retail experience."

"We expect this plan will result in an engaged, expanded Harley-Davidson community with a more diverse rider base, along with industry-leading

'keep current riders engaged'

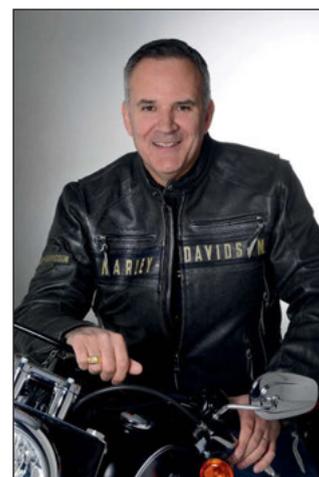


"Our existing world-class dealer network is an integral part of the company's accelerated strategy and critical to overall success"

margins and cash flow," says Levatic. "Leveraging our industry-leading design and strong manufacturing capabilities, Harley-Davidson plans to offer its most comprehensive line-up of motorcycles, competing in many of the largest and fastest growing segments with a full portfolio of motorcycles across a broad spectrum of price points, power sources, displacements, riding styles and global markets."

"The highlights will include extending the company's leadership in heavyweight motorcycles by continuing to develop improved, more technologically advanced Touring and Cruiser motorcycles that will keep existing Harley-Davidson riders engaged and riding longer."

"Introducing a new modular 500 cc to 1250 cc middleweight platform of



We need stronger dealers who will drive a performance framework to improve dealer financial strength and the Harley-Davidson customer experience

Harley's first Adventure Touring motorcycle (since 1903 at least!) will be the 'Pan America' 1250, planned for launch in 2020





ON ROAD. ON TRACK. ON AVONS.



ESTABLISHED 1885



# NEWS BRIEFS

The NICB reports that U.S. motorcycle thefts decreased in 2017 by -5% (44,268 motorcycles reported stolen); this follows increases against trend in 2015 and 2016. The top three states for theft were California, Florida and Texas; the top three cities were New York, San Diego and Los Angeles. The three most stolen brands were Honda, Yamaha and Suzuki (Harley the fourth). July and August were peak months.

**Skip Eaken (who died in 2012) joins Terry Cunningham, Gary Davis, Nicky Hayden, Clifford "Corky" Keener and Mary McGee as an AMA Motorcycle Hall of Fame inductee for 2018. A motorcycle racing tuner from Lodi, Ohio, he began building competitive and reliable flat track racers in the 1970s. He notched his first Grand National victory in 1983 with Ted Boody riding an Eaken-prepped H-D. He is best known as the mechanic who worked on Hall of Famer Bubba Shobert's factory Honda motorcycles in the 1980s.**

Valerie Thompson, the world's fastest female motorcycle racer, was among those inducted into the Sturgis Motorcycle Museum Hall of Fame at this year's 78th annual Rally, alongside Jeff Decker, Jack Hoel, Armondo "Mondo" Porras, Marilyn Stemp and Hamsters USA. Thompson set a new land speed record of 328.467 mph (528.616 km/h) during the DRLA Speed Week competition at Lake Gairdner, Australia, earlier this year - surviving a huge 363 mph crash during the World Speed Trials.

**Vanson Leathers has opened a riding gear studio at the Fillipachi Action Sports Store in Soho, NYC, where it will offer custom riding leathers fitting in addition to its respected 'off-the-peg' program.**

The Irvine, California based Motorcycle Safety Foundation has issued its Motorcycle Operator Manual (MOM) in Chinese (Mandarin) as the organization seeks to promote safety to an expanding segment of the riding audience. MSF's MOM is used by motor vehicle agencies in 44 U.S. states as a study guide for motorcycle license applicants and has been a part of MSF's inventory of reference materials on motorcycle operation for the past four decades.

< motorcycles that spans three distinct product spaces and four displacements - starting with the company's first Adventure Touring motorcycle, the Harley-Davidson Pan America 1250; a 1250 cc Custom model, and a 975 cc Streetfighter model, all of which are planned to launch at the beginning of 2020. Additional models to broaden coverage in these product spaces will follow through 2022."

Harley also states that it is to develop "a more accessible, small displacement (250 cc to 500 cc) motorcycle for Asian emerging markets through a planned strategic alliance with a manufacturer in Asia. This new product and broader distribution is intended to fuel Harley-Davidson's customer access and growth in India, one of the largest, fastest growing markets in the world, and other Asian markets."

Ambitiously, Harley also states that it intends to lead the electric motorcycle market by "launching Harley-Davidson's first electric motorcycle, LiveWire, in 2019 - the first in a broad, no-clutch "twist and go" portfolio of electric two-wheelers designed to establish the company as the leader in the electrification of the sport. LiveWire will be followed by additional models through 2022 to broaden the portfolio with lighter, smaller and even more accessible product options to inspire new riders with new ways to ride." It is thought that these will include electric scooters and mopeds, 'PedEles and bicycles.

In terms of its "broader access" pledge, Harley-Davidson will "advance its market delivery approach and meet today's customer needs by creating

## 'the company's first Adventure Touring motorcycle'



Harley's 1250 cc "all-new custom motorcycle with a muscular stance and aggressive, stripped down styling" is planned for 2021



This 975 cc 'Streetfighter' style model is slated to be part of Harley's new modular 500-1250 cc "middleweight" platform range - planned for 2020 launch



high-engagement customer experiences across all retail channels – including improving and expanding the company's global digital

capabilities by evolving the Harley-Davidson.com experience to integrate with and enhance the dealership retail experience for existing and new >

LiveWire - "the first in a broad, no clutch 'twist and go' portfolio of electric two wheelers designed to establish the company as the leader in electrification of the sport" - 2019 launch



## 'new modular 500 cc to 1250 cc middleweight platform'

WWW.FEULINGPARTS.COM

1-866-966-9767



**BULLETPROOF YOUR ENGINE**



**MORE POWER  
MORE OIL PSI  
COOLER ENGINE  
COOLER OIL  
NO BLOW BY**



**FEULING**

HIGH VOLUME OIL PUMPS - LIFTERS - HIGH FLOW CAMPLATES  
PUSHRODS - CAMSHAFTS - CAM INSTALL KITS - VALVESPRINGS

**NEW!**



**SLIMLINE OIL FILTER MOUNTS FOR BIG TWIN '92-'99**

25-111 Billet Oil Filter Mount, Big Twin '92-'99, Chrome

25-112 Billet Oil Filter Mount, Big Twin '92-'99, Black



**HIGH PERFORMANCE EFI AIR CLEANER KITS**

Fits Harley® 2001- 2007 Softail®, 2002-2007 Touring models  
& 2004-2007 Dyna® models

12-572 Chrome Air Cleaner Kit for EFI Twin Cam®

12-584 Black Air Cleaner Kit for EFI Twin Cam®

Fits Harley® 2007 & Later Sporster®, 2002-2007 EFI models.

12-585 Chrome Air Cleaner Kit for XL® 2007 & Later

12-586 Black Air Cleaner Kit for XL® 2007 & Later



NAMZ Custom Cycle Products, Inc.

- ✓ CAN/Bus Controllers
- ✓ Electrical Connectors
- ✓ Complete Wiring Harnesses
- ✓ EFI & Ignition Harnesses
- ✓ Handlebar Extensions
- ✓ Throttle-by-Wire Harnesses
- ✓ Braided Hoses & Clamps
- ✓ Plug-n-Play Headlights
- ✓ Tools & Installation Supplies
- ✓ V-Twin-Indian-Victory-Metric
- ✓ Custom - OEM - Private Label

Providing over 16-years of wiring excellence for consumers, distributors & manufacturers.

namzccp.com

PLUG & PLAY



**ULTIMA® BILLET FORWARD CONTROLS 2000-UP BIGTWIN**

Master cylinder bore diameter is 3/4". SOLD AS KIT

47-330 Billet Aluminum Forward Control Set, Polished **\$199.99**

47-331 Billet Aluminum Forward Control Set, Black Anodized **\$194.99**

Distributed Exclusively By:



Prices Subject To Change

**U.S.A. Toll Free: 1-800-325-3914  
Local & International: 636-931-3200**

**NEWS BRIEFS**

**Yuasa Battery Inc. has announced that Scott Ulrich has re-joined the company as a Field Sales Manager, having owned and operated Scott Ulrich's Motorcycle in Shoemakersville, Pennsylvania.**

The New York based non-profit Motorcycle Arts Foundation has launched a website ([www.motorcycleartsfoundation.org](http://www.motorcycleartsfoundation.org)) and first public initiative - the Custom Revolution motorcycle exhibition, with the Petersen Automotive Museum ([www.petersen.org](http://www.petersen.org)) in Los Angeles, CA. Founded by Paul d'Orléans, Sasha Tcherevkoff and Corinna Mantlo, the MAF is "dedicated to the preservation and distribution of motorcycle arts" and "aims to highlight and promote the cultural and artistic aspects of motorcycling through film, photography, writing and public works projects."

**Irvine, California based trade association MIC has announced former JD Power executive Dan Lawlor as its new Director, Research & Statistics. Most recently he was a market research manager at the Automobile Club of Southern California.**

Challenger Motorcycles of Missouri has unveiled a new brand of V-8 Trikes. Its 'Spirit' is based on a 430hp EFI GM LS3 engine with 4-speed automatic transmission and offers 10 cubic feet of storage space, Bluetooth audio, USB ports, 21" front and 17" rear wheels.

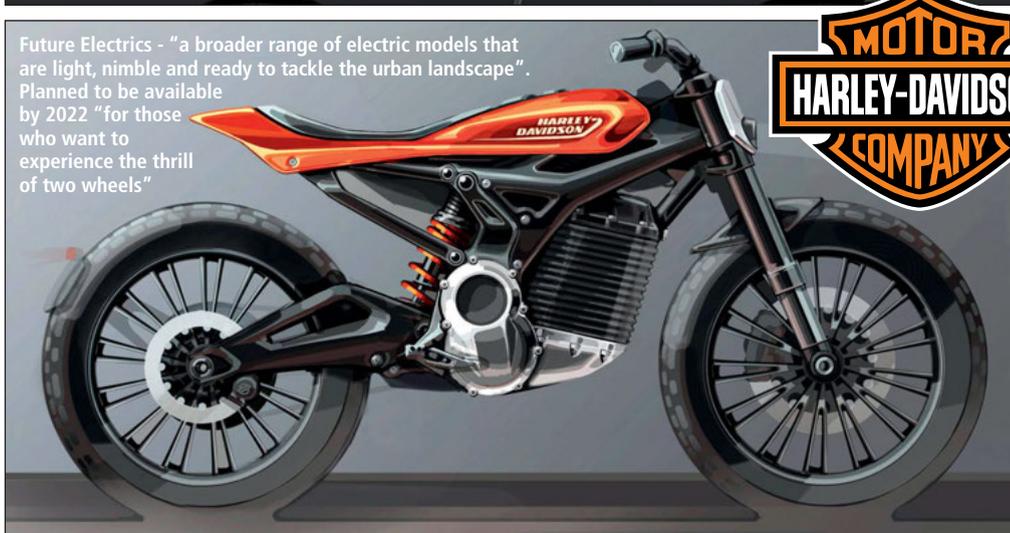
**Vanderhall Motor Works has announced nine new dealers in North America, taking the Utah based auto-cycle ('reverse trike') manufacturer to a 41-strong network with additions including Lynwood, WA., Livermore and Mountain View, CA., Chicago, Orlando and St Pete. in FL., Mahwah, NJ., Provo, UT., and Lebanon, PA. The company has announced its intention to exhibit at AIMExpo this year (Las Vegas, October 11-14).**

Polaris has introduced 'Club Slingshot' for riders of its three-wheel open top Roadsters (autocycles). The company says that in its first year more than 25,000 new and used Slingshot owners will receive a complimentary one-year membership.

**Future Electrics - a European style city and campus hopper. Ideal for 'Pay and Go' rental fleets**



**Future Electrics - "a broader range of electric models that are light, nimble and ready to tackle the urban landscape". Planned to be available by 2022 "for those who want to experience the thrill of two wheels"**



< customers. "Establish strategic alliances with global leading e-commerce providers to extend access to Harley-Davidson to a pool of millions of potential new customers" and develop "new retail formats - including smaller, urban storefronts globally to expose the brand to urban populations and drive sales of the expanded Harley-Davidson product portfolio and expand international apparel distribution."

Clearly aimed at leveraging the very different character of much of its dealer network as it plans for the mid twenty-first century, Harley's requirement for "stronger dealers" will have to be managed in the context of its existing network. The company says that its existing "world-class dealer network is an integral part of the company's accelerated strategy and critical to overall success. "The company will implement a performance framework to significantly enhance the strength of the dealer network and the customer experience, enabling the best-performing and most entrepreneurial dealers to drive innovation and success for themselves and Harley-Davidson - while providing the premium customer experience the

brand is known for across an increasingly diverse product and customer base. "Harley-Davidson is iconic because we've never been static," said Levatch. "In moving forward, we are tapping into the spirit that drove our founders back in 1903 and every one of the employees and dealers who rose to the challenges faced along the way.

**'performance framework'**

Our plan will redefine existing boundaries of our brand - reaching more customers in a way that reinforces all we stand for as a brand and as a company, and we can't wait to kick it into gear." Addressing the "funding and financials" the company says that "in addition to building riders, the company expects "More Roads to Harley-Davidson" to create more value, stabilize and strengthen the existing business, improve Harley-Davidson Motor Company Return on Invested Capital (ROIC), increase revenue and earnings, and allow the company to return more cash to shareholders.

"The accelerated strategy will require significant investment to change the trajectory of the business globally, and the company plans to fund it entirely through comprehensive cost reduction and reallocation of previously planned investment and resources including operating investment through 2022 of \$450 to \$550 million and capital investment through 2022 of \$225 to \$275 million. In total, the company plans "More Roads to Harley-Davidson" to generate more than \$1 billion of incremental annual revenue in 2022 as compared to 2017. The company says that it "believes its accelerated strategy is in line with and reinforces its objectives to drive revenue growth and expand operating margins and expects to fund strategic opportunities while maintaining its current investment and return profile and capital allocation strategy. "Harley-Davidson's funding principles will focus on stabilizing and strengthening the existing business, enhancing the premium brand, and investments in profitable, growth-oriented projects. We expect these principles, along with a disciplined capital allocation focus, will allow Harley-Davidson to execute with improved cost competitiveness and overhead efficiencies."

# New 2018 Complete Softail® Suspension Kits

AirFX delivers a complete suspension system for all the 2018 Softail® Models.

# AIRFX® Air Suspensions



This fully integrated system includes the revolutionary Q-Pak Manifold, the patented AirFX Rear Mono Shock, and AirFX's industry leading Front Replacement Cartridges.

**PERFORMANCE, BY DESIGN.**  
AirFXUSA.com • 812.814.9978

**HH** *Hawg Halters Inc.*  
DISTRIBUTION PARTNER

# MAGNUM

## Complete Kits

Great Fitting *and* Matching  
Cables & DOT Brake Lines for ABS &  
non-ABS Harley-Davidson Applications

**MADE IN  
USA**

Bars available in polished chrome  
& gloss black powdercoat finishes

**DESIGNER**  
HANDLEBAR INSTALLATION KITS

(cables and DOT brake lines without bars)

**CALIBER**  
HANDLEBAR KITS

(cables & DOT brake lines with handlebars)

All TIG welded construction with triple configuration rosette welds guarantees strength

Internal edges are chamfered and deburred for smooth & easy wiring installations using our pre-loaded E-Z pull-thru red web sleeving

100% machined Control Mounts

\* Kits include either throttle & idle control cables or pre-terminated throttle-by-wire extensions, clutch cable or hydraulic clutch line, DOT brake lines, copper crush washers, hardware, and terminated turn signal & switch wiring extensions.

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

**DRAG**  
Specialties

Available in  
**BLACK PEARL**  
and  
**STERLING CHROMITE®**



# H-D Q2 Results Better Than Expected

Harley's Q2 Fiscals have not, actually, been as bad as many had feared. Domestic U.S. unit sales for the quarter ended June 30, 2018 were down by -6.3 percent, with Harley's retail sales now nearly tracking the wider market atrophy at -6.4 percent for the quarter (46,490 units) for a second quarter in-class market share of 48.4 percent and -8.7 percent (75,800 units) YTD for a 49.2 percent share so far this year (-0.4 percent). Motorcycle shipments for Q2 were 72,593 units and 136,537 for the calendar YTD. Overall global retail sales were down by -3.6 percent for the quarter.

Harley continues to work on managing inventory levels (dealer inventory was down by some 14,100 units in Q2), saying that doing so continues to deliver the intended results in terms of profits and MRSP maintenance as it plows the ground for MY2019 models. Levatich is quoted as stating that "our results in the second quarter reflect business performance that is in line with our expectations. With the focus of every employee and dealer, we are making progress building the next generation of Harley-Davidson riders in line with our long-term objectives. Our manufacturing optimization, demand-driving investments and commitment to manage supply in line with demand remain on target and continue to strengthen our business." The importance of Harley's international ambitions and the decision about where it will build bikes for European customers (in response to the tariffs farrago) were underlined by their Q2 international results. While sales in Asia Pacific and Canada remain challenged (Japan and Australia have been notably soft for Harley in the second quarter), the welcome news is that Latin American sales are up (thanks largely to growth in Brazil and Mexico), and in Europe (EMEA) sales were +3.6 percent for the quarter and are tracking at +4.8 percent YTD, giving Harley an improved market share of 10.4 percent. Harley says its European performance is being driven by "strong Softail sales," and the addition of another 12

international dealers can't have hurt as the company continues its plan to have added some 150 – 200 new dealers internationally in the four years to 2020. The effects of inventory management can be seen in the fact that total revenue (at \$1,525.1 billion) was "only" down by -3.3 percent despite -

exchange." The 2018 motorcycles segment gross margin is down somewhat on 2017 at \$532.1 million (34.9 percent of revenue) for the second quarter and \$1,005.9 billion (34.8 percent of revenue) YTD due to higher steel and aluminum costs, among other factors. Asked if the company felt there

## 'European performance driven by strong Softail sales'

11.3 percent lower shipments. YTD revenue was \$2,889.1 billion; the average motorcycle revenue has increased "behind favorable mix, higher pricing and favorable currency

was a disconnect between its apparent marketing success in terms of social media metrics and the stubbornness of sales to outperform the market, Levatich emphatically thought not.

Further asked about the reaction in Europe to Harley's decision to "eat" the approximate \$2,200 average on-cost of the increased tariffs imposed by the EU, he said the reaction among dealers had been universally positive and that the fact that the company would back their commitment to Harley in this way "made them very proud" to be associated with Harley. Conversely, he said that the general reaction among U.S. dealers to seeing some production transitioning overseas had been phlegmatic – he said that for the most part domestic dealers appeared to understand that the company "had to do what's best" to keep itself healthy.

### Harley-Davidson sales revenue and production data... 2nd quarter 2018

Income statements in \$1,000s (except share)	THREE MONTHS ENDED		SIX MONTHS ENDED	
	2018 Q2	2017 Q2	2018 Q2	2017 Q2
Net sales revenue	\$1,525,121	\$1,577,135	\$2,889,068	\$2,905,846
Gross profit	\$532,085	\$572,962	\$1,005,858	\$1,047,785
Total operating income	\$323,947	\$399,287	\$560,364	\$688,469
Net income	\$242,338	\$258,867	\$417,101	\$445,236
Diluted earnings per common share	\$ 1.45	\$ 1.48	\$2.48	\$2.53
<b>NET SALES REVENUE</b>				
H-D Motorcycles	\$1,201,453	\$1,252,162	\$2,323,126	\$2,335,801
Parts & Accessories	\$231,014	\$236,516	\$400,089	\$404,539
General Merchandise	\$68,653	\$63,017	\$125,254	\$118,853
Other	\$13,594	\$15,382	\$21,834	\$27,320
<b>MOTORCYCLE SHIPMENT DATA</b> NOTE: H-D MOTORCYCLE SHIPMENT DATA IS NOT THE SAME AS RETAIL REGISTRATIONS				
United States	43,047	52,966	81,844	98,750
Exports	29,546	28,841	54,693	53,888
<b>Total H-D</b>	<b>72,593</b>	<b>81,807</b>	<b>136,537</b>	<b>152,638</b>
Touring	31,064	36,650	61,921	65,718
<b>PRODUCT MIX</b>				
	2018 Q2	2017 Q2	2018 Q2	2017 Q2
Custom	24,348	25,247	45,902	50,401
Sportster	17,181	19,910	28,714	36,519
<b>Total</b>	<b>72,593</b>	<b>81,807</b>	<b>136,537</b>	<b>152,638</b>
<b>RETAIL SALES OF H-D MOTORCYCLES:</b>				
	2018 Q2	2017 Q2	2018 Q2	2017 Q2
United States	46,490	49,668	75,799	82,984
Canada	3,807	3,827	5,887	6,188
EMEA Region	17,844	17,230	28,706	27,397
Asia Pacific Region	7,718	8,308	14,047	15,171
Latin America Region	2,569	2,355	5,075	4,697
<b>Total</b>	<b>78,428</b>	<b>81,388</b>	<b>129,514</b>	<b>136,437</b>



**ARLEN  
NESS**



#### THE ALL-NEW ARLEN NESS FORGED WHEEL LINE

We designed and tooled up our own forgings. Added world class machining with world class chrome and anodized finishes. Developed a cartridge type hub design that makes our wheels more concentric than anything else in the v-twin aftermarket. While the rest of the industry mounts an outdated log style hub, we changed the rules by meticulously sculpting every detail of our cartridge hubs and our industry first hub covers to finish the design all the way to the bearing. Check them out at [www.arlenness.com](http://www.arlenness.com).



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



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

**ARLEN  
NESS**  
[WWW.ARLENNESS.COM](http://WWW.ARLENNESS.COM)

# Tucker Adds Motone Customs



Tucker continues to build its list of custom motorcycle brand partners and has announced the exclusive distribution of Motone Customs Motorcycle Parts.

Tucker says of its new partner that "Motone Customs is all about commitment: commitment to its customers and its suppliers; to treating them as they like to be treated. To only enter into relationships that satisfy both parties; to source, manufacture and supply the best products and experiences they can; to design and manufacture products that satisfy both the emotional and physical wants of motorcyclists looking to customize and personalize their bikes; and, to use life experiences to achieve these goals at a competitive, fair price."



Owned and operated by two partners, Dale Crawford and Sam Wheeler, who both have lifelong relationships with motorcycles. Dale, a Californian through and through, started borrowing his older brother's Honda 50 cc trail bike bored out to a 90 cc. At fifteen, late at night, he'd ride up the Pacific Coast Highway to the canyons branching out from Malibu - "alone and free."

Sam, who is from Great Britain, got his first bike when he was sixteen - a battered CB360 that he rode as his only form of transportation.

Sam's entrepreneurial spirit led to him living in Vietnam, a nation that gets everywhere on small 125 cc motorcycles. Being surrounded daily by motorcycles and aftermarket parts, Sam started investigating where the parts were made and who made them. He found that there were only a handful of quality manufacturers and that they were simply reproducing replacement parts for the local market.

Sam's idea was to develop new designs, provide them to the quality manufacturers to produce and then to sell the parts in the West. After painstaking trial and error, he succeeded.

Around this time, Dale was looking for



CUSTOM MOTORCYCLE PARTS

another opportunity to capitalize on his years of business experience outside of the US. Max, Dale's son, was brewing craft beer in Vietnam and had become close friends with Sam. Max introduced Sam and Dale, and upon their first meeting, Motone Customs was born. It took over two years for Motone to design, manufacture and build enough inventory to open its virtual doors. Now expanding its offering, they use the latest technology to design parts, from clay modeling to CAD to 3D printing. The brand commissioned designers from England, Holland, Germany and the USA to help bring its vision to life.



They have gone from small CNC-machined value-added parts to stamping out steel and aluminum gas tanks on a 200 lb press in their facility. They injection mold knee pads and ABS side covers, and forge aluminum gas caps and exhaust flanges. The brand's latest product line is high-pressure, injection die-molded, O.E.M. quality or better engine side covers along with gear and head covers.

Motone has evolved from Triumph air cooled parts, to Harley-Davidson Sportster Cafe Racers, to BMW R NineT Kits. Soon, they'll have complete exhaust systems for these bikes as well as seats and lights.

Motone Customs products are available from and distributed exclusively in the United States by Tucker.

[www.tucker.com/v-twin](http://www.tucker.com/v-twin)



# Pastrana Abuses a Perfectly Good FTR750

In Las Vegas on July 8 action sports superstar Travis Pastrana sought to channel Evel Knievel in front of an estimated 25,000 fans watching in person and many more tuning in live on television across North America. Produced in partnership with Nitro Circus, "Evel Live" saw Pastrana pay homage to Knievel's legacy as he set out to recreate three of the American legend's most iconic jumps. Pastrana pushed the limits even further though, breaking Knievel's famous car and Greyhound bus jump records before completing the epic Caesars Palace fountain jump that left Knievel grasping for his life 50 years ago.

"I'm thrilled to have had this opportunity to honor Evel Knievel, whose guts and showmanship created the foundation for action sports," Travis Pastrana said afterwards. "Evel pushed himself and flew further on a motorcycle than anyone thought possible. So, with this modern-day tribute we wanted to bridge generations – from my parents' generation who was inspired by Evel to the generation after me who may not know much about the original stuntmen who paved the way. To be able to do that in Las Vegas and at Caesars Palace, where Evel's legend was born, is so awesome." In just three hours and under the

pressure of a live TV broadcast, Pastrana first topped Knievel's 1973 jump over 50 crushed cars by soaring more than 143 feet in the air over 52 vehicles. Then he surpassed Knievel's 1975 jump over 14 buses, flying nearly four stories high and covering a jaw-dropping 192 feet to clear 16 modern-day Greyhound buses. In order to make room for the massive set-up, these jumps required the production teams to take over the space behind Planet Hollywood Resort & Casino, Paris Las Vegas and Bally's Las Vegas. Afterwards, Pastrana took to the streets with a police escort to ride to the Caesars Palace jump site. Fans quickly lined Las Vegas Boulevard, exchanging high-fives with Pastrana from taxis and the side of the road as anticipation for the finale built. The motorcade quickly closed The Strip. Then Pastrana faced the Caesars Palace fountain jump that nearly took Knievel's life half a century ago after his infamous crash. As if that wasn't daunting enough, given the expansion of Caesars Palace since Knievel's ill-fated attempt, Pastrana had only a 200 foot run-in to accelerate to the 70 mph speed necessary to clear the fountain. Pastrana also had to contend with



stifling heat reaching 102 degrees and, just before the event, potential thunderstorms. Even in ideal conditions and if he hit his speed marks perfectly, Pastrana would land with just a few feet to spare. But, after arcing over the fountains, Pastrana touched safely down on the landing ramp to the roaring crowd and a flash of pyrotechnics. This electrifying event paid tribute to Evel Knievel in every possible detail. From Pastrana riding an Indian Scout FTR750, a modern-day evolution of the flat track motorcycles of the past - and very different from the modern-day dirt bikes Pastrana usually rides - to the white leather suit and helmet decked out in American stars and stripes just like Knievel's classic livery, these specifics illuminate how much Knievel achieved and the impact he has had on generations of fans.



## Less is More.

In a boon for bikeriders who prefer the style and protection of goggles, our all-new Overland 2.0 delivers more for less. More vertical and peripheral vision. Better ant-fog capability. A trimmer, less cumbersome fit. Dual-phase foam filtration on the frame's face port features fleece Lycra for moisture absorption and faster drying. Of course, every Overland 2.0 goggle comes with two impact-and scratch-resistant molded polycarbonate lenses—one tinted and one clear for nighttime riding. See the full range at [Biltwellinc.com](http://Biltwellinc.com) today.



[WWW.BILTWELINC.COM](http://WWW.BILTWELINC.COM)  
@BILTWELL

EXCLUSIVE US DISTRIBUTORS





# LATEST

Photos courtesy of American Flat Track

## Mees Scores Wins at Ohio and New York

Serving as the race promoter of his home race at the Allen County Fairgrounds, Grand National Champion Jared Mees took his No. 1 Indian Motorcycle Rogers Racing SDI Scout FTR750 to victory at the American Flat Track Twins presented by Vance & Hines Lima, Ohio Half Mile (June 30) and backed it up the following weekend by taking the Harley-Davidson New York Short Track, at Weedsport, New York, on July 7 – his 8th and 9th wins of the season.

At Lima (Round 10) Mees put his 2017 failure to qualify behind him (the only podium he missed in 2017), winning on the pea-gravel cushion Half Mile. Jeffrey Carver Jr. (No. 23 Roof-Systems of Dallas/Indian of Metro Milwaukee Scout FTR750) took second, Henry Wiles (No. 17 Bandit Industries/Wilco Racing/Willy Built Indian Scout FTR750) was third (his fourth podium and eighth top five so far this season), with 2017 Lima Half Mile winner Briar Bauman (No. 14 Zanotti Racing Indian Scout FTR750) fourth and



Credit: Scott Hunter/American Flat Track

Brad Baker (No. 6 Indian Motorcycle Racing backed by Allstate Scout FTR750) fifth.

In the AFT Singles, fan favorite Shayna Texter (No. 52 Husqvarna Motorcycles/JCS Racing FC 450) made history by delivering Husqvarna's first American Flat Track victory. Texter, who holds the all-time win record for the AFT Singles class, had notched up four podiums aboard her rapidly developing Husqvarna FC 450 so far this season, including a pair of runner-up spots. She was the seventh different



winner of the class in 10 races this season.

The following weekend, at Weedsport, New York (Round 11), the Indian Scout FTR750 secured its 8th consecutive podium sweep of the 2018 season with Indian Motorcycle privateer Kenny Coolbeth Jr. (Nila Racing, Columbia Avionics, Bell, TCX Boots, Vanson), and Wrecking Crew rider Brad Baker finish second and third, respectively, behind Mees.

It was Coolbeth's fifth and Baker's eighth top-five and finish of the season so far,

while Mees' win gave him a second consecutive year of hitting a grand slam of Mile, Half Mile, Short Track and TT race wins on the Scout FTR750.

Indian Motorcycle privateers Davis Fisher (Double D Performance, Bob Lanphere, Beaverton Motorcycles, RMR, Parkinson), Henry Wiles (Bandit Industries, Wilco Racing, Willy Built, Mad Dog), and Briar Bauman (Zanotti Racing, Roof Systems, Western Powersports, Hard) placed fourth, fifth and sixth respectively aboard their Scout FTR750s. In the Singles, Tanner Dean (No. 38 Waters Autobody/D&D Powersports KTM 450 SX-F) took a wire-to-wire win at Weedsport, with AFT Singles title leader Dan Bromley (No. 62 KTM North America/Bromley Motorsports 450 SX-F) second, and Morgen Mischler (No. 69 Cycle Craft Yamaha/Rohde's Sales & Service Yamaha YZ450F) edging hometown hero Kolby Carlile (No. 1 Estenson Racing/McCandless Truck Center Yamaha YZ450F) for third.

## Mees wins at Minneapolis X Games

When it rains it pours, they say, and for Jared Mees the wins just keep pouring in. The latest in a now formidable collection of victories this season - nine of eleven so far in 2018 American Flat Track Twins presented by Vance & Hines - came in Harley-Davidson Flat Track Racing at the X Games Minneapolis. Mees (No. 9 Indian Motorcycle Rogers Racing SDI Scout FTR750) was nearly perfect on the short track built inside US Bank Stadium, winning his Heat, Semi and Main event in dominating fashion. He got good starts, grabbed his leads early and rode fast and mistake-free to secure his second X Games gold medal – his first coming in 2016.

For a while it looked as though Jeffrey Carver Jr. (No. 23 Roof-Systems of Dallas/Harley-Davidson XR750) might steal Mees' thunder in the Main, which featured just

six riders – Mees, Carver Jr., Sammy Halbert (No. 69 Harley-Davidson Factory Flat Track Team XR750), Jake Johnson (No. 5 Estenson Racing/McCandless Truck Center Harley-Davidson XR750), Briar Bauman (No. 14 Zanotti Racing Indian Scout FTR750) and Kenny Coolbeth Jr. (No. 2 Nila Racing, Columbia Avionics Indian Scout FTR750). Carver took the holeshot at the start and looked to have the speed to stay ahead of Mees on the egg-shaped, eighth-mile indoor track. But Carver ran wide when Mees pressured him up the inside on lap five, and as he looked over his shoulder and tried to regain the line, Mees, Bauman and Halbert passed him – and Carver Jr. found himself fourth, and floundering. From then on it was another stellar Jared Mees performance – leading the remainder of the 15-lap Main solidly while keeping an eye on Bauman

behind him in second place. Bauman, who recovered quickly from a last-place start, put in a mid-race challenge, sticking right on Mees' rear Dunlop and looking like he might pressure the reigning AFT Twins presented by Vance & Hines champion – and close friend – into a mistake. But it wasn't to be. Mees rode without error and slowly pulled away to a comfortable margin at the end. Factory Harley-Davidson pilot Sammy Halbert ran strong behind Bauman on the Vance & Hines XR750, and made a dramatic, last-lap/last-corner attempt to steal the runner-up spot with a typically aggressive 'Slammin' Sammy' move. But Bauman didn't give Halbert much room, and the Washington native lost the front in the loose dirt and went down, letting Johnson by for third, followed by Carver Jr. and Coolbeth Jr., Halbert came home sixth.



Credit: Andrea Wilson

A revitalized and Indian-mounted Bauman finished second, 1.3 seconds behind Mees, and seemed comfortable on both the bike and the slick, tricky circuit. Indian Motorcycle factory rider Brad Baker was involved in a crash during Sunday's practice session and was unable to participate in the event. Next up for the stars of American Flat Track is the Buffalo Chip TT presented by Indian Motorcycle on August 5th and Harley-Davidson Black Hills Half-Mile presented by Law Tigers Motorcycle Lawyers on August 7th.



WWW.TWOBROS.COM

# Air Solutions for your U-Twin Motorcycles



**Moto Intake System**

- Innovative breather system
- Lightweight & durable stainless steel construction
- Easy bolt-on installation
- Made in the USA
- Patent Pending



**Comp-V Intake System**

- Threaded quick change velocity stack
- Threaded end-cap to utilize K&N high-flow filter
- CNC machined aluminum construction
- Taper design for additional knee clearance
- Internal breather to eliminate oil leakage
- Black anodized, machined accents
- Lightweight, durable components
- Easy bolt-on installation
- Made in the USA

**info@twobros.com**  
**info@mag-connection.com**

Distributed in Europe by :



CC-042018-11 07/15/14 04 02

**BIZ BRIEFS**

**Polaris Industries Inc. announced the declaration of a regular quarterly \$0.60 per share cash dividend payable on September 17, 2018 to shareholders of record at the close of business on August 31, 2018.**

Scotts Valley, California based Fox Factory Holding Corp. has reported sales up by +29.8% for 2018 Q2. Net income was \$18.4 million, or 11.7% of sales and \$0.47 of earnings per diluted share. Adjusted EBITDA was \$32.4 million, or 20.7% of sales.

**BRP has announced it is to acquire Lansing, Michigan based Triton Industries, manufacturer of the Manitou pontoon range as a next step, the second Marine Division company purchase in what it describes as its "global marine strategy." The news comes a few weeks after Polaris announced a definitive agreement to buy \$560m in sales Boat Holdings, LLC, which it describes as "the leading manufacturer of pontoon boats in the U.S."**

Deliveries of BMW Motorrad premium motorcycles and maxi scooters in the first half of the year were close to the extremely high level achieved last year. In the year-to-date, a total of 86,975 units were delivered to customers, a decrease of 1.6% year-on-year. BMW Motorrad is significantly refreshing its model line-up in 2018, with nine new models being introduced, and the related adjustments in production are affecting deliveries. BMW Motorrad continues to strive for sales growth across the full calendar year.

**KTM Industries AG reported a record first half for 2018 with motorcycle sales of 126,808 units (+15%). At €821.8m, revenues were +8% with EBIT +19% at €78.4m – the KTM balance sheet position was boosted by the sale of the Pankl-Group to Pierer Industrie AG-Group for €103.5m. KTM EBITDA was up at €126.2m from €105.8m and says its market share in Europe was up by +36% (YoY) to a market share of 11.3%, stimulated by the successful launch of the two-cylinder 800 cc KTM 790 Duke and the 401 Svartpilen/Vitpilen and 701 Vitpilen Husqvarna road models.**

**MAG signs Buettner and Peiser to Board of Directors**



MotorsportAftermarket Group (MAG), the parent company for several leading powersports brands, distributor of aftermarket products and powersports retailers (Vance & Hines, Performance Machine, Tucker Distributing, Kuryakyn and J&P Cycles among them) has named Mike Buettner interim CEO of MAG and Bob Peiser as Chairman of the MAG Board of Directors.

Buettner is joining the MAG Board of Directors and serving as interim CEO until the search is completed for a permanent CEO to replace the retiring Andy Graves.

He previously served as MAG's Chief Financial Officer and SVP of Finance and Administration from 2005-2007. His experience also includes Chairman of the Board for S&S Cycle and executive positions within Moog Automotive.

"I'm excited to come home and re-engage in the powersports market," said Buettner. "I'm looking forward to seeing old friends and establishing new relationships. As guardian of some of the most iconic brands in the industry, we must support not only the brands but also the industry.

"While the market is going through a transformation, our strong balance sheet, growing new product pipeline, and an employee base whose horsepower is about to be unleashed, I see only exciting times ahead."

With fifteen years of CEO experience and as many years of Board

experience, MAG say that "Peiser is a natural addition to the senior leadership team as Chairman of the Board of Directors. He brings valuable knowledge from working with



**Bob Peiser becomes Chairman of MAG after a long career in senior powersports industry management, including at America's Powersports Inc., a leading dealership group**

America's Powersports Inc., a leading dealership group representing Harley-Davidson, Honda, Polaris, BMW and other OEMs, and strong aftermarket distribution experience."

"Like Mike, I am excited to join MAG and look forward to working with our entire management team to serve our vendors, as well as our dealer and rider



**Mike Buettner returns to MAG having been Chief Financial Officer and SVP of Finance and Administration from 2005-2007. Since then his experience also has included being Chairman of the Board for S&S Cycle and executive positions within Moog Automotive**

customers during the industry's transformation," said Peiser.

Both leaders will join the MAG team at the 78th annual Sturgis Motorcycle Rally to meet dealers, vendors and customers. They will also participate in the American International Motorcycle (AIM) Expo in October.

"The addition of these experienced leaders demonstrates the investor groups' commitment to growth via leveraging powersports expertise," said David Robbins, a member of the MAG Board of Directors and a Managing Director of Monomoy Capital Partners, one of the company's major shareholders.

"The fact that dealer registrations for the 2019 Tucker Dealer Show are already expected to be 20 percent higher than last year is proof that our dealer and vendor customers support our strategic direction."

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

**Indian and Progressive Partner on U.S. Display and Test Ride Tour**

Indian's Cruisers, Baggers and Touring models are to go coast-to-coast in the United States to reach riders at events and dealerships across the country.

Partnering with Progressive Motorcycle Insurance, the Indian Motorcycle demo tour will travel to key events and dealerships around the United States to provide riders the opportunity to test-ride Indian motorcycles. The demo tour will visit nearly every Indian Motorcycle dealership in the calendar year, along with 18 of the major motorcycle rallies in the U.S.; demo rides will be free of charge and riders can test as many models as many times as desired.

Indian Motorcycle on Tour is a traveling display that showcases select models at various motorcycle and

lifestyle events, including boat shows, air shows, festivals and more. It allows the brands to connect with both existing and new riders in a very grassroots and approachable manner. "We're excited to be collaborating with Progressive on our display and demo tour," said Reid Wilson, Senior Director of Marketing and Product Development, Indian Motorcycle. "Our newly forged relationship creates a unique opportunity for riders to engage with both brands, and not only test-ride any of our 2018 models, but also learn more about Progressive's robust coverage options."

"As America's #1 motorcycle insurance company, we understand the passion of the motorcycle community and its incredible excitement around the

return of Indian Motorcycle over the last several years," said Eric Doubler, Progressive's Recreational Vehicle Business Leader. "Teaming up with Indian provides Progressive a unique platform to engage with riders across the country passionate about Indian Motorcycle and eager to check out its 2018 line-up."



# 100% NEW 100% ZODIAC

www.zodiac.nl



**REVOX LED TAILLIGHT**  
art. no. 161814

**2 YEARS WARRANTY** Custom fits Milwaukee Eight Fat Bob. Red, smoke or clear lens.

**ODC LED TURN SIGNALS**  
art. no. 763086

E-approved. OTTODICUORI



**RICK'S MOTORCYCLES**

**RICK'S HEADLIGHT SHROUD**  
art. no. 741222

For 2018 Breakout.



**ANDREWS PERFORMANCE CAMSHAFT**  
art. no. 745326

**ANDREWS**

For Milwaukee Eight.



**LE PERA KICKFLIP SEAT**  
art. no. 743854

For FXR, Dyna or Touring.

*Le Pera*



**LE PERA SPROCKET SEAT**  
art. no. 743861

For Sportster, Dyna or Touring.



**REAR LOWERING KITS**  
art. no. 744333

For Milwaukee Eight Softail.



**MCJ E-APPROVED SLIP-ON MUFFLER KITS**  
art. no. 749977

With adjustable sound level. Now also for Milwaukee Eight Softail.

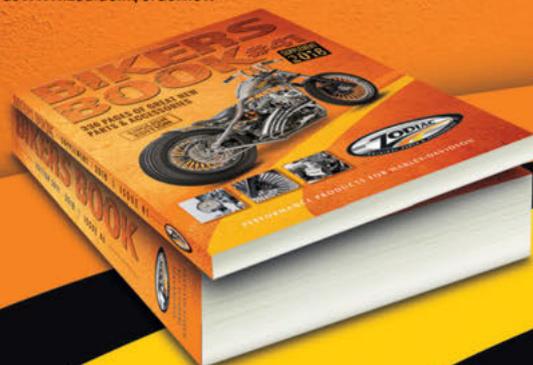


**TEXAS LEATHER IS GENUINE COWHIDE LUGGAGE**  
art. no. 757036

Now also for 2018 Softail.



**ORDER THE ZODIAC BIKERS BOOK #41 INCLUDING THE SUPPLEMENT 2018**  
at [www.zodiac.nl/ordernow](http://www.zodiac.nl/ordernow)



Over 1,900 full colour pages. Available in English, German, French, Italian and Spanish.



PERFORMANCE PRODUCTS FOR HARLEY-DAVIDSON

Original Zodiac parts and accessories are only available through Zodiac retailers (not directly from Zodiac by mail-order).

Zodiac International b.v. - Tel. +31 297 288 621 - [sales@zodiac.nl](mailto:sales@zodiac.nl)  
Branch offices in Austria, France, Germany, Hungary, Italy, Netherlands, Spain, Scandinavia, Switzerland, United Kingdom



FOR ALL HARLEY'S AND AMERICAN V-TWINS WE RECOMMEND



PERFECT FITMENT | WIDE PRODUCT RANGE | FAST DELIVERY | QUALITY & EXCELLENCE | NO NONSENSE WARRANTY

# Ducati International Hill Climb Reclaims 'King of the Mountain' Crown

Legendary Ducati racer Carlin Dunne led the 2018 Spider Grips Ducati Pikes Peak team to victory and reclaimed the crown as King of the Mountain at this year's annual running of the Pikes Peak International Hill Climb (PPIHC), completing the "Race to the Clouds" in 9:59:102. This was Dunne's fourth victory at Pikes Peak. "We did it. We took the podium," said Dunne, who notably was the first motorcyclist ever to traverse the 4,720-foot Pikes Peak race course in less than 10 minutes in 2012. "The Multistrada 1260 Pikes Peak proved as amazing as we all hoped. It performed flawlessly, giving me everything I needed to get up the mountain. Pikes Peak is never an easy race, but the weather cooperated, and we clinched the victory for Ducati." This is Ducati's seventh victory on the mountain since the

company's debut in 2008. Ducati and Dunne held the all-time course record from 2012 until 2017, a year in which Ducati was not part of the official race competition. Dunne's previous victory in 2012 was achieved on the game-changing Multistrada 1200 S. This year, Dunne secured the win on the new Multistrada 1260 Pikes Peak model. The new Multistrada 1260 Pikes Peak

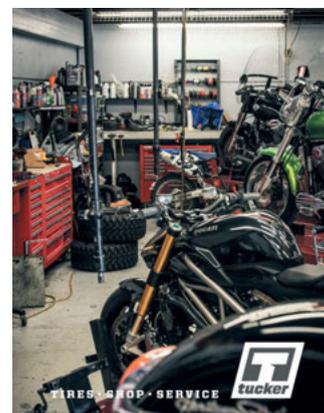
showcases the versatility of a new, larger displacement 1262 cc Ducati Testastretta DVT engine delivering 18% more torque in the mid-range. The bike is also paired with a redesigned chassis for increased stability. Rounding out the Ducati team this year was new member Codie Vahsholtz, who finished in third with a time of 10:12:703. Vahsholtz is a Colorado native



who comes from a family of Pikes Peak champions and has established a series of victories of his own. This year, for the 96th running of the "Race to the Clouds," Ducati partnered with Shell Advance, Brembo, Pirelli, Termignoni, Spider Grips, Ducati by Rizoma, Race Tech, Revl and Racing Cowboys.

## Tires, Service and Shop Catalog

In response to dealer demand, Tucker has released an addition to its family of print and digital catalogs - bringing all the tires, service, shop and related products from across its V-twin to Street, Off-road to ORV product offers. At 866 pages of "the most widely used products in powersports" it includes "the day-to-day items that you and your customers use the most, plus a few extra categories with key items for service projects." This is the second new catalog is a sequence following the Tucker re-branding and its sixth catalog in total, added to Street, Offroad, Helmet & Apparel, ATV/UTV, and V-twin. [www.tucker.com](http://www.tucker.com)



# Win a Dealer VIP Package for AIMExpo Las Vegas, October 11-14

AIMExpo presented by Nationwide is offering dealers the opportunity to win one of five VIP Dealer Packages - simply by registering for the show by the end of August. "With the countdown to the 2018 AIMExpo presented by Nationwide well underway, more and more dealers are registering to attend the show to see new products, take advantage of exclusive show specials from premium exhibitors, attend our free dealer education program and be a part of the first ever Powersports Industry Week." Described as a truly unique, week-long celebration of motorcycling and the

greater powersports marketplace, Powersports Industry Week has been created in an effort to bring the industry together in recognition of the three core pillars that drive motorcycling as a whole - lifestyle, business and racing. The line-up of events for show visitors during show week includes the Monster Energy Cup, Las Vegas BikeFest, Powersports Business Dealer Seminars, Ride for Kids, and AIMExpo presented by Nationwide. The VIP Dealer Package includes four nights free accommodation at the Mandalay Bay Hotel during AIMExpo; VIP tickets to Las Vegas BikeFest



(including access to LIVE entertainment featuring Puddle Of Mudd and FOGHAT); and free tickets to the Monster Energy Cup in the special industry seating section. Dealers will also be able to participate in an all new industry initiative - the Dealer Summit 2018, a Trade Only Days schedule of speeches, symposia and briefings that will put the focus "on the vital role retailers play in the long-term growth of the industry, where they serve as the face of powersports to the general consumer." Simply follow the website links, and after selecting your registration category, select your preferred social media platform. To complete your registration, share that you are attending AIMExpo presented by Nationwide to your preferred social media platform and invite eight of your industry colleagues via LinkedIn to become eligible to win this VIP package. The winners will be drawn at random on September 1. [www.aimexpousa.com](http://www.aimexpousa.com)



# PERFORMANCE



New 4" Slip-on mufflers from Drag Specialties. Their louvered core and dyno tuning provide maximum performance with an aggressive tone at an affordable price. Available in chrome or black bodies with black ceramic coated billet aluminum end caps for 95-18 FL models. See your rep for more information.

Disclaimer: Not legal for sale or use in California on any pollution controlled motor vehicles.



**Celebrating 50 years of industry  
dedication, innovation and support**

[dragspecialties.com](http://dragspecialties.com) | [#since1968](https://twitter.com/since1968)

# U.S Indian Retail Demand Up

Polaris has posted North American retail sales of +6% for the quarter, with ORV up mid-single digit % for both side-by-side and ATV vehicles and gaining market share for ORV vehicles and Indian motorcycles.

The company has increased its full year 2018 sales guidance to be +11% to +12% taking into account improved volume expectations and the acquisition of Boat Holdings, LLC (Boat Holdings) – representing Polaris’ first foray into the marine market; the company has also raised the lower end of its earnings per share range and now expects adjusted net income to be in the range of \$6.48 to \$6.58 per diluted share, which includes the absorption of an estimated additional \$40 million of tariff and related commodity cost increases anticipated in 2018.

Motorcycle segment sales, including PG&A, totaled \$171 million, a decrease of -13 percent compared to \$198 million reported in the second quarter of 2017 due to a weak motorcycle industry and timing of shipments for Indian motorcycles year-over-year. Slingshot sales were also down due to the weak motorcycle industry.

Gross segment profit for the second quarter of 2018 was \$25 million compared to \$21 million in the second quarter of 2017. Adjusted for the Victory wind-down costs recorded in both the 2018 and 2017 second quarters, and restructuring and realignment costs, motorcycle gross profit was \$25 million in the 2018 second quarter compared to \$30 million for the 2017 second quarter.

North American consumer retail demand for the Polaris motorcycle segment, including Indian Motorcycle and Slingshot, increased low-single digit percent during the 2018 second quarter. Indian Motorcycle retail sales increased mid-single digit percent. Slingshot’s retail sales



Scott Wine, Chairman and Chief Executive Officer of Polaris: “Between organic growth and considered acquisitions, Polaris’ underlying performance has significantly improved, but much of our success is being masked by substantial cost escalation driven by tariffs and commodities”

were down mid-single digit percent during the quarter. Motorcycle industry retail sales, 900 cc and above, were down mid-single digit percent in the 2018 second quarter. Indian Motorcycle gained market share for the 2018 second quarter on a year-over-year basis in spite of an overall weak north American motorcycle market in the second quarter.

Motorcycle dealer inventory was down low-single digit percent in the 2018 second quarter compared to the same period last year due to moderated shipments in an overall weak motorcycle market.

Scott Wine, Chairman and Chief Executive Officer of Polaris Industries Inc., is quoted as saying: “I am very pleased with the Polaris team and the strong execution they delivered across the business during the 2nd Quarter. With solid retail growth and market share gains in both our Off-Road Vehicle business and Indian Motorcycle, we are clearly reaping the benefits of our safety and quality investments, new product innovations and improved delivery performance.

“Consumer sentiment and dealer traffic improved throughout the Quarter, building momentum which will help offset the rising risk of tariffs in



**POLARIS**  
INDUSTRIES INC.



CONSOLIDATED STATEMENTS OF INCOME (LOSS) (in thousands US \$)				
	Three months ended June 30		Six months ended June 30	
	2018	2017	2018	2017
Sales	1,502,532	1,364,920	2,800,005	2,518,702
Cost of sales	1,117,356	1,014,534	2,091,348	1,925,825
Gross profit	385,176	350,386	708,657	592,877
<b>Operating expenses:</b>				
Selling and marketing	122,859	118,531	240,566	232,844
Research and development	68,330	60,753	133,560	112,758
General and administrative	92,874	91,063	171,567	166,577
Total operating expenses	284,063	270,347	545,693	512,179
Income from financial services	21,344	19,143	42,769	39,573
Operating income	122,457	99,182	205,733	120,271
<b>Net income</b>	<b>92,540</b>	<b>62,041</b>	<b>148,254</b>	<b>59,130</b>
<b>Diluted Net income per share:</b>	<b>\$1.43</b>	<b>\$0.97</b>	<b>\$2.28</b>	<b>\$0.92</b>

## ‘tariffs masking success’

the 2nd half. During the Quarter we were excited to announce another expansion of the Polaris powersports portfolio with the acquisition of Boat Holdings, the largest manufacturer of pontoon boats in the U.S.

“Between organic growth and considered acquisitions, Polaris’ underlying performance has significantly improved, but much of our success is being masked by substantial cost escalation driven by tariffs and commodities.”

Off-Road Vehicle (“ORV”) and Snowmobile segment sales, including PG&A, totaled \$991 million for the second quarter of 2018, up +17 percent. ORV wholegood sales for the second quarter of 2018 increased +18 percent primarily driven by strong RANGER, RZR and ATV shipments.

Global Adjacent Markets segment sales, including PG&A, increased +17 percent to \$113 million in the 2018 second quarter compared to \$97 million in the 2017 second quarter. Sales of Goupil and the Commercial, Government and Defense businesses drove most of the increase. Reported gross profit increased +32 percent to \$28 million in the second quarter of 2018, compared to \$21 million in the second quarter of 2017.

Aftermarket segment sales increased one percent to \$227 million in the 2018 second

quarter compared to \$224 million in the 2017 second quarter. TAP sales in the second quarter of 2018 were \$210 million, which was up slightly compared to the second quarter of 2017. Growth at TAP’s retail stores and online platforms were largely offset by lower accessory sales for the new Jeep Wrangler, which was available for sale later than anticipated. Gross profit decreased to \$58 million in the second quarter of 2018, compared to \$60 million in the second quarter of 2017. International sales to customers outside of North America, including PG&A, totaled \$204 million for the second quarter of 2018, up +7 percent from the same period in 2017. Foreign exchange movements represented four percent of the sales increase for the quarter. The remaining increase was driven by strong sales in the company’s EMEA business for ORV and motorcycles. During the second quarter of 2018, the company repurchased and retired 1,429,000 shares of its common stock for \$177 million. Year-to-date through June 30, 2018, the company has repurchased and retired 1,562,000 shares of its common stock for \$192 million. As of June 30, 2018, the company has authorization from its Board of Directors to repurchase up to an additional 4.9 million shares of Polaris common stock.

‘Indian Motorcycle retail sales increased mid-single digit percent’



OUR DEDICATED V-TWIN SPECIALISTS HAVE OVER A HUNDRED  
YEARS OF COMBINED KNOWLEDGE AND ARE BACKED BY SOME OF THE  
GREATEST BRANDS IN THE AMERICAN MOTORCYCLE INDUSTRY.

VISIT [TUCKER.COM](http://TUCKER.COM) TO LEARN MORE.

Reigning World Champion Suicide Customs from Japan marked a second consecutive World Championship in which the winner built with Avons as their tires of choice

<<< Continued from page 64  
launch of the all-conquering Cobra line. In the years since, Avon has added to the strength in depth of Cobra options with four additional new fitments to suit the latest Harley-Davidson Big Twin

'seven 'AMD' winning customs since 2004 have featured Avon tires'

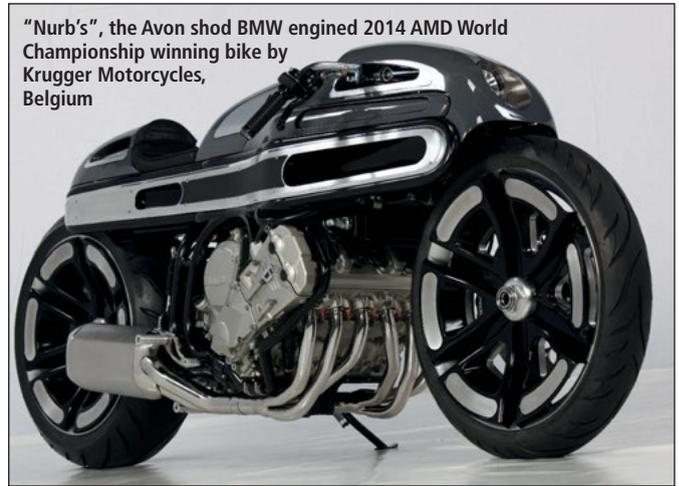
model updates added to the line as recently as January this year.

Cobras are renowned for their distinctive tread patterns, outstanding mileage and long life. They are noted for their unique combination, super-tough construction of the kind necessary for heavy-duty custom loads and long distances, with leading sports tire technology for improved handling and performance.

In recent years the example set by Arlen Ness has been taken up by hundreds of leading customizers and bike builders worldwide. Since its inception in 2004, more AMD World Champions, Freestyle class top twenty bikes, World Championship class winners and competitors of all kinds have favoured Avon tires than any other single tire brand - including the reigning World Champion and half of all the AMD World



"Nurb's", the Avon shod BMW engined 2014 AMD World Championship winning bike by Krugger Motorcycles, Belgium



Avon can expect to see demand for its TrailRider ADV tires grow markedly once Harley's new Pan American is 'in-play' in 2020

# MOTORCYCLE STOREHOUSE<sup>®</sup>

CLOTHING & LIFESTYLE



Championship winning bikes so far. "This was the jumping-off point that made a collaboration between Avon and 'The AMD' compelling," says Avon Marketing Director Michiel Kramer. "As a company Avon is proud of its heritage and as a custom bike tire market leader we are especially proud of our heritage as the tire of choice for so many of the market's greatest and most innovative designers and craftsmen."

"The AMD World Championship has always been a showcase for that heritage, so forming an alliance was an obvious idea. We look forward to working with the AMD team and continuing to make a contribution to the outstanding work and achievements of this market's talented and passionate professionals and amateurs alike."

Speaking about Avon's decision, AMD's Robin Bradley said: "We have always been very careful about the brands and businesses we engage with, where the work of the custom bike building community is concerned. Having successfully transitioned the AMD World Championship to Europe and into the superb INTERMOT 'Customized' Hall 10 'Show-within-the-Show' at Cologne, we feel we are ready again to start allowing selected vendors to share in what "The AMD" means to custom bike builders."



Dave Cook (Cook Customs, Milwaukee) became the first and to date only United States AMD World Championship winner with "Rambler" - shod with Avon 21-inchers front and rear

"We couldn't be happier that Avon is the first vendor we have been able to welcome into the family and know that the profile and value they will generate for our competitor community will help them to further their careers and recognition of their achievements and abilities."



This year's 'AMD' will again be staged at INTERMOT Customized, Cologne, Germany (October 3-7)

**Brought to you**  
by Motorcycle Storehouse

**Biltwell Inc.**  
"QUALITY COUNTS"

**Rusty BUTCHER**

**WWW.MOTORCYCLESTOREHOUSE.COM**

f | | SINCE 1982 - AFTERMARKET PARTS & ACCESSORIES FOR V-TWIN MOTORCYCLES

**AMD's**

**Custom** World™



**INTERMOT  
CUSTOMIZED**



**OCTOBER 3-7 2018,  
COLOGNE GERMANY**

*This edition includes... Ride-In-Bike Show - Faak 2018 • Cherokee Blue Ridge Run  
MC XIII Cesis Custom Bike Show, Latvia • Sapka Muvek's 'Black Brass'*

**Custom Chrome International  
Bike Show Series**



Ride-In-Bike Show -  
Faak 2018, September 8th

This year's annual 'Faak Rally', as Harley's European Bike Week in Austria is also known, will see Custom Chrome Europe staging its 16th Ride-In Bike Show at the Arneitz Custom Show and is inviting Europe's best customizers to present their new custom creations.

Established in 2003, the Custom Chrome Europe Ride-In-Bike Show is among the best standards for

ride-ins in Europe and often sees winning bikes go on to do well in the AMD World Championship at INTERMOT Customized in Cologne, Germany, a month later.

Indeed, it was out of Custom Chrome's Bike Show program at the popular and iconic Dealer Shows from the mid-1990s that the AMD World Championship was ultimately born as a sister event to the European Championship they hosted. The 2018 event will offer a showcase for professional and private customizers alike. Their bikes will grace the pages of international custom bike magazines for weeks to come - and many of the previous winners could also have been seen at the Custom Gallery at Harley-Davidson's 115th European Anniversary in Prague/CZ in July this year.

Trophies and other prizes given by CCE will exceed €5,000, one of the highest prize purses available in Europe.

What started in 2003 on the grass in the middle of the then "Custom Chrome Europe Village" in the center of the Arneitz area alongside Lake Faak is now staged in the Arneitz event hall, spanning the entire extended "Arneitz-100 Showmile", creating an excellent and weatherproof event site.

An attendance in the thousands is guaranteed - the total attendance at European Bike Week is always in the range of 50,000 plus riders from all over Europe and beyond and is a unique (in Europe) combination of H.O.G Members and the more "independently minded" "Bar & Shielders". The classes are: Championship, Modified Harley, Jammer Old School, RevTech Performance, Chopper, Bagger and Sportster Engine.

The entry for the bike show will open 12:00 noon on Saturday 8 after the parade; judging will start at 15.30 and the trophies will be handed out at around 17.00. The term "Ride-In" has to be taken literally as only bikes that can be ridden into the event are allowed. Two bikes will be selected for participation at January's Motor Bike Expo (MBE) at Verona, Italy.

[www.custom-chrome-europe.com](http://www.custom-chrome-europe.com)



Every year thousands of visitors crowd into the CCE Ride-In Bike Show at Faak, Austria, in September



Premiering at European Bike Week 2017, "Balance" by MIB of Feldkirchen near Munich is one of the most radical bikes built in Germany this year



"Over the Top" by Thomas Augustin, Augustin Motorcycles of Burgkirchen in southern Germany with a 125" RevTech engine



"Wrench", MG Customs, Slovenia

# HardDrive

AMERICAN V-TWIN PRODUCTS



*This is*  
**Performance**  
**Evolved**

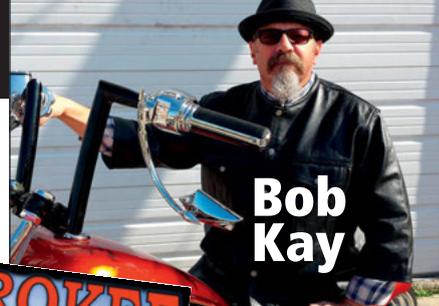
TIER 1 TUNERS

DISTRIBUTED BY  
**HardDrive**  
AMERICAN V-TWIN PRODUCTS

IN ASSOCIATION WITH  
**WPS**

Visit [HDTWIN.COM](http://HDTWIN.COM) to Find Your Local HardDrive Dealer.

# Cherokee Blue Ridge Run, September 7-9



**Bob Kay**

Bob Kay has news - great news for custom builders in the United States. The Blue Ridge Run AMD Custom Bike Show, held at the Cherokee Blue Ridge Run in September is the newest event to join AMD's World Championship Affiliate Program with prizing to compete in Germany in 2020, and Bob is back organizing the J&P Cycles Ultimate Builder custom bike shows at the IMS series again this winter ...

**I have worked with my friend Robin Bradley since the first AMD World Championship of Custom Bike Building was held more than 10 years ago, and Robin has probably had the biggest influence on the way I have structured bike shows since 2009.**

Previously I had basically split my show classes between radical and mild, plus different Harley-Davidson production models. Since then I have been involved in numerous rally and trade event custom bike shows that do not necessarily focus on one brand or style, but rather what can be built from a specific platform. During the Sturgis years of the AMD World Championship I got more directly involved in the rules, the administration and the overall event - one that brought so many fine European, Asian, South American and from wherever in the world builders to Sturgis, South Dakota.

With global economies slowing down and hitting the motorcycle industry square between the eyes, the decision was taken to move the AMD World Championship to Europe, specifically to Germany. Since then it has been my goal to give American builders the opportunity to travel to Germany with their custom creations and compete with many of the world's best builders.

Back in the day, I organized my first charity bike show in the mid-eighties, during the Laconia Rally. I continued charity bike shows in Sturgis alongside the community center. I worked for Nempco then, so most of our shows were based around the current Harley trends. I think we had 15 classes and rewarded back to third place in each category. Our vendors were more than generous with merchandise sponsorship support. After all, 100% of our proceeds went to Muscular Dystrophy, a local charity we were thrilled to support.

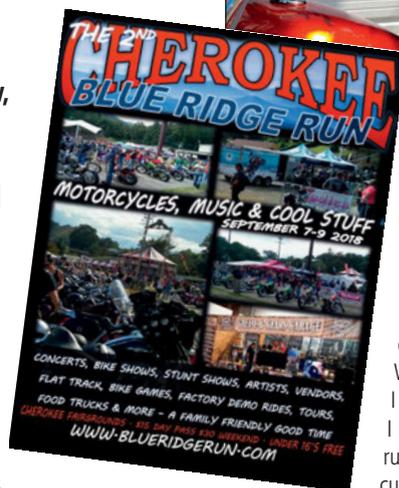
The impending downturn started to affect the market as early as 2005, the weakening economy took its toll on the custom industry, forcing builders to consider less expensive, more stripped down bobbers and alternative power plants. The industry struggled to adjust, and in 2008 a new show format emerged in Born Free.

At about that time Robin invited me to Europe for a closer look at the European bike show scene. Subsequently, in 2010 I helped revamp the Ultimate Builder custom bike show series to be more reflective of the changes taking place in the custom scene. Our first change was to base our classes on specific platforms. FreeStyle, the open platform class format pioneered by AMD, represented the elite builders, giving them the freedom to produce a custom bike limited only by their imagination and resources. We then came up with the Custom Street class, requiring

the builder to start with an OEM chassis and drivetrain. We even offered a Harley-Davidson version of this class - Mod Harley. One of the most popular classes has been our Custom Retro for all '84 and earlier bikes of any brand with an original engine (no reproduction engines here), but that allows for a modified or custom chassis. The other aspect we introduced was a peer group judging system, taken directly from the AMD World Championship. What we discovered over the years is that peer judging works best with 50 plus judging entries, so in some of the smaller shows we will also have a committee for overview and to double check the results.

I am currently involved with ROT, the Republic of Texas Rally Kustom Culture Bike Show as a stepping stone to the Cherokee Blue Ridge Run, which will send its Freestyle champion to INTERMOT in Cologne, Germany, to compete in the 2020 AMD World Championship of Custom Bike Building. This year's Blue Ridge Run AMD Custom Bike Show will be held in North Carolina September 7-9 during the revived Cherokee Blue Ridge Run.

In July we held the first Golden Bolt at L.A.'s The House of Machines, where we experimented with a new judging system. This system had three expert judges vote on each bike, but only in their area of expertise. With Chip Foosse, Miguel Galuzzi and Mark Prosser as judges, it worked like a charm. Whether or



not we can adapt this to other shows only time will tell, but the point is we are always trying to stay relevant to the current market, and maybe we can talk The House of Machines into sponsoring a West Coast AMD qualifier.

I am also thrilled to tell you that I have been invited to return to running the J&P Ultimate Builder custom bike shows for 2018/19.

Up until now we have brought three Americans to compete in Germany, Jon Shipley, Larry Moore and George Stinsman. This year I am bringing Jordan Dickinson from Union Speed and Tim Dixon from Gas Axe Chop Shop, sponsored by AIMExpo.

The AMD World Championship of Custom Bike Building represents the heart and soul of custom bike builders worldwide. I am proud to be associated with this global effort that lets builders choose the direction they wish to take to showcase their talents. The Cherokee Blue Ridge Run has made a long-term commitment to support this custom builder exchange effort.

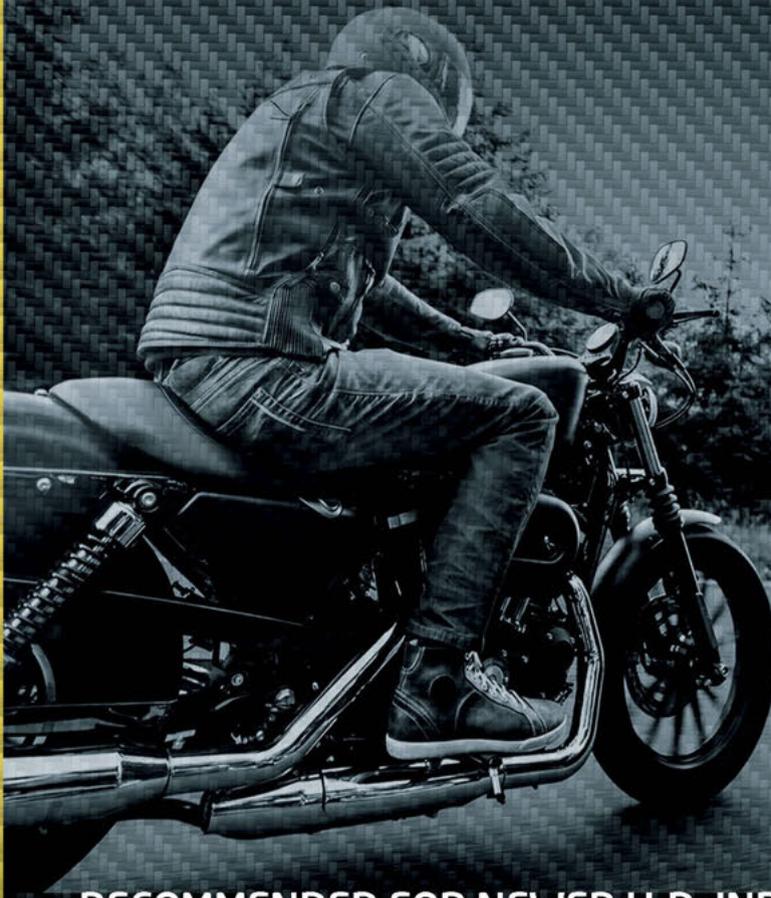
INTERMOT Customized is the INTERMOT show-within-show concept for Hall 10 at the Cologne expo center where the 'AMD' is staged. It is an entire custom hall with everything from parts, accessory and performance component manufacturers, the leading distributors in Europe and dealers (custom shops as well as Harley) right through to lifestyle exhibits, clothing, helmets, garage scene activity areas and several of the major OEs with secondary expo booths specifically to showcase their custom style programs.

Whatever the future will bring for the custom motorcycle world, one thing that I can promise you is that Robin Bradley, Neil Blaber, myself and the entire AMD team will be working hard to support it and take the message to the widest possible audience. In 2016 some 150,000 active, high-mileage riders visited INTERMOT Customized and saw first-hand what the custom market has for them.



Larry Moore came fourth in the Freestyle class in the 2016 World Championship

# AMERICAN V-TWIN BRAKE PADS FOR ALL RIDING STYLES



# sbs®

GO AHEAD

HI-TECH BRAKE SOLUTIONS  
MADE IN EUROPE

RECOMMENDED FOR NEWER H-D, INDIAN & VICTORY MODELS

## CLASSIC & CUSTOM



CERAMIC  
H.HF

## CUSTOM UPGRADE



CARBON  
H.CT

## TOURING & SPORT



SINTER  
H.HS / H.LS

FIND YOUR NATIONAL DISTRIBUTOR AT [SBS-FRICTION.DK](http://SBS-FRICTION.DK)

### NORTH AMERICAN DISTRIBUTORS

- Drag Specialties
- Mid-USA Motorcycle Parts, Inc.
- Tedd Cycle, Inc.

### DEALER SUPPORT

- Toll-Free Phone: +1.888.268.1119
- Email: [usa-support@sbs.dk](mailto:usa-support@sbs.dk)

### FOR TIPS & NEWS

- [facebook.com/sbsbrakes](https://facebook.com/sbsbrakes)



[sbs-friction.dk](http://sbs-friction.dk)



# MC XIII Cesis Custom Bike Show

## Latvia, July 21, 2018



The fourth annual MC XIII Cesis Custom Bike Show took place in Pils Park at Cesis in Latvia in July, overlooked by the impressive ruins of Cesis Castle, with the event taking place in conjunction with the annual town festival, which regularly draws 60,000 visitors over three days.

Competitors from Latvia, Lithuania and Estonia entered 34 bikes, aiming for three Best Custom awards plus Best Old Timer, Best Engineering and Best Paint.

Judging was by an expert jury and competitor vote, and in addition there was also a Best Public award. This is the first year a show from the Baltic states has been an AMD World Championship official affiliate, and the winner received 2,000 euro expenses to compete at the AMD World Championship of Custom Bike Building at INTERMOT Customized in Cologne, Germany, from October 3-7.

Killer Custom from Lithuania was judged Best Custom with "Mutant", a heavily modified 1998 Softail Standard featuring a handmade custom front end with leaf spring fork, custom 17" wheels, one-off handlebars, gas tank and exhaust.

They are no strangers to the World Championship, having previously competed in 2013 in the Modified Harley-Davidson class.

[www.mc13.lv](http://www.mc13.lv)



Killer Custom from Lithuania came first with "Mutant", a heavily modified 1998 Softail Standard



Second place was won by local builder Konstantins Kobzevs



Third placed Juris Nelke's Honda CX500 Cafe Racer was highly rated by the expert jury



# JIMS® FORCEFLOW FOR MILWAUKEE-EIGHT® TOURING MODELS

- JIMS® proven Forceflow (Cylinder Head Cooler) is now available for Milwaukee-Eight® Touring Models.
- This popular kit includes a high velocity fan that forces air on the cylinder head deck & finpack when activated by a thermostat.
- The fan kit easily mounts from the horn location with its own horn inside the housing. No fabrication required.
- Function and Style, all in one.



COPYRIGHT © 2018



*Performance Parts For Harley-Davidson® Motorcycles*  
555 Dawson Drive, Camarillo, CA 93012 • Phone 805-482-6913 • www.jimsusa.com



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



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

### Features include:

- Hard Anodized Crown aids in heat deflection and corrosion from alcohol fuels
- Top ring groove Hard Anodizing eliminates micro-welding of the ring to the groove and maintains a flat and smooth surface for best ring seal
- Less carbon buildup on dome

Complete Kits Include  
pistons, rings, pins and locks  
Dome shape accepts  
Bathtub 85cc or  
TearDrop 95cc heads

### Now available for big Cubic Inch Engine Applications:

PART #	ENGINE BORE	SIZES	STROKE	ROD	COMP. HEIGHT	CC/TYPE	COMP. RATIO	
							85cc HEAD	95cc HEAD
KB908LCA	103	3.875 STD. .005 .010 .020 .030 .040	4.375	7.667	1.086	-1 DOME	10:1	9:1
KB909LCA	103	3.875 STD. .005 .010 .020 .030 .040	4.375	7.667	1.086	-5.4 DOME	10.5:1	9.5:1
KB660LCA	103	3.875 STD. .005 .010 .020 .030 .040	4.375	7.667	1.086	-9.8 DOME	11:1	10:1
KB714LCA	107	3.937 STD.	4.375	7.667	1.086	1.6 FLAT TOP	10:1	9:1
KB661LCA	110	4.000 STD. .005 .010 .020 .030 .040	4.375	7.667	1.086	-4.2 DOME	11:1	10:1
KB661LCA	113	4.000 STD. .060 .065 .070	4.375	7.667	1.086	-4.2 DOME	11.3:1	10.3:1
KB917LCA	117	4.125 STD. .005 .010 .020 .030	4.375	7.667	1.086	11.5 DISH	10:1	9:1
KB662LCA	117	4.125 STD. .005 .010 .020 .030	4.375	7.667	1.086	-1.5 DOME	11:1	10:1
KB715LCA*	120	4.060 STD. .005 .010	4.625	7.667	.0960	9 DISH	10.5:1	9.5:1
KB716LCA	124	4.125 STD. .005 .010	4.625	7.667	.0960	12 DISH	10.5:1	9.5:1

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



**KB Performance Motorcycle Pistons**  
Division of United Engine & Machine Co.

Direct 775-882-7790  
TOLL FREE US: 800-648-7970  
Tech Support: tech@uem Pistons.com  
www.UEMPistons.com

# BEAUTIFULLY DELICATELY D



**I**t is difficult to explain, but I'm sure everybody has the same experience - sometimes there are bikes that just drill into the psyche and you find yourself coming back to drool over them time and time again.

We did show some pictures of Hungarian builder Sapka Muvek's 'Black Brass' immediately after it scored a top 20 finish in the 2016 'AMD', and again last year when we ran a retro about his World Championship pedigree and his "Timeless Machines".

But, with just 10 weeks to go, here we are again, and this time hopefully doing the exquisite attention to detail the justice it deserves.

Sapka is no stranger to success in AMD's World (and European) Championship programs. We first got to know Sapka many years ago when he won the AMD European Championship at Custom Chrome's Dealer Show in Germany in 2007 and went on to a 5th place at

the AMD World Championship later the same year. His bike back then, called 'Time Machine', was an all wood and brass homage to HG Wells and his famous novel - the wheels, for example, were made in lignum vitae - a wood so dense, strong, hard, heavy and water and salt resistant that its engineering uses have even included as the main shaft in nuclear powered submarines!

Fast forward to 2016 and Sapka also competed with 'BSA 42', a

250 cc 1961 BSA  
in the Cafe Rac  
However, it wa  
with its Ultima  
primary, DNA  
showcased bra  
showing impac  
on Avon tires a

# BLACK, DETAILED...



SA C14 in the Retro Modified class and a 1997 BMW R100 RS  
er class.

s 'Black Brass' in the Avon Freestyle Class that turned heads –  
113" engine, Chica hardtail frame, Ultima drivetrain with open  
spoke wheels, gorgeous, deep, deep black and beautifully  
ass accessory detailing – check out that oil tank! – oh, and  
cable good taste he, of course, went for a set  
s the finishing touch!



## Wheel Blanks for Flat Track Bikes

Californian wheel blank specialist MSI says that a slew of new sizes are now in stock for Flat Track models - including a new 19" (19 x 2.75") which sales manager Lizette Hottinger says is "one of the narrowest available wheels offered for the flat track rider.

"This wheel blank size has never been made available to the industry until now. Forged and machined from prime 6061 aluminum here in California, this wheel blank meets the Rim & Tire Association standards.

"The 19 x 2.75" now adds another choice of popular wheel size for racing. Whether you build wheels for a Harley, Kawasaki, Yamaha or Indian flat track bike, we have four 19" wheel sizes that you can select from: 19 x 2.15", 19 x 2.75", 19 x 3.0" and 19 x 3.5".

"We supply the 24 lb blanks and leave the design entirely in the customer's hands - you can go as light as you like. We have 28 different wheel blank sizes in total, in 2D and 3D formats,



with rotors, pulleys, sprockets and a wide selection of tires from Vee Rubber and Shinko in stock and ready to ship."

**MSI**  
**Southgate, California, USA**  
**Tel: 562 583 4530**  
**sales@msiwheels.com**  
**www.msiwheelblanks.com**



## Barnett Clutch Shaft Arm for '14-up Indian Baggers

The latest addition to the line of Indian products from Ventura, California based manufacturer Barnett Clutches & Cables is this new clutch shaft arm to fit 2014 and later Indian Baggers. Barnett says that this new patent pending shaft arm "has been redesigned for better clutch separation, smoother shifting and an easier to find neutral." Barnett Clutches & Cables, USA, [www.barnettclutches.com](http://www.barnettclutches.com)



## M-8 Three-Step 2-into-1 System

Pine Island, Minnesota based manufacturer Khrome Werks has this new three-step 2-into-1 system for '17-up M-8 Touring models.

The 16 gauge steel headers step from 1 3/4" to 1 7/8" to 2" and in to a 2 1/2" collector. Equipped with 18 mm and 12 mm O2 bungs and spherical port caps to ensure sealing, P-Clamp mounting to the included transmission side cover bracket allows the system to expand freely.

The 4 1/2" slash cut muffler body with a 2 1/2" inlet has a 2 1/2" high flow absorptive baffle with 3" reverse cone outlet to maximize torque; it has a 2 1/2" diameter 16 gauge steel 220 degree wrap heat shield, combination stainless steel and high temperature fiberglass baffle wrap and can be used with optional decibel reduction insert.

Khrome Werks Sales Manager Chris Reid says that "our 3-step 2-into-1 technology produces increased horsepower and torque from the Touring M-8 and deliver a convincing and satisfying, aggressive low frequency sound level."

Available in highly polished nickel chrome, high temperature proprietary black and proprietary 'Eclipse' black chrome, it has a 'Turbine' style tip, OEM style muffler clamp and ships with mounting hardware.

**KHROME WERKS**  
**Pine Island, Minnesota, USA**  
**Tel: 507 884 0483**  
**mailbox@khromewerks.com**  
**www.khromewerks.com**



# The V-Factor Effect

Highest Quality, Affordably Priced



V-Factor<sup>®</sup> oil filters are designed with higher levels of contaminant trapping capacity, without added flow restriction.



Power House<sup>®</sup> electrical components deliver dependable, power when you need it the most.



V-Factor<sup>®</sup> air filters designed to turn your bike into a heavy breather.



V-Factor<sup>®</sup> brake pads and discs are constructed from the highest quality materials available. Stop with confidence, with Mid-USA.



Lucas Oil<sup>®</sup> products are formulated to give your bike the ultimate in protection. Unsurpassed quality and variety, make Lucas your Number One choice.



Call 1-800-527-0501 in the U.S. or 1-800-893-9261 in Canada to find out how Mid-USA can heat up your bottom line. To become a Mid-USA Dealer, call or go online to

[www.mid-usa.com](http://www.mid-usa.com)

Follow Us On:



# Mid-USA Additions

## Ancra Gradual Release Tie Downs



These Ancra tie downs feature a gradual release system built into the ratchet that enables the rider to back the ratchet off one click at a time, eliminating the exploding ratchet that pops open forcefully under load.

They are great for leveling the bike on a trailer or reducing the compression on the front shocks, without having to release all of the webbing and retighten. The top of the line 1.5" wide tie down has a working load capacity of 600 pounds per strap, and measures 66" in overall length with a sewn hand loop.

Made with 4,500 lb rated aircraft quality nylon webbing and engineered to withstand weather and abrasion, this is Ancra's strongest, most secure ratcheting tie down and uses Ancra's patented 1,800 lb rated heavy duty cam buckle with pressure plate, for a non-slip lock with two 1,200 lb rated vinyl-coated S hooks per strap. They are available in black or red.



## Exhaust Retaining Kits

Mid-USA says that these are the best retaining kit systems for attaching exhausts. "The quality of these American made retaining systems is unsurpassed - made from stainless steel for durability and long life they feature positive locking and quickly unlock to make it easier to remove and reattach pipes."

Kits are available for Shovelheads '66-'84 (including flange gaskets) and for all Evolution and Twin Cam models.

## Lucas Oil 5 Gallon Buckets

Mid-USA and Lucas Oil have teamed up to offer the

most cost effective and convenient way to buy motorcycle oil. Mid-USA is offering both petroleum and synthetic base motor oils in several viscosities, as well as primary chain case and gear oil.



## Performance Cams for M-8

Mid-USA now offers two new bolt-in cams from Andrews Products to upgrade the performance of the M-8, and an extensive line of Andrews performance parts to fit most models and years.



**MID-USA**  
Hazelwood, Missouri, USA  
Tel: 314 595 5555  
[midusa@mid-usa.com](mailto:midusa@mid-usa.com)  
[www.mid-usa.com](http://www.mid-usa.com)

# Original Bullet 1000 - now with Dark Lens

Aachen, Germany based 'Bullet Light' inventor and LED lights specialist Kellermann is now offering its famous Bullet 1000 indicator in a version with tinted glass.

The distinctive Bullet 1000 indicator has had a big impact on custom styling down the years, and adding a touch of "dark side" gives dealers another option for their customers' rides.

Backed by a three-year warranty, the complete electronics of the Bullet 1000 Dark housed inside the high-quality metal casing ("beware cheap plastic knock-offs," warns designer Guido Kellermann) and it

can be plugged into the 12 volt DC net directly. Featuring a "unique and homogeneous light ring", HPT (Homogenous Projection

**Kellermann** 



Technology), Kellermann's HighPower LED Technology, Longlife Protection Guard and it is IC operated at 330 kHz.



**KELLERMANN GmbH**  
Aachen, GERMANY  
Tel: +49 (0)241 938 080  
[info@kellermann-online.com](mailto:info@kellermann-online.com)  
[www.kellermann-online.com](http://www.kellermann-online.com)



# Service and Replace with Custom Chrome

Custom Chrome Europe has always been regarded in Europe as one of the market's primary 'go to' sources for service and repair components. Since its launch in the mid-1990s the Motor Factory brand has always had a reputation for well made, reliable parts and a good price - never the easiest combination to achieve.

These OEM replacement Motor Factory Stators are available for a wide range of applications including 38 amp for '99-'03 Dyna and '00 Softail (seen here); unmolded for '01-'06 Softail and '04-'06 Dyna; 40 amp for '08-'17 Dyna and Softail; unmolded 40 amp



for the '07 Dyas and Softails; 45 and 50 amp for selected touring applications, 32 amp for selected Sportsters and even 17 amp for '76-'80 Big Twins.

Also seen here, this CX30L Heavy Duty AGM (absorbent glass matt) battery fits '97-'18 Touring models and '09-'18 trikes.



**CUSTOM CHROME EUROPE**  
Grolsheim, GERMANY  
Tel: +49 (0)6721 4007 0  
[info@customchrome.de](mailto:info@customchrome.de)  
[www.custom-chrome-europe.com](http://www.custom-chrome-europe.com)



# All your needs for your builds!



The easiest and safest way to deal across the atlantic!

[www.mag-connection.com](http://www.mag-connection.com) - [info@mag-connection.com](mailto:info@mag-connection.com)

## Drag Specialties additions

### Slotted Wide Blade Lever Sets



These strong, high-quality aluminum construction slotted wide blade lever sets for trikes have CNC-machined slots for added grip and feel, with a wide, flat design for easy clutch and brake engagement. Each pair includes an anti-rattle clip and clutch lever pivot bushings for solid clutch and brake lever engagement. They are available in chrome or matt black for '17-'18 FLHTCUTG and '17-'18 FLRT models.

### Extended Reach Predator Seat



This "great looking U.S. made" mild stitch Predator seat by Drag Seats gives extra freedom of movement on long rides with an additional 2" of legroom over the stock seat. It is shaped and made with a molded flexible urethane foam interior for maximum comfort. The seating area stays cool thanks to solar reflective leather. A 3/16" ABS thermoformed seat base ensures a perfect fit, with a carpeted bottom

and rubber bumpers to protect paint. The front measures 12" wide x 17" long, the rear is 7.5" wide x 102 long. All mounting hardware and necessary instructions are supplied. Available for '97-'07 FLHT/FLHR/FLTR/FLHX models.

### Black Rear Wheel Sprockets



Worn-down rear wheel sprockets can be replaced with this high-grade flat, 1.9" center hole carbon steel replacement black version with a gloss black finish. These are very versatile sprockets that can be used as a replacement sprocket for '86-'90 XL, '91-'92 XLH, Hugger models or as a 530 chain conversion rear sprocket for '86-'99 Big Twin and '92-'99 XL models. Available in 46, 48, 49 and 51 tooth sizes.

### Rear Brake Master Cylinder



This new polished chrome rear brake master cylinder reservoir is made with a strong die-cast aluminum body with ribbed accents and sight glass installed. It accepts OEM-style cover, gasket and mounting hardware and replaces OEM #41804-84A on '86-'94 FLT/FLHT/FLHR, '86-'99 FXST, '85-'94 and '99-'00 FXR models.

### Premium 7" Reflector Style LED Head Lamp



These premium reflector style LED head lamps feature a dark chrome retro-styled face combined with a die-cast aluminum housing for "rugged durability" - these state-of-the-art LEDs are said to mean superior visibility. They are a U.S made DOT compliant direct replacement for most 7" headlights (except '84-'13 Dresser models).



**DRAG SPECIALTIES**  
Janesville, Wisconsin, USA  
Tel: 608 758 1111  
[drag@dragspecialties.com](mailto:drag@dragspecialties.com)  
[www.dragspecialties.com](http://www.dragspecialties.com)

**Le Pera**  
SINCE 1972



# FIT FOR A KING.

**DAYTONA W/FLAT TRACK PLEAT**

Available for Dyna and Sportster '04 - '06 / '10 - '18

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



**ARLEN  
NESS**

# “FORGED WHEELS”

WWW.ARLENNESS.COM



7-VALVE



FLARE 5



PROCROSS



DRIFT



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



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

**ARLEN  
NESS**

WWW.ARLENNESS.COM

# Motorcycle Storehouse Additions

## Late model Dynojet Power Commander V



The Power Commander V fuel injection module, just 3 1/4" (83 mm) wide x 2 1/4" (57 mm high), works in conjunction with the stock ECU unit without the need for permanent changes and makes the fuel system and ignition fully programmable.

During cold start-up the Power Commander can read the exact engine temperature through the bike's own ECU, which allows the tuner to choose how much fuel to add for a given engine temperature - big inch modified bikes should be easier to start than ever.

With a universal on/on toggle switch, or the Dynojet PCV MAP switch, it is now possible to switch between two fuel/timing maps - such as for economical touring and racing or high octane and low octane fuel. The gear/speed input allows map adjustments based on gear; the analog input allows the tuner to install any 0-5 volt sensor and build an adjustment table based on its input, such as for boost or temperature.

The Power Commander can be tuned on a PC with a USB cable connection, no extra power supply is required. It is complete with software for tuning - ready-made maps can be downloaded if preferred. Available for '18 Softails, '17-'18 Touring M-8s and '15-'18 XG750

## Biltwell, Tyson XL Handlebars



These Biltwell bars are made from seamless 4130 Chromoly with CNC machined slotted wiring holes. They are 30" wide with 2.75" pullback and are tapered from 1" at the grips to tough 1 1/8"



diameter at the TIG welded, 1 1/4" uprights. They take 1/2-13 threaded mounting bolts. The center width is 3.5" so these will fit most stock and aftermarket triple trees. They are available chrome/black with 10", 12" or 14" rise for '82-'18 H-D (excl. '08-'18 e-throttle and '88-'11 Springers). For '08-'18 H-D e-throttle applications they have a tapered diameter from 1-1/8" to 1" at grip end.

## Mustang Hightail Fastback Seat



Described as being "the Next Gen Fastback", this American made seat from Mustang is "like the original - a low profile one-piece" seat. The deep cut rider section remains but the high arching tapered tail "offers exceptional back support with a hint of cafe racer styling, with an aggressive riding position."

It is available 13" wide for '08-'18 Touring and '06-'17 Dyna models.

## 'Vulcano' 5 3/4 LED Headlamp Unit (ECE)



These ECE and DOT approved 12 volt lead headlamps come complete with LED halo ring position light. Said to provide "excellent reliability, superior LED brightness, low amperage draw and a nice wide beam" they fit standard Bates style headlamps. They come with male slide-on terminals, an H4 connector can be ordered separately.

Available with 143 mm diameter and 73 mm depth (21.5 W / 15 W with 0.2 W 36 LED ring position light) or 101 mm deep with 0.5 W 15pc LED daylight driving bar and 0.2 W 30pc LED ring position light. A universal 3-prong connector for H4 and early duplo light bulbs take the power, available with high and low beam wiring.

## Universal Saddlebags



These symmetrical saddlebags for either left or right side universal use come with a variation of mounting options on the rear side. They include leather and nylon mounting straps but can be used with virtually all mounting material. They are reinforced to help maintain shape when empty and front have a closure with quick-clip fasteners that can be adjusted for volume. They are available in three sizes/capacities (9, 12 and 18 liter).

## Kodlin 'Grooved Bonanza' Bagger Bars



These 1 1/4" 'Grooved Bonanza' bagger bars from Kodlin are TÜV approved and available 13" or 15" high in chrome or black powder coated steel (330 mm high x 965 mm wide x 32 mm) for '08-'18 FLHT, FLHX (e-throttle with Batwing fairing).



**MOTORCYCLE STOREHOUSE BV**  
Bedum, NETHERLANDS

Tel: +31 (0)50 303 9775

[info@mcseurope.nl](mailto:info@mcseurope.nl)

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

# NO HOUSE BRAND OIL AROUND HERE



## DEALERS WHO KNOW OIL, KNOW TWIN POWER.

- Meets or exceeds API SL and JASO MA2 specifications
- Superior base stocks provide more consistent viscosity, extreme wear resistance, and increased stability at high temperatures
- Meets or exceeds all manufacturer's warranty criteria
- Provides increased shear stability, film strength and clutch performance
- Better than the competition!



MADE IN USA

## Twin Power Rivera Primo Belt Drive and Pro Clutch Replacement Clutch Kits

Twin Power has introduced new replacement clutch kits for popular Rivera-Primo belt drives and pro clutches.

These are high performance clutch kits made in USA for Twin Power with a race proven friction material with a pre-measured stack height. The kits include fiber and steel plates and are said to restore like-new performance.

Also seen here, Twin Power 20W50 Premium and Full Synthetic engine oil drums are U.S. made and specially formulated for American V-twins and meet or exceeds all O.E.M. specifications.

Twin Power Premium Engine Oil is specially formulated to protect engines operating under extreme conditions. It has a special additive package that extends engine life and boosts performance by allowing the engine to run cooler.

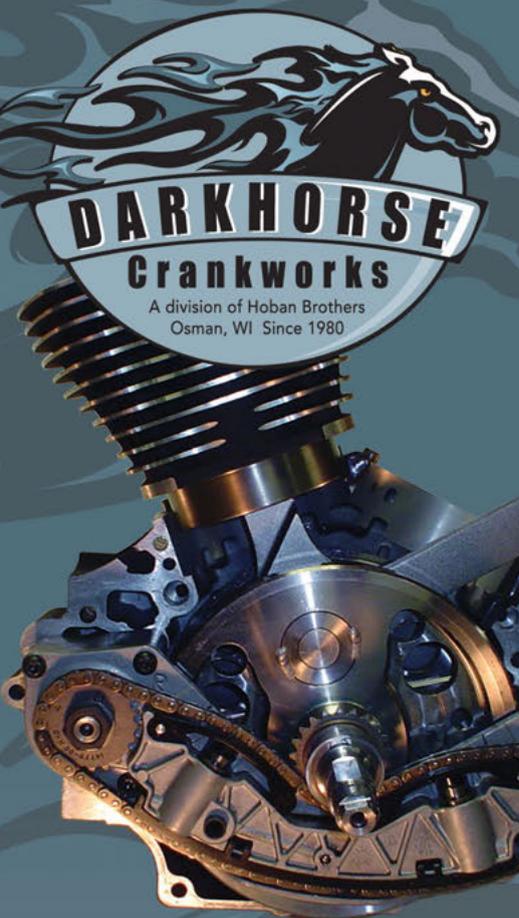
Twin Power Full Synthetic oil contains superior base stocks for higher film strength, better low-temperature performance, superior wear protection and exceptional performance over a wider range of temperatures, protecting against corrosion, sludge and varnish build-up. It meets or exceeds all manufacturer's warranty criteria (and API SL and JASO MA2



certification requirements) and will not void the new vehicle warranty.



**TUCKER V-TWIN**  
Fort Worth, Texas, USA  
Tel: 817 258 9000  
[www.tucker.com/v-twin](http://www.tucker.com/v-twin)



### DON'T LET YOUR BOTTOM END BE A SHAKER!



CALL TODAY, MAKE IT A MONEY MAKER!

920.726.4990

[www.darkhorsecrankworks.com](http://www.darkhorsecrankworks.com)  
SINCE 1980

THE ROCK SOLID FOUNDATION TO ALL H-D® MOTORS STARTS AND ENDS WITH US!

## Inner Fairing for 1996-2013 Touring Models

Metra PowerSports, by Holly Hill, Florida based manufacturer Metra Electronics is now shipping a replacement batwing inner fairing for '96-'13 FLH Tourers. Said to allow for the installation of the new style aftermarket Double-DIN large face radio, it is large enough to maintain the factory-style look.

It is made from durable ABS plastic that will withstand the elements and includes stainless steel hardware and a radio mounting kit. Available in high-gloss black, Metra says that additional parts may be required depending on the end user's requirements. Among these, Metra recommends its separately available "integration product" with patented auto-detect system to configure itself for the specific motorcycle application and aftermarket radio, in order to be able to retain the radio handlebar controls. It provides wires for speakers, constant power, switched power and ground.

Metra also offers motorcycle bag lids and other audio installation accessories. Its 6.5" replacement bag speaker covers are a custom design with stylized flame ridges that wrap around the 6.5" aftermarket speaker openings. An additional bag lid is available for a 6" x 9" speaker mounting area. Also made in durable weather resistant ABS plastics in raw or black, they use factory bag-lid hardware.



Known as "The Installer's Choice" for over 70 years, Metra is a "12-volt installation and integration specialist" that makes dash kit and harness solutions. Metra claims to "make more dash kits for the most vehicle applications than anyone else in the world." Well known Metra brands include Axxess, T-Spec, The Install Bay, Heise LED Lighting Systems, iBeam Vehicle Safety Systems and Shuriken High Performance Batteries.

**METRA ELECTRONICS**  
Holly Hill, Florida, USA  
Tel: 800 221 0932  
[info@metra-autosound.com](mailto:info@metra-autosound.com)  
[www.metraonline.com](http://www.metraonline.com)



# PROVEN PERFORMANCE //

Oil Pump & Cam Plate Kits for 2017 M8 Touring & 17-18 Touring/Softail® Models



## OIL PUMP

- Independent scavenge sections for flywheel cavity & cam chest
- Debris screens in both scavenge pickups
- Magnet in cam chest to help prevent debris from entering pump
- Increased flow capacity on both feed & scavenge side
- Pressure relief valve can be adjusted with unit in engine

## CAM PLATE

- Precision machined from billet aluminum
- Passage plugs removable for servicing
- Steel wear plate to protect plate body from steel oil pump rotors
- Bronze bushings for better lubrication & improved wear characteristics
- Made in USA

Follow us online



Made in the USA • [sscycle.com](http://sscycle.com)

**FASTER SINCE 1958**



## EFI Ultima Comp Series Engines

Pevely, Missouri based Ultima Motorcycle Products is now offering all its 113" and 127" Competition Series Engines for EFI. These are the same specifications as their normally aspirated Competition Series engines but now with the capability to use Delphi style EFI set-ups. They are available in polished, natural, black and total blackout finish.

The company says that the heads are machined to



The front head has the port machined for stock style temperature sensors



The case and crank have been machined to accept stock Delphi style crank position sensors

fit OEM stock width manifolds. The front head has the port machined for stock style temperature sensors and the case and crank have been machined to accept stock Delphi style crank position sensors.



MIDWEST MOTORCYCLE SUPPLY

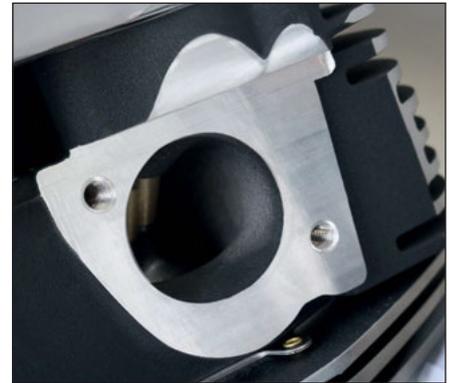
Pevely, Missouri, USA

Tel: 636 931 3200

[midwest@midwestmc.net](mailto:midwest@midwestmc.net)

[www.midwestmc.net](http://www.midwestmc.net)

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



The heads are machined to fit OEM stock width manifolds

## NEW VSTREAM® WINDSCREENS

AEROACOUSTIC  
PERFORMANCE

POLYCARBONATE  
STRENGTH

QUANTUM®  
HARDCOATED

ULTRA-PREMIUM  
QUALITY

N20703

N20704

N20705

Fits 2014-Current Indian® Chieftain  
and Roadmaster

For a complete list of International Distributors, go to:  
[www.nationalcycle.com/international](http://www.nationalcycle.com/international)  
00+1 708 343 0400 • Fax 00+1 708 343 0625 • [indn@nationalcycle.com](mailto:indn@nationalcycle.com)



**national**  
**cycle**® made in  
U.S.A.

WORLD'S BEST MOTORCYCLE WINDSHIELDS AND ACCESSORIES

# Rinehart Moto Series Inverted Air Cleaners

Arden, North Carolina based exhaust manufacturer Rinehart Racing entered the crowded air cleaner space with innovative inverted air cleaner designs that are said to "dramatically improve airflow compared to stock air filters."

The Moto Series inverteds have been "meticulously engineered" with pleated top and sides that "maximize the amount of air flowing to the engine from all angles, not just the sides. The design features a highly efficient hidden breather and virtually closed



loop system, while the synthetic filter element is water-resistant, removable and washable for easy maintenance."

Machined from forged aluminum and given a chrome or black finish Rinehart Racing Owner and CEO, Judd Hollifield says that "upgrading the exhaust system makes an immediate impact on the performance, look and sound of the motorcycle. But many people overlook the importance of the air going into the engine."

"Upgrading the air intake, especially in combination with a Rinehart Racing performance exhaust system, will improve performance in a big way." Moto Series Inverted Air Cleaners are offered for a variety of Harley models.

**RINEHART RACING**  
Asheville, North Carolina, USA  
Tel: 877 264 8282  
[www.rinehart racing.com](http://www.rinehart racing.com)



# Öhlins for 2018 Softails

Öhlins says its NIX 22 cartridge kit "is based on experience gained through decades of high-end suspension manufacturing. The kit delivers loads of performance with stable damping characteristics while ensuring a smooth, comfortable ride."

The kit uses their proven "NIX" design, which features compression damping in the left leg and rebound damping in the right leg, which is said to allow for more precise function and stability. Adjustments are made at the top, together with the spring preload. The cartridge system is an easy install bolt-on for standard front forks and has a 22 mm piston diameter; a range of springs are available. Also seen here, the all new STX 46



monotube shock absorber for the 2018 Harley-Davidson Softail "gives an impressive increase in performance and comfort."

Öhlins says the STX 46 has some "unique features, such as a silver hydraulic preload adjuster, black spring, custom black preload handle with laser etched Ö logo and CNC machined aluminum handle to look great on all versions of the new Softail." Features include Öhlins' proprietary STX technology and 46 mm piston; a range of spring rates are available.

**ÖHLINS RACING**  
Upplands Vaesby, SWEDEN  
Tel: +46 (0)8 590 025 00  
[info@ohlins.se](mailto:info@ohlins.se)  
[www.ohlins.com](http://www.ohlins.com)



*Dr. Jekyll & Mr. Hyde*

THE EXHAUST

**TOP SELLERS  
IN STOCK!**



**ALL DR. JEKILL & MR. HYDE  
PRODUCTS AVAILABLE AT  
CUSTOM CHROME EUROPE**



ASK YOUR SALES REPRESENTATIVE FOR MORE DETAILS



Check new Dealer Store!  
[custom-chrome-europe.com](http://custom-chrome-europe.com)



World's Finest Products For Harley-Davidsons



# THE SOLAR CHARGER THAT WORKS DAY AND NIGHT!

**CHARGER BY DAY**

Solar charging... Charge progress

**MONITOR BY NIGHT**

Battery status - blinks every 3 seconds

**THE 12V KITS**

<b>10W</b>	TM522-1
<b>20W</b>	TM522-2
<b>40W</b>	TM523-4
<b>60W</b>	TM523-6
<b>80W</b>	TM523-8

**Optimate**  
solar



**optimize1.com**  
INFO / VIDEO / MODELS

**The Atto® series**  
Probably the smallest motorcycle lighting in the world.

**Kellermann**  
www.kellermann-online.com



Made in Germany®  
3 years warranty



Atto® WL/  
Atto® WL Dark  
position light

Atto®/  
Atto® Dark  
indicator

Atto® series  
chrome

Atto® RB/ Atto® RB Dark  
rear/brake light

original size

Phone: 0049 (0) 241 938 0815 | From USA & Canada: 011 49 241 938 0815  
Email: info@kellermann-online.com | Jülicher Straße 336 · 52070 Aachen · Germany

# Enhanced Smooth Ride Air Suspension Kits for Touring



Merritt Island, Florida based Arnott Motorcycle Air Suspension has introduced two new, enhanced, Smooth Ride kits for '90-'08 and '09-present Touring models that feature a thicker monotube shock than provided in previous versions. A larger multi-ply Goodyear air spring holds more air - providing additional adjustability and greater comfort; an aluminum cover protects the air spring. Operated via an onboard VIAIR high output compressor and micro-toggle or optional handlebar inflation switch, Arnott says the kits offer more than 3.10 inches of travel (13 inch extended, 9.90 inch collapsed).

At the core of the system are the two custom-valved 13" nitrogen charged, monotube shocks with an Internal Floating Piston (IFP) that separates the gas from the oil, eliminating oil foaming and cavitation - "resulting in a better ride and less damage."

Using a patent-pending design, "Arnott adds a rugged Goodyear air spring to allow the rider the

flexibility of setting the height of their rear suspension based on their weight, size, road conditions, load and riding preference.

"Arnott pairs the shocks with a small but powerful compressor, custom-designed application specific mounting bracket, and air distribution valve block which includes a muffler to control how fast air is released." Arnott also says it uses VOSS airline fittings, nylon airline tubing, a protective nylon split loom and fused wiring harness and relay assembly. Each kit includes everything needed for a "fast and flawless installation" including user manual, fused wiring harness and relay assembly, all necessary tubing, cable ties, fittings, bolt covers, protective aluminum covers and mounting accessories. Using aircraft-quality billet aluminum, each shock is backed by Arnott's Limited Lifetime Warranty.

**ARNOTT AIR SUSPENSION**  
**Merritt Island, Florida, USA**  
**Tel: 321 868 3016**  
[doug.taylor@arnottinc.com](mailto:doug.taylor@arnottinc.com)  
[www.arnottcycles.com](http://www.arnottcycles.com)



## Struts with Integrated Combo LED Unit

The South German accessories manufacturer ABM has added to its WUNDERKIND-Custom parts program with these new universal fender struts with integrated LED turn signal and rear light/ brake light combination unit.

Christian Mehlhorn, owner of ABM/WUNDERKIND, says that "a conversion of the rear fender usually requires new, reliably accurate struts to give the fender stability. Then the challenge to place indicators and the rear light where they look great and work well, with the cables routed as discreetly as possible.

"We have done all that for you. With nothing to cut or weld, this is a complete conversion kit, right down to the high-grade E-tested LED unit that is seamlessly integrated in to the design at the top of the strut, adjacent to the fender for maximum visibility and a great, clean fully functional look."

The M6 thread on the taillight housing

allows attachment to the fender without visible screw heads; the housing and strut itself can be rotated for different angles and a single M8 thread screw secures the strut securely to the rear swingarm. The struts are black plastic coated for durability with the wiring running internally. The kits ship with all necessary hardware.

**WUNDERKIND-Custom**  
**Breisach, GERMANY**  
**Tel: +49 (0)7667 944692**  
[info@wunderkind-custom.com](mailto:info@wunderkind-custom.com)  
[www.wunderkind-custom.com](http://www.wunderkind-custom.com)



## REBUFFINI RR90 HAND CONTROL KITS FOR CAN BUS MODELS



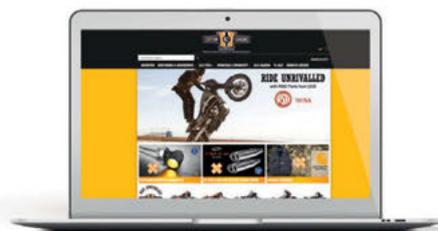
Complete Set (Brake and Clutch incl. Can Bus Switches)



Kit includes drilling templates for proper installation and cable routing



**ASK YOUR SALES REPRESENTATIVE FOR MORE DETAILS**



Check new Dealer Store!  
[custom-chrome-europe.com](http://custom-chrome-europe.com)



World's Finest Products For Harley-Davidsons





GENUINE  
BARNETT

# BRAKE AND CLUTCH LINES

APPLICATIONS FOR

HARLEY DAVIDSON, INDIAN, VICTORY

DESIGNED TO MATCH  
GENUINE BARNETT CABLES



**Barnett**  
Clutches  
& Cables



BARNETTCLUTCHES.COM

<b>CLASSIC STAINLESS</b>	<b>BLACK W/ CHROME FITTINGS</b>	<b>PLATINUM SERIES</b>	<b>STEALTH BLACK ON BLACK</b>



All Barnett brake lines, fittings and hardware are made in-house, in the USA.

memphisshades.com



## EL PASO SPORTSHIELD

Now available for  
the Honda Rebel.

Five different styles of Sportshield available for the Honda® Rebel 300 and Rebel 500.

Shown: 15" El Paso Sportshield on a Honda Rebel 500.

MADE IN MEMPHIS | STYLE THAT WORKS



# TTS MasterTune

Steve Cole and his Glendale, Arizona based TTS Power Systems (The Turbo Shop Inc.) is among the best-known V-twin diagnostics and tuning specialists in the industry. Cole's contribution to the evolution of the market has been central, and his product involvements of considerable importance. His TTS MasterTune systems for V-twin models "have made calibrating an ECM as efficient, cost effective and as straightforward as possible," says HardDrive American V-Twin Parts Specialist Gunnar Heinemeyer. "With only two part numbers to stock, dealers can choose from a wide selection of base MAPs, calibrate a custom tuned MAP via test ride, check or clear current or historical trouble codes or print out the horsepower and torque data on Harley models ranging from 2001-2018 - without the requirement of a dyno."

Dyno shops can take full advantage of the software's capabilities with features such as MasterTune2-HD, which provides ECM calibration development,



toggling between modified MAPs, correct speedo calibration or change primary ratio. ECM calibration adjustments include AFR target, spark advance front and rear, knock control, injector sizing, engine displacement, rev limit, EITMS settings and more. VTune3-HD calibrates VE tables, Spark tables and EGA correction tables, and also works by combining the current calibration from the DataMaster or FlightRecorder to create a fully custom and optimized calibration.

Additionally, the DataMaster2-HD is a diagnostic and calibration support tool that displays real time engine parameters and records data for playback or tuning. The IAC or camshaft settings can be analyzed, and quarter mile times estimated.

The TTS FlightRecorder will configure the RPM at which to start recording up to 10 hours of data without a computer. After the ride, data can be downloaded into the DataMaster for playback and analysis or used with VTune for automatic tuning.

The www.MasterTune.net site offers direct download for the required TTS software as well as dealer support for common tuning problems, computer related issues, MasterTune manuals and TTS Live Support.

The Single Bike TTS marries to one motorcycle; the Dual Bike TTS to two; a single to dual upgrade is available for original registered owners.



### HARDDRIVE V-TWIN

Boise, Idaho, USA

Tel: 208 376 8400

orders@hdtwin.com

www.hdtwin.com

www.mastertune.net



# Oil Pump and Cam Plate for M-8

S&S Cycle continues a prolific 2018 new product program with this new oil pump and cam plate for M-8 Softails and Tourers. "Oil is often referred to as the lifeblood of an engine and getting it into and out of the right places at the right times can be a matter of life or death for internal components," according to S&S VP of

Marketing David Zemla.

"This is where our engineers have stepped in with our proven dual scavange pump technology in a brand new design for the M-8 drivetrain. Independent scavange sections for flywheel cavity as well as cam chest combine to create a superior tool for distributing oil throughout your engine; debris screens and a powerful magnet keep the flotsam from following it.

"Increased flow capacity on both feed and scavange side as well as adjustable pressure relief valve are all designed to keep lubricant flowing throughout the engine, under even the most extreme conditions. "Matched to the billet aluminum S&S cam plate, you've created the perfect combination of oil management for M-8 powered touring or H-D Softail models."



### S&S CYCLE INC.

Viola, Wisconsin, USA

Tel: 608 627 1497

sscust@sscycycle.com

www.sscycycle.com



# THUNDERBIKE TURN SIGNALS



LED



In stock for all models -18.



ASK YOUR SALES REPRESENTATIVE FOR MORE DETAILS



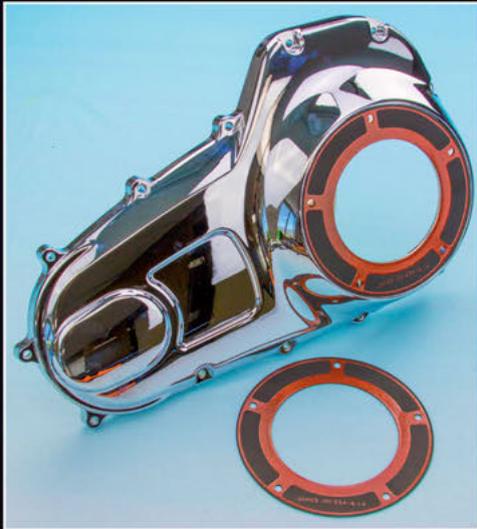
Check new Dealer Store!  
custom-chrome-europe.com



World's Finest Products For Harley-Davidsons

# DERBY COVER GASKETS

ALUMINUM FOAMET  
GASKETS FOR  
SLIMLINE PRIMARIES



James Gaskets offer the most comprehensive range of primary and engine gaskets and seals on the market.

Precision manufactured from heat tolerant aluminum, the cross-linked Foamet nitrile synthetic rubber is chemically blown to create a soft, conformable layer that is permanently bonded to the SAE 5052 H38 aluminum core.

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

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

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

## What Was Once Old is Now New at W&W

### Electroline Style Headlights

Popular on choppers in the 1960s and 1970s, these faithful reproductions of the rectangular Electroline headlights are in polished cast aluminum with top fin and grooves, just like the originals.



headlight not only has the look, but also the sturdy construction for off road adventures. Available chrome plated or in painted matt black; complete with lamp insert, stone guard and mounting block.



### Detroit Headlights

The shallow design of these headlights derives from 1930s Ford model A equipment. In chrome plated steel, this distinctive shape allows for close installation to the fork.

### Mercury Headlights

The distinctive ornamental top caps and conical shape of these E4 approved chrome plated steel headlights reminds of typical 1930s streamlining designs as seen, for example, on Mercury trains of that era. Will light and look great on your classic chopper or bobber locomotive.



### Headlamp and Housing Kits for FLH 1960-1984



This complete "Oxhead" kit comprises the cast aluminum housing, handlebar clamp cover and all headlamp parts for Duo and Electra Glide models from '60-'84.

### Early Sparto Taillights

Early type of the famous Sparto taillight with integral stop light function, license plate illumination and distinctive kick at the front end in polished cast aluminum; the lens is real glass.



### Daytona Velona-60 Multi- functional Instruments

Twin-function (speed and rpm) fully digital instrument which sports a round stainless steel, water-resistant housing. It features a 56 mm white backlit LCD screen with large 16 mm high digital speed



indication and a combined bar scale/digital rpm indication. Speed is selectable between 0-399 km/h and 0-250 mph. The rpm scale is adjustable up to 20,000 rpm. Further functions are odometer and two trip meters, selectable between the digital rpm indication by two buttons on the back.

This Velona instrument can be mounted on most motorcycles with a 12V electrical system that carry a battery. They come with a V-bracket, but a special U-bracket is also available for installation into Daytona vintage headlights; matt black painted stainless steel; speed sensors must be purchased separately.

### Daytona Velona-80 Multi- functional Instruments



The Velona-80 multi-functional instruments with compact, water-resistant stainless steel housings are offered with choice of analog display of 0-200 kph/mpg speed or 0-9,000 rpm indication, with stepmotor-driven pointer. An LCD readout provides rpm or speed (depending on version), odometer, dual tripmeter, voltmeter, max speed memory/recall and max rpm/recall, all selectable by two buttons on the back. Four indicators show turn signals, high beam, neutral and warning. An additional red LED lamp can be used as shift light.

Made in matt black stainless steel, it can be mounted on most motorcycles with a 12V electrical system that carries a battery. Sensors, external button switches and converters must be purchased separately.

### Bates 'Baja' Headlights

For those who like the Scrambler style, this steel

## PCP Z-Bar



The shape of these authentic PCP bars features a continuous radius that is carried through the entire 'Z' shape. With a kick forward in the risers they give a little added reach to the riding position. Steel, chrome plated, the riser distance is 3-1/2" (89 mm).

## LSL Clubman Handlebars



Typical all-rounders with sports attitude - these black painted Clubman handlebars work great on Bobbers, Cafe Racers or other bikes which are occasionally out for a fast ride. W1 plain cable routing without dimples.

## Bates 'Redding' Drag Bar



Named for the legendary dragstrip at Redding, CA., they come without knurls and fit all 1" clamps and risers. Made in Germany from 2 mm wall thickness steel. Available raw, chrome plated or black powder-coated for '81/'82 and up; W1 plain cable routing without dimples.

## Kickstartworks Cross Risers

Top triple tree mounted risers with a striking look and a distinctive cross section design. For 1" bars they have meticulous craftsmanship and precise fit. The polished edges and raw centers create a unique look. Cast polished stainless steel; 4" high.



## Kickstartworks Blade Dogbone Risers

Eye-catching dogbone risers with a distinctive blade section design with polished edges and raw centers. Cast stainless steel polished; 6" high.



## Brake Drums with Cooling Fins

Custom brake drums for Springer forks which feature distinctive circumferential cooling fins for a cooler drum and improved braking performance. Available black painted for Big Twins '36-'48, Servi-Car '41-'57 and WLC; chrome plated for Big Twin '49-'71, Servi-Car '58-'71.



## Big Twin Swingarm, '58-'72

Reproduction of the stock swingarm as used by the factory on Big Twins '58-'72. Features the distinctive round tubing with cast axle plates. Made in steel, bare, with bearings.



## Progressive Suspension 490 Sport Series Shocks

A true sport performance shock at heart, the 490 Sport Series Shocks feature a high-pressure monotube with deflective disc damping technology, hand threaded preload and a rebound adjustment to dial in the ride. This technology, coupled with a linear rate spring, allows for consistent feel through the damper stroke and the ability to withstand extreme temperature ranges and heavy loads. An engineered 'jounce' bumper with a built-in metal cup also help smooth out and control bottoming. Each shock is hand built, tuned and dyno'd. Black powder-coated; Sportsters 1991 and up (305 mm), Dyna 2006 and up (330 or 343 mm).



Telefon +49 (0) 5404 6394  
info@wheelspoint.de

**WWW.WHEELSPOINT.DE**

**New**

!!! Knuckle-Style-Rockerbox-Cover für Twin Cam und Evo !!!



**W&W CYCLES AG**  
Wuerzburg, GERMANY  
Tel: +49 (0)931 250 61 16  
sales@wwag.com  
www.wwag.com

# MEMORY FOAM FOR YOUR HANDS.

- Very Soft
- Very Durable
- Chemical Resistant
- Vibration Dampening
- Small, Medium, & Large Diameters
- Chrome or Black Aluminum Ends
- Fit All Harleys & most other brands



www.avongrips.com



Kingwood, TX  
(800)334-7477

"A true breakthrough for motorcycle grip comfort & performance"

## AMD PRO GUIDE

# Touring style 2 into 1 for 2018 Sport Glide and Heritage



Sport Glide

Bassani Xhausts' Gary Naito says that to judge by the questions at trade shows earlier this year he expects the company's new 2-into-1 Touring System for 2018 Sport Glide and Heritage Softails "to be a very popular addition to our line.

"More suitable for the Touring oriented Softails, it features equal length 1 3/4" into 1 7/8" stepped head pipes that merge into an advanced collector and into a long, megaphone style muffler with full heat shields included."

They come in chrome or black with 18 mm O2 Bungs, 12 mm adapters with plugs, removable back billet end caps with machined flutes and baffle. Bassani exhausts are distributed in USA by Drag Specialties.

**BASSANI XHAUST**  
Anaheim, California, USA  
Tel: 714 630 1821  
[motorcycle@bassani.com](mailto:motorcycle@bassani.com)  
[www.bassanipipes.com](http://www.bassanipipes.com)



Heritage

The versatile 266 ci (4.5 liter) Barrio bag from Kuryakyn is a small stash pouch (7" wide x 4" deep x 9" tall) with big possibilities. Flexible hook-and-loop straps and multiple MOLLE attachment points accommodate virtually any mounting setup. Made in rugged 1200 denier construction from durable UV-rated and weather-resistant textile material, an expandable roll-top design with fully adjustable speed-buckle clasps offers packing versatility as well as added water resistance for the main storage compartment. Smaller items such as sunglasses, pocket knives or cell phones can also be stored in the easily accessible front zippered pocket with internal elastic partition or a convenient side-mounted stash pouch. Kuryakyn, USA, [www.kuryakyn.com](http://www.kuryakyn.com)



## Versatile Barrio

# Progressive 465 Series M-8 Softail Shocks

These new Progressive Suspension 465 Series shocks are designed specifically for M-8 Softails and feature a 5-position rebound adjuster to tune for specific riding conditions.

"Suspension tuning can dramatically improve ride quality, handling and the comfort of the motorcycle and the more tools available to work with, the better the results," says Tucker V-twin. "With that in mind Progressive created a shock specifically tuned to the needs of both rider and machine.

"Utilizing its proven 465 Series monoshock, Progressive revalved, resprung and tested the hell out of it until it transformed the ride of the new Harley M-B Softails. Available in stock height, lowered and tall versions, setting it up to

perfectly match the bike, weight and riding style is now just a few clicks away.

Progressive has also made available a Remote Adjustable Preload (RAP) that

makes adjusting for a passenger or a week's worth of gear a simple twist of the knob. All this backed by a Lifetime Warranty!"

Additional key features include a high pressure gas monotube threaded body 46 mm bore shock, deflective disc damping, a threaded body to allow for fine adjustments in sag, aluminum body and components, hard anodized finish and remote mounting bracket for both common OE positions. Available lengths are 12.2", 12.6", 13.1" and 13.5"; standard or heavy-duty spring rates are available.



**TUCKER V-TWIN**  
Fort Worth, Texas, USA  
Tel: 817 258 9000  
[www.tucker.com/v-twin](http://www.tucker.com/v-twin)



# TORQUE

DIGITAL TORQUE WRENCH

FIND OUT MORE AT  
[BIKEMASTER.COM](http://BIKEMASTER.COM)

***BikeMaster***



**CHROMED IN THE USA SINCE 2001 BACKED BY OUR LIFETIME WARRANTY!**

**BECOME A DEALER ONLINE!**

- CHROME PLATING
- CHROME EXCHANGE
- WHEELS, DISCS, FORKS & MORE!



**VISIT OUR BOOTH (#2848) AT THE 2018 AIMEXPO IN VEGAS!**

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

## Zodiac additions

### Revox XL Chopped Fender Lights



Available for Sportster and M-8 Fat Bob models, these center-mount bright, LED running and brake lights glow red as soon as you switch the ignition on and intensify as soon as you hit the brakes. The contoured shape exactly follows the curve of the chopped rear fender as found on XL883N Iron, XL1200N Nightster, XL1200V Seventy-Two, XL1200X Forty-Eight and the 2018 Softail Fat Bob as well as other models equipped with the OEM accessory chopped rear fender kit. Durable ABS construction with choice of red lens, clear and red LEDs, or smoke lens and red LEDs; they are a 3M adhesive tape easy install and ship with all required wiring connectors.

### Ciro Windshield Trim Lights



These Citro windshield trims are a "a clean and classy piece" according to Zodiac, "designed to work with the lines" of '14-up Electra Glide, Street Glide and Tri-Glide models, "smoothing out the front end of the bike. They are specially designed to flow with the natural accent lines of the fairing." Available in chrome or black with or without ribbon lighting.

### Mini Rear Brake Master Cylinder



Sleek design billet aluminum 14 mm custom rear brake master cylinder; available chrome or black.

### Kerker Bootleggers for Dyna



These stainless steel 2-into-1s with stepped headers provide "maximum torque and performance." The end cap can be positioned as turn out or turn down and can also be equipped with Kerker SE series end caps. They fit '06 -'17 Dyna models.

### Kellermann BL1000 'Twin Eyes' Handlebar Tip Turn Signals



The German made Kellermann BL 1000 Dark "brings light into darkness and sets new standards in motorcycle design, appearing like a seamless extension of the handlebar." The latest high performance LEDs and special control technology make for a spectacularly bright indicator signal - additionally combining indicating function with handlebar vibration damping. Available black with stealth style dark lens and amber LEDs for turn signal function.

### Bobber 'Cult' XL Solo Seats



These black powder coat steel base solo seats for '04-up Sportsters have a leather embossed cover over polyurethane foam. Available in brown or black, with fixed or spring mount.

**ZODIAC INTERNATIONAL BV**  
**Mijdrecht, NETHERLANDS**  
**Tel: +31 (0)297 288 621**  
**sales@zodiac.nl**  
**www.zodiac.nl**



# Bullet Style LED Inserts, Tour Pak EZ Harnesses

Oreland, Pennsylvania specialist NAMZ Custom Cycle Products continues to deepen its presence in the burgeoning LED lights, accessories and components market with these Letric Lighting Co. Bullet style LEDs in amber, red, amber with white running lights and 3-function red run, red brake and amber turn signals.

Available for use with or without their Badlands lighting modules they fit all models with bullet style



turn signals, 1156 or 1157 socket, front and rear. These 100% plug-n-play, lifetime warranty backed Bullet LED Inserts are a multi-color, omni directional, surface mount LED solution with sealed 1156/1157 socket and heavy conformal coated circuit board. They simply install into the OEM bullet-style turn signal housings on most H-D models. The 1156 turn signals are single intensity, (one power wire, one ground wire) and the 1157 turn signals are dual intensity, (one wire for running light, one wire for turn signal and one wire for ground).

A load equalizer is needed for all models except CAN/Bus equipped '11-up Softail, '12-up Dyna and

all '14-up Models. NAMZ owner Jeff Zelinski says "our LEDs are genuinely and fully CAN/Bus compliant - not all those being offered on the market are, or are of the same quality."

Also seen here, NAMZ Tour Pak EZ Harnesses and Hot Boxes "are a great and cost-effective way for anyone with a tour pack to replace the factory hard-wired harness with a quick-disconnect version," says Zelinski.

"Available with or without the Hot Box module they connect between the rear fender wiring harness connection while providing running light, brake light and ground wire functionality to any tour pack." The harnesses also have a small black connector that allows for a quick disconnect of the tour pack without removing the seat. The connector locates right next to the rear seat bolt, behind the seat on the fender.

"The versions with Hot Boxes are more robust and provide running lights, brake lights and turn signals to a tour pack for added safety and visibility. In order to use one of these harnesses, you will need to access the tour pack wiring and separate the left and right sides - this is simple to do and all our harnesses are genuine plug-n-play and ready to install."

**NAMZ CUSTOM CYCLE PRODUCTS**  
**Oreland, Pennsylvania, USA**  
**Tel: 610 265 7100**  
**info@namzccp.com**  
**www.namzccp.com**



# New Tools and Parts for M-8s



New from Camarillo, California based JIMS is this axle installation guide. "Installation of motorcycle axles has always been problematic. Trying to align the wheel with the other components such as swing arms, caliper brackets, wheel hubs and spacers can be frustrating, especially when trying to do the job alone.

"This new tool is exclusive to JIMS, and was designed by our talented partner, Hiro Koiso to make axle installation a breeze."

Also seen here, this new engine stand is specifically designed for M-8 Touring models. "Based on our own experience of pulling the engine out of our M-8 Touring test bike, as soon as we got it we realized we needed a new engine stand design - and



if we did, then we figured so would everybody else!" The stands are made from .125" steel and are powder coated JIMS blue.

This stand and the axle installation guide are just two of the many new products, established best sellers and hard to find specialty items in the new JIMS catalog. "After the release of the new Milwaukee Eight engine, we had our hands full for quite a while designing, testing and tooling for all sorts of specialty tools and parts for the new design.

"In our giant new products section, you will find amazing tools, performance parts to fit anything from Shovelheads right up to the new Milwaukee-Eight Touring and Softail models – a veritable cornucopia of ergonomic and invaluable labor saving solutions."



**JIMS**  
**Camarillo, California, USA**  
**Tel: 805 482 6913**  
**sales@jimsusa.com**  
**www.jimsusa.com**

# 'Bleed Feed' Tech Air Suspension for 2018 Softails

Fullerton, California based Platinum Air Suspension has announced the launch of a new and improved Bleed Feed Mono Shock Kit for 2018 Softail Models.

With a minimum retracted 10 7/8" and maximum extension of 12 7/8" it has a 3 1/2" diameter and offers 4" of rear lift and shock travel for 2018 Street Bob, Low Rider, Softail Slim, Fat Bob, Deluxe, Sport Glide, Fat Boy, Heritage Classic, and Breakout models.

Founded in 2003, owner Mike Ferris says that "our mission is to bring quality, value and innovative technology to hard-core custom motorcycle riders, using our proprietary Bleed Feed technology to produce the market's best air suspension riding system."

Based on the technology that was used in the trucking and aircraft industry, Platinum has adapted and tuned it for the specialty requirement of motorcycle suspension to use pressure for the lift and back pressure for ride height adjustment and rebound control.

"Our system allows the rider to have a lowered look and comfortable ride at any desired ride height. We manufacture and test to rigorous



standards and have 'Bleed Feed' and 'Simple' systems available for H-D/V-twins, metric cruisers and street bike applications."

For Californian buyers and the EPA regulations, Mike advises removing the canister from the transmission, reinstalling an EPA canister to the Platinum compressor and valve box, then bolt back to the transmission.

**PLATINUM AIR SUSPENSION**  
**Fullerton, California, USA**  
**Tel: 714 871 2424**  
**info@platinumairsuspension.com**  
**www.platinumairsuspension.com**

# Motorcycling and the Sharing

In the second part of his analysis of the changes taking place in the market, 'GarageTime' owner Andrew Koretz says that while it may challenge the motorcycle industry orthodoxy, the sharing economy is a response to many of the demographic changes that are happening and that riders have never had more options...

Once upon a two-stroke, advancements in motorcycle technology focused on material science and mechanical engineering to create lighter components, safety equipment to better protect the rider, and harder revving, fuel-conscious engines. The future of motorcycling is indeed centered around technology, but the focus is on creating and delivering accessible, cost-effective and digital solutions for tomorrow's rider.

It is often contemplated how we have gotten to the point where technology has dominated our lives and if it's really for the better. Evidenced by the increasing density of our urban environments, wages that don't keep up with the cost of living, educational debt hanging over the heads of many, and non-stop personal and work schedules, it's no wonder we've turned to technology for assistance.

That technology has manifested itself in the form of Uber, Airbnb and others in the sharing economy that allow individuals to rent or borrow goods from each other rather than buy their own. These companies are disrupting traditional establishments by creating frictionless solutions, lowering the cost of services, and building loyal communities. The sharing economy is now coming to motorcycles, recognizing the unmet demands of the next generation of riders, and challenging the barriers to riding in today's

'disrupting traditional establishments'

environment.

By lowering the barriers of time, space and cost, the sharing economy is helping make motorcycles more accessible than ever before. There are 9 million registered motorcycles in the United States for 30 million licensed riders. Additionally, the average motorcycle is ridden less than 3,000 miles per year. With a large population of interested but inactive riders, as well as a fleet of underutilized bikes, 'Riders Share' believes that these existing bikes should be shared, lowering the cost of ownership and access for all. The peer-to-peer motorcycle rental marketplace helps bike owners offset ownership costs by listing their bikes for daily or weekly rental on their website. Renters can access a catalog of bikes on-demand, ranging from a \$32/day Vespa to zip around town, to a track-ready Ducati for \$200/day. Riders suddenly have a fleet of available bikes to use on weekends or while traveling, as well as a de-facto test ride service before taking the plunge on a new purchase. The on-demand element allows renters to forego not only the cost of purchase, but also maintenance, parking and insurance expenses.

By sharing their motorcycle, bike owners can cover a lease payment with only a couple of rentals per month. Prospective renters must have had their license for 3 years, a clean background, and sign-off from the bike owner. In the event something goes awry, the entire transaction is insured under a private policy.

As housing costs continue to soar, garage space is at an all-time premium, and young enthusiasts are becoming more disconnected from their motorcycles and the habit of basic maintenance. 'GarageTime' is a website that lets enthusiasts rent daily do-it-yourself workspace from their neighbors, helping inspire the next generation of passionate DIYers. By connecting garages wanting to utilize their vacant space with motor enthusiasts eager for shop access,

By Andrew Koretz, GarageTime

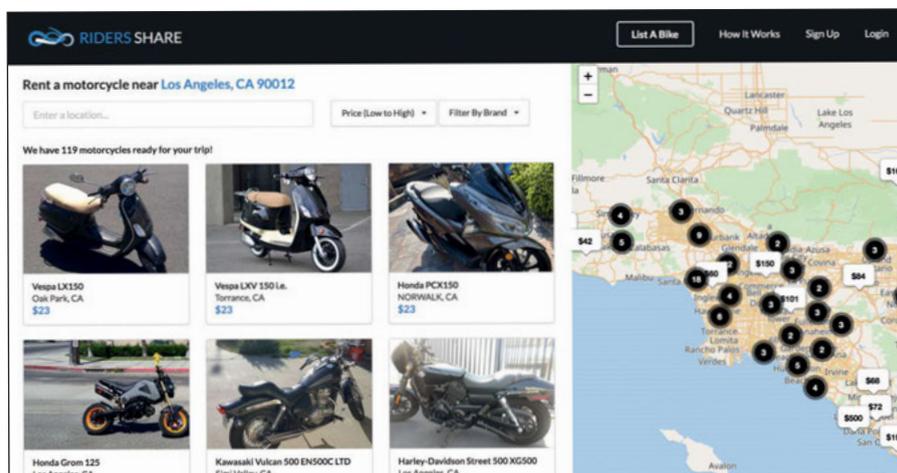


GarageTime leverages existing assets, helps garages earn extra income for dream projects, tool costs and home expenses, and helps build strong micro-communities of local enthusiasts.

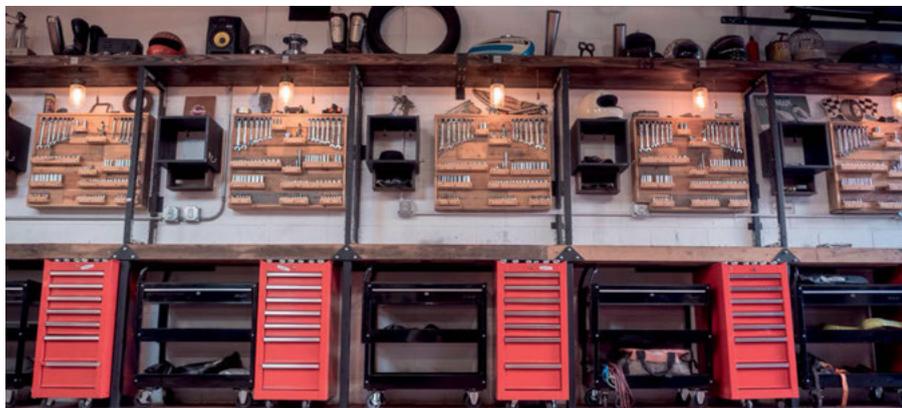
Garage owners set their pricing, availability and rules when creating a listing. Shops range from a home garage with basic wrench set to a full commercial service station with use of air tools, vehicle lifts and mechanic assistance. GarageTime is a useful resource for motorcyclists on the road, offering a network of enthusiasts to turn to for an oil change, replacing a chain or mounting a new tire. By taking advantage of the spaces and tools already in existence, budding motorcyclists can save money, learn additional maintenance skills and don't need to take out a mortgage to have shop space.

One of the most overlooked sharing economy

'the average motorcycle is ridden less than 3,000 miles a year'



# g Economy – ‘Riders Share’



## ‘user-generated repository’

platforms, and possibly the largest modern asset to motorcyclists, is the evolution of content on YouTube. Prior to YouTube, a big problem in the motorcycle world was that gearheads were extremely generous with their knowledge, but didn't have a good place to share information long-term. Much of that information has been posted on forums, which are great communities to discuss ideas, but aren't built for storing information as valuable threads are often lost

among other posts. YouTube laid the foundation for a deep user-generated repository of videos to preserve all that knowledge in an organized, easy-to-access format. Today, millions of detailed videos are accessible on-demand, and free of charge. Thousands of enthusiasts and shops have taken it into their own hands to post make and model-specific videos on diagnosing problems, motorcycle and gear reviews, and how to perform step-by-step

maintenance. We are in a golden age for motorcycling. Pressured by time, space and cost, modern riders demand flexibility and a value-added experience as they advance the sport. The sharing economy is paving the way by creating frictionless solutions for how motorcyclists engage with their bikes, service providers, and other members of the community. Riders have never had more options, and while these companies challenge the motorcycle industry status quo, they also present countless chances to engage with consumers at every step of the ownership cycle, offering opportunities to redefine product offering, cross-sell services and add value in new and exciting ways.

Whatever you ride, here at DP Brakes we have the perfect DUST-FREE, NOISE-FREE high-performance, long-lasting, all-weather brake pad for you. Check out [www.dp-brakes.com](http://www.dp-brakes.com) to see which of our latest sintered metal compounds is right for your bike.



- No brake dust -
- Progressive Feel -
- More Mileage -
- No Brake Fade -
- No Brake Squeal -

**Keep your whitewalls WHITE with our NO Dust, NO Noise XHDP pads specifically designed for Harley Davidsons**



[www.dp-brakes.com](http://www.dp-brakes.com)



**International Motorcycle, Scooter and E-Bike Fair**



# **INTERMOT**

# **CUSTOMIZED**

**COLOGNE, 3 - 7 OCTOBER 2018**

**PRESS AND TRADE VISITOR DAY: 2 OCTOBER 2018**

**[WWW.INTERMOT-COLOGNE.COM/TICKETS](http://WWW.INTERMOT-COLOGNE.COM/TICKETS)**



Koelnmesse GmbH · Messeplatz 1 · 50679 Köln · Germany

Tel. +49 1806 022 522 · [intermot@visitor.koelnmesse.de](mailto:intermot@visitor.koelnmesse.de) · [www.intermot-cologne.com](http://www.intermot-cologne.com)

INTRODUCING...

# THE ONLY BATTERY THAT WON'T LEAVE YOU STRANDED!

ALL  
NEW!



WITH

 **restart** TECHNOLOGY  
**BUILT-IN JUMP STARTING!**

Never again get stranded with a dead battery and vehicle that won't start. Antigravity Batteries introduces the ground-breaking "RE-START" line of batteries. The first battery that intelligently monitors voltage and puts itself to sleep before it's drained dead, yet amazingly retains just enough reserve energy so you can "RE-START" your vehicle and drive away! For example, you left your lights on overnight, normally a dead battery emergency, but with this new feature you simply press the RE-START Button located on the top of the battery (or use our remote RE-START button) and start your vehicle again, no Jump-Starter or Assistance needed. A true game changer in batteries!

The new "RE-START" line of batteries offer a full onboard Battery Management System (BMS) with real time lithium cell balancing, as well as over-charge, over-discharge, and thermal protection. They are available in most modern OEM sizes, have a 4-Terminal design for easy installation and offer a 3 year warranty.



310 527 2330



**ANTIGRAVITY BATTERIES**

info@antigravitybatteries.com



**Optimate**

**tecMATE**

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

Multi-lingual catalogs :  
[tecmate.com/cat](http://tecmate.com/cat)

Global distributors :  
[tecmate.com/distributors](http://tecmate.com/distributors)

Email (sales / service / technical):  
[tecmate.com/contact](http://tecmate.com/contact)

# SALES OFFICES

EUROPE, UK & Rest of the World  
(for regions not listed below)

**TecMate (International)  
S.A., Belgium**  
Tel: +32-16-805440

North, Central and  
South America

**TecMate North America,  
Canada**  
CAN : +1-905-3372095  
USA : +1-541-6399800

Africa, Australia, New Zealand,  
Southern Asia

**TecMate South Africa,  
South Africa**  
Tel: +27-21-5316045



**INTERNATIONAL  
HEAD OFFICE**

**THE NETHERLANDS**

ZODIAC INTERNATIONAL B.V.  
Tel: 0031 (0)297 288621  
Email: sales@zodiac.nl

**AUSTRALIA**

CASSONS PTY. LTD.  
TEL: +61 28882 1900

Email: enquiries@cassons.com.au

**AUSTRIA**

ZODIAC ÖSTERREICH  
TEL: +43 67 64 86 40 65

Email: zodiac-oesterreich@zodiac.nl

**FRANCE**

ZODIAC FRANCE  
Tel: 01 45 93 10 75

Email: zodiacfrance@zodiac.nl

**FC PARTS**

Tel: 03 27 85 57 15

Email: fcparts@wanadoo.fr

**GERMANY**

ZODIAC DEUTSCHLAND  
Tel: 02137 78740

Email: zodiac-deutschland@zodiac.nl

**GREAT BRITAIN**

ZODIAC U.K.

Tel: 01453 882 917

Email: zodiac-uk@zodiac.nl

**HUNGARY**

ZODIAC MOTORCYCLE  
PRODUCTS HUNGARY

Tel: 06 30 217 1832

Email: zodiac-hungary@zodiac.nl

**ITALY**

ZODIAC ITALIA

Tel: 3426 561527

Email: zodiac-italia@zodiac.nl

**SCANDINAVIA**

ZODIAC SCANDINAVIA

Tel: +46 (0)70-518 14 62

Email: scandinavia@zodiac.nl

**SPAIN**

ZODIAC ESPANA

Tel: 663 86 81 44

Email: spain@zodiac.nl

**SWITZERLAND**

AMERICAN BIKE SHOP

Tel: 071 761 2678

Email: abs-zodiac@rheintal.ch

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

*Genuine*  
JAMES GASKETS

**WORLDWIDE DISTRIBUTION**

**AUSTRALIA**

Redgrave Motorcycle - [www.redgravemc.com](http://www.redgravemc.com)  
Rollies Speed Shop (RSS Dist.) - [www.rollies.com.au](http://www.rollies.com.au)

**CANADA**

Importations Thibault - [www.importationsthibault.com](http://www.importationsthibault.com)  
Motovan - [www.motovan.com](http://www.motovan.com)  
Parts Canada - [www.partsCanada.com](http://www.partsCanada.com)  
Preston Cycle - [www.prestoncycle.com](http://www.prestoncycle.com)

**EUROPE**

Custom Chrome Europe - [www.custom-chrome-europe.com](http://www.custom-chrome-europe.com)  
Motorcycle Storehouse - [www.mcseurope.nl](http://www.mcseurope.nl)  
Parts Europe - [www.partseurope.eu](http://www.partseurope.eu)  
W & W Cycle - [www.wwag.com](http://www.wwag.com)  
Zodiac, Int'l. - [www.zodiac.nl](http://www.zodiac.nl)

**JAPAN**

Konishi Parts - [www.konishiparts.com](http://www.konishiparts.com)  
Neo Factory - [www.neofactory.co.jp](http://www.neofactory.co.jp)  
J.P. Stroker - [www.jpstroker.com](http://www.jpstroker.com)

**NEW ZEALAND**

Performance Cycle Wholesale - [www.performancecycle.co.nz](http://www.performancecycle.co.nz)

**USA**

Biker's Choice - [www.bikerschoice.com](http://www.bikerschoice.com)  
Drag Specialties - [www.dragspecialties.com](http://www.dragspecialties.com)  
Tec Distributing - [www.tecdist.com](http://www.tecdist.com)  
Tedd Cycles - [www.vtwinmfg.com](http://www.vtwinmfg.com)

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

**MOTORCYCLE STOREHOUSE**

**Motorcycle Storehouse B.V.**  
Industrieweg 22, 9781 AC Bedum, The Netherlands  
Tel: +31 (0)50-3039775 - Fax: +31 (0)50-3039777

**INTERNATIONAL  
SALES OFFICES**

**MCS Spanish agent**

Paloma Pinto  
Tel: +34 0 93 865 7427 - Fax: +34 0 93 865 7427  
E-mail: paloma@mcseurope.nl

**MCS French agent**

Bruno Selle  
Tel: +33 (0)4 90 67 76 33 - Fax: +33 (0)4 90 67 92 11  
E-mail: bruno@mcseurope.nl

**MCS German agent**

Rasi Bayazid  
Tel: +49 (0)211 289 0538 - Fax: +49 (0)211 289 0532  
E-mail: rasi@mcseurope.nl

**MCS Italian agent**

Marcello Fontana  
Tel: +39 0445 390437 - Fax: +39 0445 395539  
E-mail: marcello@mcseurope.nl

**MCS UK agent**

Simon Letts  
Tel: +44 (0)1892 668844 - Fax: +44 (0)1892 667722  
E-mail: simon@mcseurope.nl

**MOTORCYCLE STOREHOUSE**

# RICK'S MOTORSPORT ELECTRICS



- ✓ New Made In USA H-D Regulators from Rick's Motorsport Electrics
- ✓ One year replacement warranty 
- ✓ Available direct or through Drag Specialties



[Ricksmotorsportelectrics.com](http://Ricksmotorsportelectrics.com)  
[info@rickselectrics.com](mailto:info@rickselectrics.com)  
 1-800-521-0277



**DISTRIBUTOR NETWORK**

**Australia**  
 Rollie's Speed Shop  
 Tel: 07 3252 2129  
 Serco Pty Ltd  
 Tel: 07 382 3283 3

**Canada**  
 Power Twins  
 Tel: 403 250 6611  
 Parts Canada  
 Tel: 877-277-7560

**Germany**  
 Custom Chrome Europe  
 Tel: 0049 (0)671 88888 0  
 Parts Europe  
 Tel: 0049 (0)6501 9695-2000  
 W & W Cycles  
 Tel: 0049 (0)931 2506115

**Netherlands**  
 Motorcycle Storehouse BV  
 Tel: 0031 (0)50 303 9771  
 Zodiac International  
 Tel: 0031 (0)297 28 86 21

**New Zealand**  
 Performance Cycle Wholesale  
 Tel: 0064 (0)9 308 1625

**USA**  
 Bikers Choice  
 Tel: (800) 347 8080  
 Drag Specialties  
 Tel: (800) 222 3400

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

# FEHLING

- ▲ PROTECTION GUARDS ▲ LUGGAGE CARRIERS
- ▲ HANDLEBARS ▲ CHROME PARTS



Ernst Fehling GmbH & Co. Metallwarenfabrik  
 Mendener Str. 1 - DE-58739 Wickede (Ruhr) - Germany  
 Fon +49 (0) 23 77 - 20 33 • Fax +49 (0) 23 77 - 16 35

[www.fehling.de](http://www.fehling.de)

**TRADE zone**  
 For more information on TRADEzone advertising  
 contact Sara Viney - [sara@dealer-world.com](mailto:sara@dealer-world.com)



Motorcycle lighting modules since 1990.

- ▶ Illuminator Modules
- ▶ Intensifier Modules
- ▶ Isolator Modules
- ▶ Load Equalizers



- ▶ Self Canceling Modules
- ▶ Illuminator PRO-III Modules
- ▶ CAN/Bus Lighting Modules
- ▶ Victory Motorcycle Illuminators
- ▶ American V-Twin & Metric

PLUG-N-PLAY!

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

## Stay ahead with our Curves...



Just one of MANY different combinations...



#1 Rated Starters!  
 Tornado Starters Available for all H-D Models



\*Motorplates can be supplied with a 2" or 3" Cyclone Primary Drive

'07-Up Contoured Motorplate



Panhead Electric Start Kit - Keep your stock tins and trans

[WWW.TECHCYCLE.COM](http://WWW.TECHCYCLE.COM)  
 215.702.8324

FOLLOW US ON  
 **INSTAGRAM @TECHCYCLEPERFORMANCE**  
 **TWITTER @TECHCYCLE1**

## THIS MONTH'S ADVERTISERS

AIM Corp (US) Clutches & gear kits .....	64
AIMExpo/MIC Events (US) AIMExpo 2018 .....	2
AirFX USA (US) Air suspension kits .....	11
Antigravity Batteries (US) Lithium-ion battery ATZ-10, restart technology.....	59
Arlen Ness Enterprises (US) Parts & accessories .....	13,39
Avon Grips (US) Memory foam grips.....	52
Avon Tyres (GB) Tyres .....	7
Badlands Motorcycle Products (US) Illuminator modules .....	61
Barnett Clutches & Cables (US) Brake & clutch lines .....	48
Biltwell (US) Overland 2.0 goggles .....	14-15
Custom Chrome Europe (DE) Parts & accessories .....	45,47,49
Darkhorse Crankworks (US) Crank assembly balancing & rebuilds.....	42
DP Brakes and Clutches North America (US) Brakes & clutches .....	59
Drag Specialties (US) 4" Slip-on mufflers .....	21
Fehling (DE) Parts & accessories .....	61
Feuling Parts (US) Bulletproof camchest kits .....	9
Hawg Halters Inc (US) Complete front kits .....	63
INTERMOT / Koelnmesse (DE) INTERMOT Cologne 2018.....	58
James Gaskets (US) Derby cover gaskets, distributor network .....	50,60
JIMS (US) Forceflow .....	31
KB Performance Pistons (US) Super Duty piston series.....	31
Kellermann (DE) New Atto series lighting .....	46
Kustom Tech (IT) Parts & accessories.....	4
Le Pera Enterprises (US) Seats .....	38
MAG Connection (FR) TBR exhausts, distributor .....	17,37
Magnum Shielding (US) Complete handlebar installation kits .....	11
Memphis Shades (US) El Paso Sportshield.....	48
Mid-USA Motorcycle Parts (US) Parts & accessories.....	35
Midwest Motorcycle Supply (US) Ultima products .....	9
Motorcycle Storehouse (NL) Distributor, International Sales Offices .....	24-25,60
NAMZ Custom Cycle Products (US) Wiring harnesses & fluid lines .....	9
National Cycle (US) Windshields & accessories .....	44
Rick's Motorsport Electrics (US) Starters, chargers & ignitions .....	61
S&S Cycle (US) Oil pump & cam plate kits.....	43
SBS Friction (DK) SBS brake pads .....	29
Sport Chrome (US) Quality chrome with lifetime warranty .....	54
Tech Cycle Performance Products (US) Belt drives & starters .....	61
TecMate International (BE) OptiMate 4 Dual program - The battery saving charger .....	46
TTS Motorcycles (DE) Rims & wheels .....	51
Tucker V-twin (US) V-twin specialists.....	23
Tucker V-twin (US) Twin Power Oil .....	41
Tucker V-twin (US) BikeMaster digital torque wrench .....	53
Western Power Sports (US) HardDrive products .....	27
Zodiac International (Europe) (NL) Parts & accessories, European offices .....	19,60

## THIS MONTH'S EDITORIAL ITEMS

AIMExpo/MIC Events (US) Win a Dealer VIP package for AIMExpo .....	20
AIMExpo/MIC Events (US) NewsBrief: Exhibitor line-up .....	64
American Motorcyclist Association (AMA) (US) AFT news round-up .....	16
Ankra International (US) Gradual release tie-downs available through Mid-USA.....	36
Arnott Air Suspension (US) Enhanced smooth ride air suspension kits for Touring .....	47
Avon Tyres (GB) Sponsorship of AMD World Champion and Freestyle Class .....	64,24-25
Bassani Xhaust (US) Touring style 2-1 for Sport Glide and Heritage .....	52
Biltwell (US) Tyson XL 'bars available through Drag Specialties .....	40
BMW Motorrad (DE) NewsBrief: Deliveries of units slightly down .....	18
Bombardier Recreational Products (CA) NewsBrief: To acquire Triton Industries .....	18
Challenger Motorcycles (US) NewsBrief: New V-8 trike brand .....	10
Ciro (US) Windshield trim available through Zodiac .....	54
Custom Chrome Europe (DE) International Bike Show Series, Faak .....	26
Custom Chrome Europe (DE) OEM replacement stators; heavy duty AGM battery .....	36

Drag Specialties (US) Product additions .....	38
Ducati Motorcycles (IT) Reclaims "King of the Mountain" at Pikes Peak .....	20
Dynojet Research (US) Dynojet Power Commander V available through Drag Specialties .....	40
EagleRider Motorcycle Rentals (US) NewsBrief: Triples rental locations .....	6
Fred Kodlin Motorcycles (DE) Bagger bars available through Drag Specialties .....	40
HardDrive American V-twin Products (US) TTS MasterTune .....	49
Harley-Davidson Motor Company (US) Dealer strategy, product plan, Q1 results .....	1,6-12
Indian Motorcycle Company (US) Pastrana on FTR750 tribute to Evel Knievel .....	15
Indian Motorcycle Company (US) Partner with Progressive Insurance for U.S tour .....	18
JIMS (US) New tools for M-8s.....	55
Kellermann (DE) Bullet 1000 now with Dark lens .....	36
Kellermann (DE) BL1000 available through Zodiac .....	54
Khrome Werks (US) M-8 three-step 2-1 system .....	34
KTM Sportmotorcycle (AT) NewsBrief: Record first half of the year .....	18
Kuryakyn (US) Barrio bag .....	52
LSL Motorradtechnik (DE) Clubman 'bars available through W&W Cycles.....	51
Lucas Oil Products (US) 5 gallon buckets available through Mid-USA .....	36
MAG (US) Signs Buettner and Peiser to Board of Directors .....	18
Metra Electronics (US) Inner fairing for Tourers .....	42
Mid-USA Motorcycle Parts (US) Product additions .....	36
Midwest Motorcycle Supply (US) EFI Ultima comp series engines .....	44
Moto Club XIII (LV) Cesis Custom Bike Show review .....	30
Motone Customs (GB) Exclusively distributed by Tucker V-twin .....	14
Motorcycle Industry Council (MIC) (US) NewsBrief: New Director of Research & Statistics.....	10
Motorcycle Storehouse BV (NL) New product additions .....	40
MSI (US) Clutch shaft arm for Indian baggers .....	34
MSI (US) Wheel blanks for flat track .....	34
Mustang Motorcycle Seats (US) Hightail fastback seat available through Drag Specialties .....	40
NAMZ Custom Cycle Products (US) Bullet style LED insert, Tour Pak EZ harness .....	55
Ohlins Racing (SE) NIX 22 for 2018 Softails .....	45
Platinum Air Suspension (US) 'Bleed Feed' tech air suspension for 2018 Softails .....	55
Polaris Industries (US) NewsBrief: Introduces 'Club Slingshot' .....	10
Polaris Industries (US) NewsBrief: Quarterly dividend .....	18
Polaris Industries (US) Q1 results .....	22
Progressive Suspension (US) 490 sport series shocks available through W&W Cycles .....	51
Renthal (GB) NewsBrief: Sold by MAG back to founder .....	64
Rinehart Racing (US) Moto series inverted air cleaners .....	45
S&S Cycle (US) Oil pump and cam plate for M-8.....	49
Sapka Muvex (HU) Bike Feature: 'Black Brass' .....	32
Standard Motorcycle (US) Community garages part 2 .....	56-57
SuperTrapp Industries (US) Kerker Bootlegger 2-1 available through Zodiac .....	54
TTS (US) MasterTune available through HardDrive .....	49
Tucker V-twin (US) Exclusive distributor of Motone Customs .....	14
Tucker (US) Tyres, service and shop catalog .....	20
Tucker V-twin (US) Twin Power clutch and oil additions.....	42
Tucker V-twin (US) Progressive Suspension 465 series M-8 Softail shocks .....	52
Vanderhall Motor Works (US) NewsBrief: Announces nine new dealers .....	10
Vanson Leathers (US) NewsBrief: Opens NYC riding gear studio.....	8
W&W Cycles (DE) New product additions.....	50
Worldwide Dynamics (US) Cherokee Blue Ridge Run, September 7-9 .....	28
WUNDERKIND-Custom (DE) Struts with integrated combo LED unit .....	47
Yuasa Battery (US) NewsBrief: Scott Ulrich Field Sales Manager .....	10
Zodiac International (Europe) (NL) New product additions .....	54



*Start With  
The Best,  
Build The  
Best!*

### **Wide Tire Bikes - Ride the New Alternative!**

HHi delivers complete Bolt-On Wide Tire Kits for both Early and Late Model Touring Bikes. The base kits for early bikes include triple trees, steel fender, fender spacers, hidden axle, & hardware. The late-model kits do not require a triple tree change. Many options are available including Renegade Wheels, Avon Tires, HHi Big Brakes, Billet Lower and much more. Now available with 3 Fender styles - Standard Wrap, Straight Cut Wrap, and FLH stock style.

### **Direct Bolt-On Calipers**

- 4 & 6 Piston Differential Bore design
- Fits Stock 11.5" to 18" Rotors
- Chrome, Black, or Red
- For ABS or non-ABS



### **4 & 6 Piston Brake Calipers and Floating Rotors**

- 11.5", 11.8", 13", & 18" Rotors in HHi Pin Drive and Cog Drive Styles
- Available in HHi designs, matching Renegade designs or your custom design
- Chrome, Black Anodize or Contrast Cut finish

*Big Wheel Bikes,  
Built Right!*

### **Big Wheel Conversion Kits!**

HHi delivers Big Wheel Kits, 23" wheel X23 Direct Bolt-On Conversion Kits, and 23", 26", 30", & 32" long & short neck triple trees, steel wrap fenders, spacer kits, Renegade wheels with mounted, balanced tires, and even pre-assembled complete front ends.



Kits now available  
for Touring Bikes,  
V-Rods, Softails  
and Dynas.

Call HHi for a complete integrated solution  
for your custom bike build!

Join  
us on   
Facebook.com/  
HawgHalters, Inc.

**HHi** START WITH THE BEST, BUILD THE BEST...  
**Hawg Halters Inc.**

visit [HawgHalters.com](http://HawgHalters.com) or call 877.442.5837 For More Info

  
Proudly Made  
In The USA!

**NEWS BRIEFS**

One of the big factors driving the evolution of transport policy and technology is the ongoing trend to urbanization. Urban population is set to rise to 4.7 billion by 2030, an estimated 63% of global population; an increase of +34% since 2010, an extra 1.6 billion city dwellers (and estimated to rise to 73% by 2050). This is the context in which H-D and other manufacturers have to plan the dealer networks of the future.

As at the end of July, AIMExpo (Las Vegas, October 11-14) said that this year's exhibitor line-up already featured more than 100 businesses new to the event. There will be over 400,000 sq ft of "exclusive business, education and networking opportunities." Confirmed V-twin sector exhibitors include Harley-Davidson, Indian Motorcycle, Drag Specialties, Tucker, V-Twin, AirFX/Hawg Halters, Andrews, Barnett, National Cycle, Avon Tyres, Sport Chrome and more.

The free trade deal signed between the EU and Japan is good news for the EU motorcycle industry. The WTO standard rate 6% import tariff on Japanese made units will go away. Less good news for the UK though. Once outside the EU, British bikers will still be paying the tariff. Worse, one of the primary incentives for Japanese auto makers (Honda, Nissan and Toyota) to produce in the UK will also have disappeared.

Having acquired it in 2006, MAG has sold UK based handlebar and sprocket specialist Rental back to founder Henry Rosenthal. Following the sale of MAG Europe to Dutch based international distributor Motorcycle Storehouse earlier this year, this represents sale of the last of MAG's holdings outside the U.S.

# Avon Agrees Multi Year AMD World Champion and Freestyle Class Sponsorship

**L** eading custom tire manufacturer AVON has signed a multi year agreement to be Freestyle Class sponsor at the 2018 and 2020 AMD World Championship of Custom Bike Building - the winner will be the 'Avon World Champion Custom Bike Builder'.

One of the oldest motorcycle product manufacturers of any kind in the world, Avon traces its origins back to 1885. The company entered the motorcycle and sidecar tire market in 1911.

Always an avid supporter of motorsport, Avon's dominance in motorcycle racing was historically so great that in its 1957 to 1963 'Glory Years' every solo world champion, including legendary Britons John Surtees and Mike Hailwood, rode to victory on Avon motorcycle tires (Surtees remains the only man to have won World Championships on two and four wheels).

In the 1970s Avon's reputation as the

custom motorcycle tire of choice was cemented through its association with industry legend Arlen Ness – an early

swingarms and right-side drives as it made a series of wider tires available, including their 300 in 2003 and still popular 330 in 2004.

Avon was acquired by Cooper Tire of the USA in 1997 and investment capital did

much to position the business for the 21st century. In

2007 Avon capitalized on the popularity of its

Venom series tires with the

Continues on page 24 >>>



Avon added two new Cobra Touring front and rear fitments last year

adopter of Avons for his custom builds, and still an Avon enthusiast. Avon Venoms quickly became established as the preferred option for custom bike builders worldwide.

Always noted as an innovator, with technologies such as Variable Belt Density, the inverted V-pattern and Force Following Grooves becoming widely adopted, fifteen years ago the company did much to facilitate what became known as the "Fat Rear End" boom and popularity of single sided



Avon traces its origins back to 1885. The company has been making tires in Melksham, England since 1905 and entered the motorcycle tire market in 1911

**NEXT GENERATION NO SPACER REQUIRED VP-LT/Invo**

VP-LT/Invo fits behind 1998 and up both Narrow and Standard Primary Covers and stock Derby Covers without spacer and modification.



- VP-LT/ Invo serie Line up -
- #VP026-95IV VP95LT/Invo for High Performance, 40% more clamping force
- #VP027-84IV VP84LT/Invo for Street Performance, 20% more clamping force & 20% Clutch Pull Reduction
- #VP028-68IV VP68LT/Invo for Easy Clutch Pull, 40% Clutch Pull Reduction

**VP-Clutch for Milwaukee-Eight VP-SDR**

VP-SDR fits on 2017 Touring Models without any modification and provides you more performance and easy clutch pull.

