



# AMD™

## AMERICAN MOTORCYCLE DEALER

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

### AMD World Championship in October Headed for 'Record' Number of Competitors at INTERMOT Customized

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As this edition of AMD Magazine closed for press, more than 85 custom bike builders from 30 different countries had confirmed plans to enter over 100 bikes in the five classes of the 13th AMD World Championship of Custom Bike Building at INTERMOT Customized, Cologne, Germany, October 3-7.

By far the largest number of entries is to the Avon Tyres Freestyle Class, from which the 2018 Avon World Champion Custom Bike Builder will be chosen by the competitors themselves.

The largest total field ever seen at the 'AMD' was in its second year when it was co-staged with the 2005 Custom Chrome Dealer Show at Big Twin West at the Mandalay Bay Convention Center, Las Vegas. With some shops entering as many as five bikes into the same class, the rules were refined to restrict total entries to two bikes, with only one in any given class, therefore we're unlikely to reach this artificially high number of competing bikes again.

As the downturn took its effects on the domestic U.S. builder community and the Freestyle Class formula started to showcase the changing nature of the custom industry, the event moved to

Europe in 2013 (after seven years at the Sturgis Rally) and has seen its popularity and competitor numbers growing annually ever since.

The move to INTERMOT in 2014 and the creation of INTERMOT Customized in 2016 has made the 'AMD' the highest attendance custom bike competition in the world. The results of that popularity have been dramatic and immediate with



record numbers of competitors set to field over 100 bikes for the first time since the 'AMD' was established as an independent show.

Verified as genuine 'runners', World Championship bikes are always among the best builds seen anywhere in the world in its biennial cycle, with at least half of the bikes making their global debut at the 'AMD'. With most of Europe's major custom parts and accessory distributors, many of the leading custom shops,

builders, vendors and OE manufacturers set to showcase their custom market offers, it looks like all 22,500 sq m (over 240,000 sq ft) of Hall-10.1 at the Cologne Exhibition Center in Germany will be used, which may well make the 'AMD' and INTERMOT Customized the largest custom bike competition and indoor expo ever seen.

Explaining Avon Tyres' decision to sponsor the Freestyle class and the World Champion Custom Bike Building award, Dog Ross, Head of Global Motorcycle Tyre Sales for Avon, said that "as a company Avon is proud of its heritage and, as a custom bike tire market trend setter, we are especially proud of our reputation as the tire of choice for so many of the market's greatest and most innovative designers and craftspeople."

Avon's pedigree as a custom bike tire maker came to the fore in the '70s, thanks largely to its work with custom bike legend Arlen Ness. Its Venom product quickly became the favored option for custom builders worldwide. The Cobra range offers extra wide sizes for custom bikes and a number of whitewall variants. Avon continues to work with the makers of the modern classic bikes that form the basis of many custom builds.



### THE FUTURE ACCORDING TO ZACH

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### DOT BRAKE HOSE AND BRAKE LINE ASSEMBLY TESTING



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### SOFTAIL MEETS V-ROD?



Described as a "Power Cruiser", the new-for-2019 637 lb FXDR is a 10th addition to the Softail line-up with the M-8 engine, cast aluminum swingarm, composite components, race-style exhaust and inverted front forks ... see page 64



# PROVEN PERFORMANCE //

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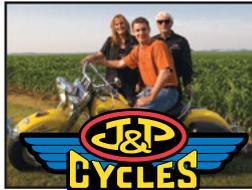
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**Comment - No More Shark Bait, No More Foolishness ..... 4**

Robin Bradley argues that CEO Matt Levatich has bought himself time, investor loyalty and "More Roads" to becoming a genuinely Global player than Harley has ever had before



**J&P Cycles ..... 27-29**

In his first interview since parent company MAG emerged from its reorganization filing process, J&P Cycles' president Zach Parham talks openly about the future of parts retailing



**Brake Hose Testing ..... 55-57**

Magnum Shielding founder and CEO Scott Hurwitz with the second part of his series on just what it takes to design, produce and achieve DOT approval for the humble brake hose

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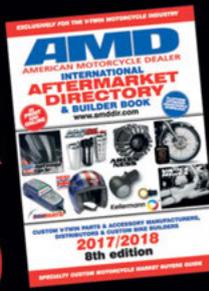


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# No More Shark Bait or Foolishness

**I**t's funny how, just sometimes, one can be bang-on, indeed prescient, without necessarily realizing just how close to an outcome you actually are. This column was written, indeed this edition was being sent to press, just as Harley's dealers were gathering in San Diego, California, to bask (at last) in the reflected glory of an OE that, for once, has given them a meaningful long-term plan.

Like many people (not least Harley's dealers), I am still mulling the contents and implications, strategic and otherwise, of Harley's 'More Roads' announcements rather than being over-focused on the cosmetic details of whatever changes the company is unveiling for 2019 - although I guess one of them might finally be a production prototype LiveWire?

In the context of recent columns such as 'Meeting its Fiduciary Obligations' (July), 'Bring On The Middleweights' (June), 'Management of Decline' (May), 'Shark Bait I and II' and 'Whose the Fool/More Foolishness' of earlier this spring and last winter, the 'More Roads' package appears to have simultaneously kicked several cans into the long grass - at least through to 2022, I'd have thought.

If CEO Matt Levatich is to leave in that time, it will now be on his terms with a comprehensive, appropriate and viable model range, outreach and dealer plan in place.

If the company is to fall foul of corporate raiders of malign intent, the weapons it now has in its locker should enable it to see off unwelcome advances. Indeed, although Harley quite rightly and sensibly is aiming to be self-funding, should it decide to raise capital, it would now be able to do so on its own terms.

Harley's intention to be sustainable in terms of its S&P

Dividend performance and other hallmarks of investor return means it should now have secured loyalty and enthusiasm for the future, and make the share buy-backs look a tad saner than they did. It may even have laid the foundation for a stock split at some stage in the next five to ten years. Though the (admittedly remote) chance of the company taking itself back into private ownership again any time soon will now recede - unless Harley seeks out a White Knight to stave off the equally receding risk of a hostile bidder(s).

Above all, the company has built a firewall between it and any continuing long-term decline in its traditional core cruiser market, the inevitable decline in its traditional Boomer customer base, and the brand atrophy that any continued failure to speak to "New Gen" would accelerate.

In giving itself a way ahead it has, quite literally, given future generations of riders a pathway along which to age with the brand (in the way the Boomers and prior generations were able to do), just in time to be a player in the fun to come.

The lightweight and (above all) middleweight battlegrounds will not only see Harley going up against existing competitors who are positioning and, in some cases, already positioned for the war to come (Yamaha, BMW, KTM, Royal Enfield etc), but also against those who are poised to add to what will become a crowded space - Triumph, Norton, BSA, JAWA and, no doubt, other as yet undeclared projects. Who knows, maybe even Ducati might decide to play in the smaller unit space - it has acknowledged a scooter project already.

Harley has also hedged its bets, not only in terms of the future of the wider domestic

motorcycle market and the possibility that the E-bike forecasts may at least somewhat play out, but in terms of finally, genuinely, becoming a player on the global stage in a way that it hasn't been before.

To date, international demand for Harley-Davidsons has been predicated on international enthusiasms for all things American - from memorabilia to culture, from hamburgers to Route 66. In these febrile times, there is no telling what vestiges of that heritage will still be standing when the dust settles, if ever it does, but regardless international consumption of idiosyncratically domestic national iconography a global player does not make.

London's red buses, black taxi cabs, policemen and guardsman helmets and bear skins are popular the world over, but those do not make the fading star of GB Inc. a global player. They are no more the ingredients that constitute a country or corporation that has solutions for domestic audiences and needs elsewhere any more than slow, heavy, expensive cruisers born of a post war interstate road system that is almost unique in the world.

However, quite apart from producing elsewhere, it is the alternate displacements and platforms that stand to finally see Harley-Davidson emerge, after a mere 115 years, as a genuinely global corporation with bespoke product solutions refined for the specific needs of varying global customer groups. Yet more hurrah!

Where Harley produces its motorcycles is an entirely economic and price-point issue. Where it makes, is in fact a moot point compared to the tardiness with which it has finally started to address the way more significant and strategic issue of what it makes.

In that context, where it makes its motorcycles takes on an altogether different significance - is open to an altogether different interpretation. If it is okay for BMW,

Honda, Yamaha, Toyota and other global corporations to make domestic U.S. product in the country the products are designed and destined for, which of course it is, then it is entirely sensible for Harley to make motorcycles destined for the traffic of Asian cities.

Quite apart from the crippling effect that domestic U.S. labor rates and corporate overheads would have on price-points in India, Thailand, Malaysia, Indonesia and elsewhere (both of which are issues that are way more damaging to international competitiveness than tariffs), competing on the global stage and repatriating profits is at the heart of American capitalism as we have known it, and at the heart of the dividends and yields that drive American pensions, economic and tax-take growth, bond yields and capital generation.

Harley has shown prudence, wisdom, determination, confidence and market smarts, but above all bravery to announce where its "Roads" are going to lead.

## 'what, not where it makes'

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**NEWS BRIEFS**

Though still on low volumes, Indian Motorcycle is up to 12th place in market share terms in Germany for the year through July 2018, with 778 units sold YTD for a 0.94% share, its highest yet. The company sold 445 units YTD in 2017.

**With the final attendance figures due for release in October, provisional estimates put 2018 Sturgis Rally attendance up by anywhere between 5% and nearly 8% - with South Dakota Department of Transportation (DOT) showing an estimated 505,969 vehicles entering the City of Sturgis traffic during the 10 days of the Rally, compared to 469,100 in 2017.**

French motorcycle workshop equipment manufacturer Marolo Test celebrated its 60th anniversary this summer with an open house and party for distributors, vendors, press and local dignitaries. Best known for its wide range of advanced design workshop lift options, Marolo is a favorite with authorized Harley dealers as well as aftermarket shops.

**Zero Motorcycles was the 18th placed motorcycle manufacturer in Germany in market share terms for the first seven months of 2018 - on small volumes it was up modestly on its 2017 equivalent performance, selling 109 units YTD.**

Red Torpedo, a British apparel brand, signed Jared Mees as a Brand Ambassador. CEO Bill Gordon said that "Flat Track is the most exciting and challenging motorcycle racing sport on the U.S. calendar. As a brand that pushes the boundaries in terms of our design and production values and is rooted in motorcycle racing, the fit with Jared Mees is perfect".

**Hamsters USA say they raised \$282,000 during the Sturgis Rally, with money going to Lifescape Children's care in Rapid City SD. "The Hamsters" have raised and donated funds at their annual meeting for the last 13 years; this year's event brings their cumulative total to over \$3m in total dollars raised. Lifescape nominated Hamsters USA to be inducted into the Sturgis Museum Hall of Fame this year.**

# SMC Announces Brand Partnerships and LA, NY Expansion Plans



Best known for "building strategic media programs in the motorcycle industry through non-traditional and non-endemic media projects," Jason Paul Michaels of Standard Motorcycle Co (SMC) in Orlando, Florida has announced three new official brand partnerships.

He is teaming up formally with Indian Motorcycle (along with Roland Sands and Cary Hart), Baume & Mercier (a top-end Swiss watch manufacturer) and Motul (which entered the V-twin oil market earlier this year).

These brands are leveraging Jason's ability to "legitimately and authentically relate to their consumers, with a single goal in mind - to help them build next-generation brand loyalists."

"The partnerships my team and I have forged with Indian, B&M, and Motul are some of our greatest accomplishments to date," Jason says. "With these and other strategic partnerships we have a single focus - to help our partner brands align with the growing millennial and gen-x luxury segments and leverage our extensive relationships."

SMC broke ground in Orlando, FL just over two years ago and features a



unique combination of full-service custom motorcycle shop, DIY co-op garage, barber shop and hair salon, coffee shop, retail and music venue. In its two years to date SMC has experienced rapid growth and signed multiple new brand partnerships along the way.

SMC has also announced expansion plans for a Long Beach California location (in partnership with Jay LaRossa of Lossa Engineering), with a Brooklyn, NY location slated for late 2019.

Jason Paul Michaels has co-starred with AMC's Walking Dead's, Norman Reedus on RIDE, has consulted for Roland Sands Design as well as other MAG Group brands and works with the MIC (Motorcycle Industry Council) on behalf of the growing "new-rider" segment. He has produced projects for Progressive Insurance and works with other brands such as Ace Cafe, Ural, Tucker, Dunlop Tires, Dyno Jet, EBC, K&N, DEI, Pro-tools, Pabst Blue Ribbon and others.

[www.standardmoto.co](http://www.standardmoto.co)

## HardDrive Adds Cardo

Boise, Idaho based HardDrive American V-Twin Products has added the leading rider communications range designed and manufactured by Cardo Systems - considered to be one of the global market leaders in wireless communications for motorcyclists.

"The U.S market has grown significantly in 2018 and has an even greater growth potential for 2019," said Jonathan Yanai, Vice President of Global Sales. "The collaboration between Cardo Systems and HardDrive enables us to support this fast growing market and expand our presence. HardDrive's strong reach and excellent reputation makes them a great partner to deliver the growing demand for our communication systems across the United States," Yanai explained.

Cardo Systems specializes in the design, development,

manufacturing and sale of state-of-the-art communication and entertainment systems for motorcycle helmets. Since the company's inception in 2004, Cardo has pioneered the vast majority of innovations for Bluetooth motorcycle communication systems. The company's products, now available in over 85 countries, are considered to be some of the world's leading communication devices for the motorcycle industry.

[www.hdtwin.com](http://www.hdtwin.com)  
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Launched earlier this year, Packtalk Bold is described by Cardo as "the world's first natural voice-command operated motorcycle communications system"



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**NEWS BRIEFS**

# Indian Motorcycle Returns to AIMExpo Las Vegas, October 11-14

BRP has inaugurated its new, modernized manufacturing facility at Valcourt, Quebec. The installation of a new, ultramodern production equipment for Can-Am Spyder vehicle and Ski-Doo snowmobile assembly lines "increases the facility's efficiency, flexibility for innovation and engineering, and optimizes its manufacturing infrastructure and logistics." BRP is owner of Austrian engine manufacturer Rotax.

**The American Motorcyclist Association has adopted an official position statement on automated vehicles that calls on government agencies and elected officials to include motorcyclists in the ongoing discussion, planning and implementation of the policies and regulations governing the rollout of automated vehicles.**

Harley dropped to sixth place in market share terms in Germany for the period to July 2018, posting sales of 8,364 units YTD for a 10.15% share – up from 6,983 units YTD 2017. Its top sellers have been the Street Bob (655 units), XL 1200X (598), Fat Bob 114" (586), Breakout 114" (527) and Sport Glide (491). BMW remains 'Top Dog' in its home market, selling 17,634 units YTD (which is some 2,000 units down on the first seven months of 2017) for a 21.41% share (from 25.42%), with the top selling R 1200 GS accounting for 5,856 of those units.

**The UTV World Championship will return to Laughlin, Nevada, on April 4-7 2019 for a fifth annual event that is set to capitalize on the 150,000 worldwide live stream audience reached this year.**

The FIM Motocross of Nations returns to the United States October 6-7 at RedBud MX in Buchanan, Michigan. The event has its origins in Europe in 1947, running continuously since then, with Team USA winning 22 times in total - the last time was in 2011; last year the U.S. team placed 9th in England, where France took the win.

**Garland, Texas based Sportsman Country has become the latest ATV/UTV distributor to announce that it is to enter the electric vehicle market, having signed a deal with Chinese EV innovator Kandi Technologies.**

**Indian Motorcycle will return to The American International Motorcycle Expo presented by Nationwide (AIMExpo) as an OEM exhibitor for the 2018 event, with an additional presence at AIMExpo Outdoors! where it will host demo rides of its 2019 model line-up.**

"We felt it was important to have a presence at the country's premier powersports trade show, and our experience at AIMExpo last year provided us with unparalleled access to dealers, media and consumers," said Reid Wilson, Senior Director for Indian Motorcycle.

"We recognize the value the show provides and the vital role it plays in the industry, and with the move to Las Vegas we wanted to make sure we're a part of AIMExpo's west coast debut."

Each 2019 Indian model will be available to ride at AIMExpo Outdoors!, while also being prominently featured on the exhibit floor alongside the recently unveiled custom motorcycles from non-professional builders from "The Wrench: Scout Bobber Build Off" competition.

"Indian Motorcycle is the hallmark brand of motorcycles in America, and its desire to utilize the AIMExpo presented by Nationwide platform to reach every facet of the industry under one roof will be well received with the contingent of media, dealers and consumers making the trip to Las Vegas," said Cinnamon Kernes, Show Director. "Indian is taking full advantage of the opportunity the event provides with a prominent

presence both indoors and outdoors. With the addition of Powersports Industry Week and an even larger contingent of enthusiasts descending on The Strip, Indian Motorcycle is sure to see a high volume of traffic."

AIMExpo also announced that Vanderhall Motor Works Inc. of Provo, Utah will exhibit this year. The company says it plans to unveil the 'Carmel' - the newest addition to what becomes a five model line-up of American made "reverse trike" roadsters. Show visitors will also be able to get behind the wheel of a Vanderhall roadster at AIMExpo Outdoors!

Founded in 2010 by Steve Hall, Vanderhall produces hand-built, three-wheeled motorcycles that feature a retro design "in the spirit of the American roadster, with a sleek and refined elegance that stands alone." "AIMExpo presented by Nationwide features the most diverse gathering of brands in the powersports industry,



and the addition of Vanderhall personifies the dynamic collection of vehicles and products that attendees can see and experience," said Show Director Cinnamon Kernes. "We're excited to provide the opportunity to bring another American-made company into the spotlight, and Vanderhall recognizes the unparalleled value the show provides by unifying dealers, media, and consumers in one space. While it may be relatively new to the marketplace, Vanderhall realizes the role the show plays in the long-term health of the industry, in addition to its own success."

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# Rocket Bobs Scoops Top Honors at Harley's 115th Anniversary Custom Bike Show in Prague

Staged at Prague, the capital of the Czech Republic, the European swing of Harley's 115th anniversary celebrations (July 5-8) saw more than 100,000 riders from over 77 countries arrive for an event that included the "Prague Custom Gallery" - a unique exhibition of 50 custom Harley-Davidson projects from around the

world selected especially for the event by a jury consisting of motorcycle builders, designers, engineers and Harley-Davidson executives, including Bill Davidson (Director of the Harley-Davidson Museum in Milwaukee) and Karen Davidson (Harley's Creative Director). The top prize was awarded to the



U.K.'s Rocket Bobs Cycle Works whose lightweight, compact street racer 'Pressure Drop' is said to have stood out in a strong field. The bike features a custom ultra-strong race frame which wraps around a JIMS 135" race engine and uses the Baker Grudge Box to put the power down through Rotobox (Slovenia) full carbon wheels. The rear end is controlled by a race monoshock custom built in the UK by Nitron; braking is handled by British made HEL race calipers at the end of the German made HC3 Magura hand

controls. The bike weighs 420 lbs wet and "with a no compromise riding position, it's quite a handful and not for the fainthearted"! Pete 'Rocket Bob' Pearson took a year to design and plan, and three months to build the bike. "I was honored to be asked by Harley-Davidson to showcase one of our custom motorcycles at the 115th anniversary celebrations in Prague, and to take the 'World's Best V-Twin 2018' award amongst such strong competition is an overwhelming experience."



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**BIZ BRIEFS**

SEMA says that the automotive specialty equipment market experienced an eighth straight year of post-recession growth, reaching \$43 billion in 2017 (+4%). Pickup products accounted for \$12.44 billion (29%) of sales in 2017; in-store purchases accounted for roughly two-thirds of all retail sales in 2017; 33% of all specialty-equipment consumers were under 30 years old and 42% of all forced induction products (turbochargers, superchargers, etc.) purchased were DIY installed.

**Dowco, manufacturer of the Willie & Max luggage brand among others, has sold its marine business segment to Patrick Industries. The Dowco Powersports and Plastics business segments will continue to be privately held by Chuck Webster, who has owned Dowco since 1975. Over the next several months Dowco will transition names to Redline Plastics, who will build a new corporate headquarters and manufacturing facility in Manitowoc, WI. The Dowco brand name will continue to be used by Redline Plastics for powersports covers for the foreseeable future.**

Market researcher Freedonia estimates global demand for motorcycles as projected to rise by +4.4% p.a. through 2022 to 121.5m units. It cites increasing use for recreational purposes, growing availability of affordable models and expansion of road networks in developing markets as drivers. Global demand was for 80.7m units in 2017, with Asia responsible for some 80% of sales.

**New personal watercraft (PWC) sales increased +3% in the U.S. in June, continuing a monthly upward trend that started five years ago.**

Honda has celebrated its 20th anniversary of Side by Side and ATV production at its South Carolina factory. The company recently completed a \$45m expansion project at the facility and has built its three-millionth ATV there since production began in 1998.

**Yamaha has reported consolidated net sales of 851.3 billion yen (+2.8%) for the first half of 2018 with global net sales of motorcycles +3.7%, thanks largely to strong results in emerging markets; operating income was +4.3% as a result of high profitability in the ASEAN region.**

# FBI is Official North American Distributor for Nitron Racing Suspension Systems

Hendersonville, North Carolina based Fast Bike Industries, LLC (FBI) has announced its appointment as the official North American distributor for the leading edge, British made suspension range from Nitron Racing Systems.

David Behrend, owner of FBI says that "the addition of Nitron is in keeping with our mission to distribute the best brands and products to dealers and their riders - those seeking high-performance high-quality aftermarket motorcycle suspension with a genuine race pedigree."

Although best known for sports bike shock absorbers and front-end cartridge kits, Nitron also offers a range of feature variant Harley aftermarket and custom V-twin suspension products at a selection of price points - all of which are manufactured at its state-of-the-art facility in the UK.

"We are in business to provide the best available aftermarket suspension upgrades to our vast dealer network and customer base. With Nitron officially onboard, we are continuing our commitment to serve our dealers and many motorcycle segments at the highest possible levels of performance, quality, technology, durability and support.

"Nitron has an extensive product line and we are excited to be able to offer high-performance shocks and fork cartridge components covering road, track, custom and adventure model motorcycles." Nitron has been at the forefront of motorsport suspension technology since 1998. Founder Guy Evans has been preparing for the North American market for years and felt that Fast Bike Industries was the right partner to help that expansion.

"I have personally known David Behrend for several years, and we are working closely with his team to ensure we are delivering the right product at the right price with uncompromising quality," said Evans.

"Nitron has been preparing for



announce Fast Bike Industries as our importer and future partner for this extremely important market. The timing is perfect for both businesses." [www.fastbikeindustries.com](http://www.fastbikeindustries.com) [www.nitron.co.uk](http://www.nitron.co.uk)

the North American market for years and are duly committed to an aggressive expansion, so it is with real excitement that we



Nitron Racing Systems founder Guy Evans (left) and David Behrend, who founded Fast Bike Industries in 2009



Nitron started out making shock absorbers for cars in 1997, but these days its motorcycle product line accounts for more than 35 percent of sales, and Guy Evans sees the motorcycle aftermarket as where Nitron's best prospects for further growth lays



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# Motus Expands Dealer Network in Arizona and Colorado

Respected Birmingham, Alabama based American V4-powered sport tourer manufacturer Motus has added Motus Scottsdale/Double D's Performance in Arizona (an Indian Motorcycle, Slingshot and Royal Enfield dealer) and Grand Prix Motorsports of Littleton, a Polaris, Indian, Yamaha, Kawasaki, Roxor and Zero dealer. Charting a steady course to growth the company now has over 30 "carefully selected, high-calibre dealerships" in the U.S. for its two model line-up. Founded in 2008 by diehard motorcycle enthusiasts Lee Conn (company President) and business partner and

designer Brian Case, Motus finished testing the prototypes MST-01 and MSTR-01 in 2012 and applied what they learned from the prototypes towards building production machines, revealed for the first time in 2013. According to Conn, "Motus manufactures sport bikes with accommodations for touring that are designed to excel in performance, comfort and range. All Motus motorcycles - the MST and premium MSTR - are powered by mighty V4 Baby Block engines, combining high performance with low maintenance and a unique character that expresses

the evolving heritage of the American motoring experience." Importantly, the Motus V4 uses known technology proven to be durable and easy to maintain. "It's the same small block architecture found in the most reliable and competitive engines on the planet from popular American passenger cars and trucks to high performance racing vehicles." Charlie Yakich, General Manager at Motus Scottsdale said that "we have been extremely impressed with the products and the people at Motus. After touring the factory and meeting the team, we took an extended, twisty-road



ride and we were sold! We are excited to be the first Motus dealer in Arizona". Located just minutes from the back range of the Rocky Mountains outside of Denver, Grand Prix Motorsports General Manager Scott Newlin said: "Motus is perfect for Colorado's awesome Rocky Mountains, and we look forward to representing Motus here."

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

# EagleRider Launches Online Pre-Owned Motorcycle Exchange

Enabling dealers to purchase high-quality, pre-owned late model Harleys, motorcycle rental and travel specialist EagleRider has announced a new online Pre-Owned Motorcycle Exchange. Earlier this year EagleRider launched an all-new program for qualified dealers to purchase pre-owned Harley-Davidson motorcycles from EagleRider's

expansive fleet. "The EagleRider Dealer Exchange, known as ERDX, is a convenient and cost-effective way for dealerships to expand their pre-owned bike offerings from a trusted source." In June, EagleRider expanded its online platform by launching a mobile application, so purchasers of pre-owned bikes can buy inventory from any place at any time directly from their mobile device.

"ERDX is a complete game-changer, not just for us, but for the motorcycle industry," said Richard Wolff, COO and CFO of EagleRider. "We are thrilled to see another advantage of our Harley-Davidson partnership come to life."

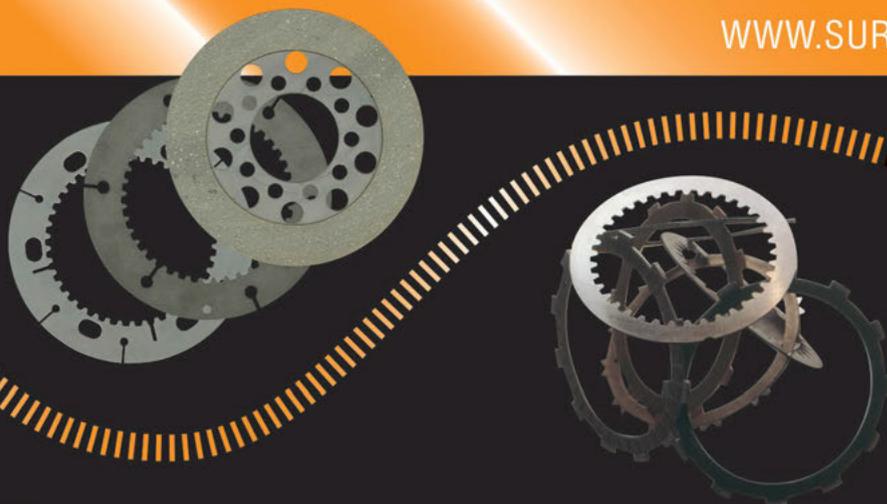
Wolff says that ERDX is a direct result of the May 2017 announced strategic alliance between Harley-Davidson Motor Company and EagleRider. Using the ERDX private web portal, dealers have exclusive access to the best source for low mileage, high-quality Harley-Davidson motorcycles that have been serviced and maintained by H-D trained technicians with OEM parts. The pre-owned bikes for sale on ERDX are factory stock and EagleRider has full condition reports and service records. ERDX officially launched on January 2, 2018 and now has over 350 dealers actively purchasing on the site. "Response from participating

dealers has been extremely positive" said Wolff, "with the initial inventory selling out in a matter of days. Now that we are in the height of riding season, hundreds of high quality bikes are being put into inventory over the next 60 days and will be replenished on an ongoing basis as EagleRider continues to turn its rental fleet throughout the year." Rocco Falabella, Re-Marketing Director of ERDX, said: "We've received a lot of positive feedback since launching the program. Dealers have quickly realized the great value these bikes have and the convenience of buying through ERDX and are responding accordingly."



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# Grand Touring Model Joins Slingshot Line-Up for 2019



Polaris has updated its three-model Slingshot line-up for 2019 "delivering again on its promise to create the most fun you can have on three wheels" with the addition of the "highly popular and fully loaded Grand Touring model" making its full-time debut for model year 2019.

"The Grand Touring comes well equipped with features and accessories straight from the factory. Featuring quilted comfort seats, a color-matched Slingshade top and rear fender, tall wind deflector and Ride Command with

navigation, the Grand Touring is the ultimate in comfort, style and technology.

"Since its ground-breaking introduction in 2014, the desire for a one-of-a-kind joyride has been answered by the three-wheeled, open air experience of Slingshot," said Josh Fulkerson, Slingshot Sr. Director. "The new 2019 line-up continues to deliver a high fun factor, while elevating the overall product experience."

Each Slingshot model packs a GM Ecotec 2.4L DOHC four-cylinder engine

and delivers 173 horsepower by way of a five-speed manual transmission. Starting at \$19,999, the entry-level Slingshot S model comes in White Lightning with gloss black cast aluminum wheels. The SL model, starting at \$25,499, is available in Black Pearl and Orion Blue.

The SL comes standard with Ride Command, a 100 watt Rockford Fosgate audio system, rear view camera, a clear wind deflector, 18" and 20" front and rear cast aluminum machined wheels. "Both the S and SL feature sleek

head-turning design and style ready for customization."

Rounding out the 2019 line-up is the top-of-the-line SLR. Starting at \$28,999, the SLR features a race-inspired Sparco steering wheel, shift knob and pedal covers, two-piece composite brake rotors, exclusive SLR bolstered sport bucket seat and a 20"/305 mm rear forged aluminum wheel.

SLR comes standard with Ride Command with GPS navigation, phone integration, customizable vehicle display screens and more. Owners can personalize their Slingshots with a variety of "Slingshot Engineered Accessories" that deliver customization, interior upgrades and performance. In 2019, Slingshot S owners can significantly upgrade the interior with Ride Command, comfort seats, Rockford Fosgate audio, wind deflector options, LED lighting and storage bags.

"Slingshot also offers its owners a color-matched Slingshade top for sun protection and rear fender for additional style and spray protection in the rain. The performance customer looking to further enhance their Slingshot, can step up with an adjustable BILSTEIN shock kit, two-piece lightweight rotors and lightweight aluminum forged wheels and tires."

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# Industry Veteran Bob Kay to Host United States' Largest Custom Motorcycle Competition

The Progressive International Motorcycle Shows (IMS) has announced the return of the J&P Cycles Ultimate Builder Custom Bike Show (UBCBS) to the 2018-2019 IMS Tour.

UBCBS is an elite-level custom motorcycle builder competition featuring more than 400 motorcycles and with more than \$100,000 cash and prizes awarded across the tour, the largest prize package in the United States.

The competition will be held at all seven stops on the IMS Tour with the championship round taking place February 17 in Chicago, Illinois.

The 9th annual UBCBS will be hosted by Bob Kay, a well-known and highly respected member of the American Custom and V-Twin motorcycle community. Kay, himself a partner in a Texas custom bike shop and no stranger to building custom bikes, has a long history in the custom motorcycle business as a parts and accessories distributor, motorcycle manufacturer, business consultant and technical advisor.

He organized his first charity custom bike show in the mid 80s during the Laconia Rally. He continued with charity bike shows in Sturgis, South Dakota and has been a mainstay of the team that organizes the AMD World Championship of Custom Bike Building for more than a decade.

In 2010 he helped IMS launch the Ultimate Builder Custom Bike Show to showcase the best custom bikes in the country. Kay is looking forward to re-joining the Progressive International Motorcycle Show for the 2018-2019 tour as the director of the J&P Cycles Ultimate Builder Custom Bike Show.

"The Progressive International Motorcycle Shows understands and caters to the custom builder community," said Bob Kay, Director, J&P Cycles Ultimate Builder Custom Bike Show. "I am excited to once again lead the charge in providing this community with a platform to display their skills and artistic ability, while rewarding the best in the industry for their talents."

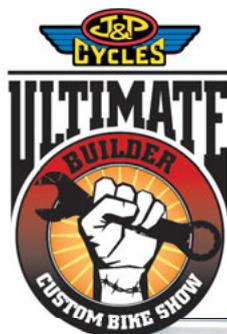
Since its inception during the 2010-2011 IMS Tour, the UBCBS has awarded over \$660,000 in cash and prizes. This year's competition will take place at every stop on the IMS Tour and feature four categories - Freestyle, Custom Retro, Custom Street and Custom Harley.

Judged by a panel of industry experts, winners in every city along the IMS

Tour will be invited to compete in the championship round in Chicago for a chance to be crowned 'King of the Builders.' Last year, a group of eight veterans from the non-profit organization Motorcycle Missions were crowned champions and awarded \$20,000 in cash and prizes.

"The J&P Cycles Ultimate Builder Custom Bike Show is the mecca in custom motorcycle competitions and the return of someone as knowledgeable and experienced as Bob Kay will only add to the competition's success," said Tracy Harris, Senior VP, Progressive International Motorcycle Shows. "We are also excited to once again partner with J&P Cycles, who have been a fantastic UBCBS title sponsor and major proponent of custom builders for years."

The 2018-2019 IMS Tour will mark the 7th year that J&P Cycles, the world's largest aftermarket motorcycle parts and accessories store, has been the title sponsor for UBCBS.



Bob Kay, Director of the J&P Cycles Ultimate Builder Custom Bike Show series: "I am excited to once again lead the charge in providing this community with a platform to display their skills and artistic ability, while rewarding the best in the industry for their talents."



## Progressive International Motorcycle Shows

The 2018-2019 Progressive International Motorcycle Shows (IMS) tour will stop in seven "leading motorcycling markets to provide consumers and enthusiasts with an inside look at what the leading companies are bringing to the market in the coming year - showcasing all that the motorcycling lifestyle has to offer."

The IMS tour will again host the J&P Cycles Ultimate Builder custom bike show competition series.

This will be the 38th annual IMS series and Tracy Harris, Senior Vice President for organizer UBM stated that "for 37 years, the IMS Tour

has fostered a strong community of motorcycle enthusiasts and the brands they love. IMS is a staple in many motorcycling communities and we are excited to once again help unite powersports supporters across the country.

Event research is suggested to show that its attendees are 23 times more likely to purchase a motorcycle than the general population, with 31.9% of IMS 2016-2017 tour attendees purchasing a new or used motorcycle within 12 months of attending.



Long Beach, CA	November 16-18, 2018	Long Beach Convention Center
New York, NY	November 30 - December 2, 2018	Jacob K. Javits Convention Center
Dallas, TX	January 4-6, 2019 <b>NEW DATE</b>	Kay Bailey Hutchison Convention Center
Cleveland, OH	January 25-27, 2019	I-X Center
Minneapolis, MN	February 1-3, 2019 <b>NEW DATE</b>	Minneapolis Convention Center
Washington D.C.	February 8-10, 2019 <b>NEW DATE</b>	Walter E. Washington Convention Center
Chicago, IL	February 15-17, 2019 <b>NEW DATE</b>	Donald E. Stephens Convention Center



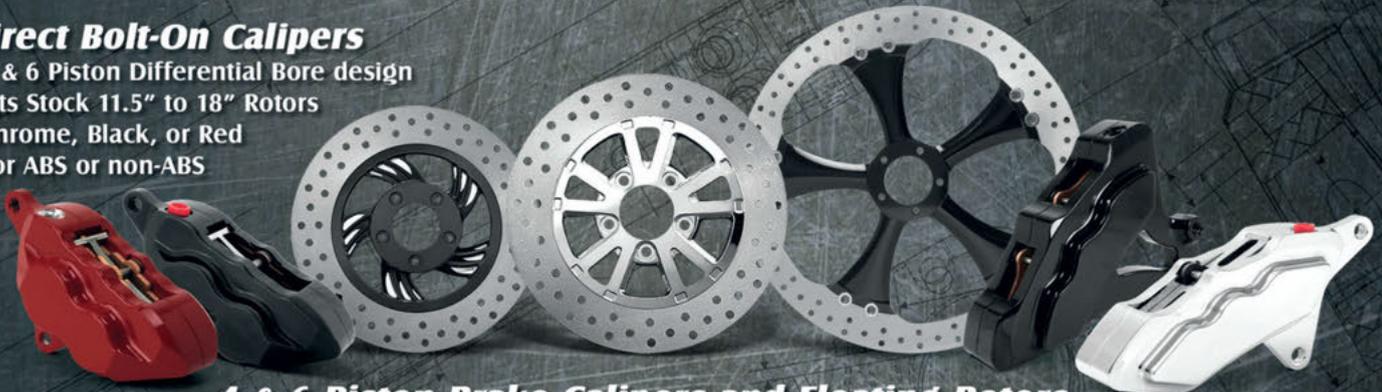
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# LATEST

Photos courtesy of American Flat Track

## Indian Secures Second Consecutive AFT Championship

When the American Flat Track Twins presented by Vance & Hines series took its now annual swing through the Black Hills of South Dakota for two races during the Sturgis Rally, it produced two entirely different kinds of race and two entirely different results.

Indian Motorcycle Racing continued its dominating season and emerged from the Rally having already secured the 2018 manufacturer Championship, taking nine out of the available ten top ten spots across the two races, and five of the six available podium places with eight different riders (seven of them privateers) filling those nine top five finishes.

At the Buffalo Chip TT presented by Indian Motorcycle (August 5) Jake Johnson (Estenson Racing) secured his first win on his privateer Indian Scout FTR750, with Wrecking Crew rider and reigning champion Jared Mees second.

Harley-Davidson got what is a rare podium this season with Sammy Halbert racing the XG750R to third place, with first time Indian Scout FTR750 riders Hayden Gillim (Indian, Cycle World, S&S Cycle, Bell Helmets) and Bronson Bauman (Howerton Motorsports/Allstate Insurance/WPS) fourth and fifth.

As Cycle World's "Man in a Van with a Plan," the Buffalo Chip TT marked

Gillim's first career Twins race - a race he won in 2017 riding the Singles class. Bronson Bauman finished the night in fifth aboard Bryan Smith's factory Scout FTR750. Ryan Sipes took the singles win on the Husqvarna FC450.

At the Harley-Davidson of Black Hill Half Mile presented by Law Tigers at the Black Hills Speedway at nearby Rapid City, Jared Mees (No. 1 Indian Motorcycle Rogers Racing SDI Scout FTR750) reasserted dominance atop the podium, seeing off Indian privateer Jeffrey Carver Jr. (No. 23 Roof-Systems of Dallas/Indian of Metro Milwaukee Scout FTR750) to take an epic win.

Former champion Bryan Smith (No. 4 Indian Motorcycle Racing backed by Allstate Scout FTR750) was third; fellow Indian privateers Briar Bauman and Kenny Coolbeth Jr were fourth and fifth to give the FTR750 all top five places.

In the Singles Shayna Texter (No. 52 Husqvarna Motorcycles/JCS Racing FC 450), who's scored the most wins in AFT Singles history, took the win to back up her Lima Mile (Ohio) achievement at the end of June. That Lima win gave Husqvarna their first ever AFT Singles win but thanks to Texter and Sipes the FC 450 had three of the last four races in the bag.

At the 72nd annual AFT Twins presented by Vance & Hines Peoria TT,



Jared Mees took the win at the Harley-Davidson of Black Hills Half Mile at Rapid City during the Sturgis Rally to give Indian Motorcycle its second consecutive manufacturer's championship. Indian Privateer Jeffrey Carver Jr. took second.

"King Henry" Wiles (No. 17 Bandit Industries/Wilco Racing/Willy Built Kawasaki Ninja 650) extended his reign by claiming a 14th consecutive victory in the prestigious Peoria race held on August 18.

Wiles was certainly forced to earn it on Saturday. In the race's early stages he found himself trapped behind three superstars with prior TT race wins - Briar Bauman (No. 14 Zanotti Racing Indian Scout FTR750), who went on to take second; Jake Johnson (No. 5 Estenson Racing/McCandless Truck Center Indian Scout FTR750) who went on to take third, and Jared Mees (No. 1 Indian Motorcycle Rogers Racing SDI Scout FTR750), who, in a rare podium miss this season, finished fourth.

Privateer Indian FTR759 rider Hayden Gillim (No. 169 Indian/Cycle World/S&S Cycle Scout FTR750) was

fifth, Wrecking Crew rider Bronson Bauman was sixth with privateer Jarod Venderkooi bringing the top place Harley XG750R home in seventh.

In the AFT Singles another TT master, Jessie Janisch (No. 132 Roof Systems/West Bend Harley-Davidson-backed Yamaha YZ450F), took the win becoming the 10th different winner of the AFT Singles in a wide open season so far - it may have been Janisch's first victory of the season but it was his second consecutive and third in total Peoria TT victory ('15, '17, and '18). The series stays in Illinois for the second Springfield Mile of the season (September 2) followed by the H-D Williams Grove Half Mile at Mechanicsburg, Pennsylvania (September 8), the Minnesota Mile (September 29). The series then wraps up at the Meadowlands Mile at East Rutherford, New Jersey (October 6).

Indian privateer racer Jake Johnson won the Buffalo Chip TT with Jared Mees second.



Henry Wiles took his 14th consecutive victory at the Peoria TT on the Kawasaki Ninja 650. Briar Bauman took second on the FTR750



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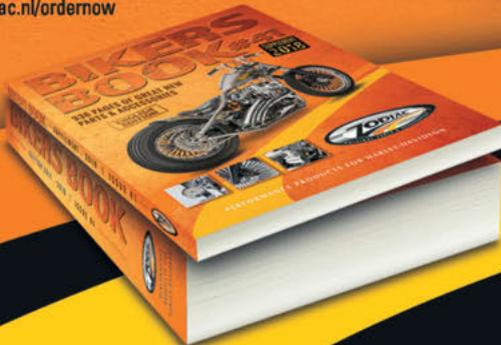


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# \$10,000 Grand Prize for Winner of Indian Motorcycle 'The Wrench' Contest for Amateur Builders

The Sturgis Rally saw Indian Motorcycle unveil the final three custom builds from its 'Wrench: Scout Bobber Build Off' at the Buffalo Chip. Fans had until August 16th to vote for their favorite and help select the grand prize winner, who was announced via social media on August 21.

The winner was revealed as NASA engineer Alfredo Juarez, of Las Cruces, NM., who scooped the Grand Prize of \$10,000. Juarez said "this

experience has been amazing inside and out. It's been a huge blessing for myself and my family. I'm proud of the final product, not only for all the work I've put into it, but for all the work my family has put in and the sacrifices they have made to allow me to focus on this over the last three months." The domestic U.S. custom motorcycle competition, which was designed to spotlight non-professional builders who "wrench for the passion and not

*Indian*  
MOTORCYCLE



Winner - Alfredo Juarez: The NASA Engineer won the \$10,000 Grand Prize and said that "this experience has been amazing inside and out." In selecting Juarez for the final the judges had said "From the moment we saw Alfredo's drawing, we could tell he was a very special contestant. Drawn to scale with measurements he took from a Scout at a local dealership and a picture of the engine, the concept has style and flow, but, also, it had the engineering and mechanical aspects that only a real builder would include. At the time he was awarded the Indian Scout and \$10,000 build budget Juarez said "I am definitely not a paper engineer. I can turn a wrench. I've got the gear, the skills, the experience, knowledge, drive and the work ethic to get this done."

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the pay". A judging panel of professional builders and experts, including Roland Sands, Satya Kraus, Jason Paul Michaels and Hot Bike Editor-in-Chief Jordan Mastagni selected 12 semi-finalists from more than 100 submissions. Each semi-finalist was

showcased online for a fan vote to determine the three finalists. After viewing sketches and renderings, three fan-favorites were awarded with a 2018 Indian Scout Bobber and a \$10,000 build budget. Each builder had three months to turn their stock motorcycle in to

one-off works of custom motorcycle art. "These builders blew us away with their commitment to the program, their build and overall finished product," said Reid Wilson, Senior Director for Indian Motorcycle. "Each one of them made significant sacrifices

and adjustments to their daily lives. They put in countless hours, long nights and a ton of work to meet the deadline. We cannot thank them enough for their time, energy and investment into the program."



Finalist - PJ Grakauskas, Avon, Ohio: "It's an honor and a privilege to represent us little guys working in their small garages and sheds. I am truly humbled by the whole experience."



Finalist - Christian Newman, Lakeview, New York: "This experience is sort of surreal because it put me outside of my comfort zone and allowed me to work with less of a budgetary constraint, as I always build bikes with my own cash."

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# AIMExpo Announces Dealer Summit 2018

## Las Vegas, October 11-14

The American International Motorcycle Expo presented by Nationwide (AIMExpo) has introduced Dealer Summit 2018, a new initiative focused on supporting the powersports retailer at which the key role or powersports dealers will be emphasized on the trade days (October 11 & 12).

"With its move to Las Vegas' Mandalay Bay Convention Center, this year's event provides an ideal opportunity for dealers to unite with their industry peers at a crucial time in the marketplace. Dealer Summit 2018 will take place during AIMExpo presented by Nationwide's trade-only days and 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.

"The foundation of AIMExpo presented by Nationwide is to bring the powersports world together in a collective effort to stimulate growth," said Mike Webster, Senior Vice President, MIC Events. "As part of the Motorcycle Industry Council (MIC) the industry's expo is committed to increasing show content relevant to dealers, with special attention towards topics helping retailers navigate the continued evolution in consumer



trends. Dealers play arguably the most integral part of the future success of powersports since they are the front line of engagement with the consumer. Dealer Summit 2018 is focused on creating unity amongst dealers through knowledge and working towards the common goal of sustained industry growth."

Highlights of the Dealer Summit include an update by the MIC about industry-wide efforts being made to help retailers and the industry by increasing ridership, while a keynote address will bring invaluable first-hand information from an important figure in Washington. United States Secretary of the Interior Ryan Zinke has been invited to offer the opening keynote where he will address the current administration's agenda of increasing outdoor recreation, including motorized recreation, critical for the long-term growth of powersports as an outdoor activity.

Attending dealers will also receive their own very special keynote at the "Dealers Only luncheon sponsored by KTM," a



complementary program on Friday, October 12, featuring Nick Gray, the founder of Museum Hack. A motorcycle enthusiast and member of the millennial generation, Gray addressed the industry at last year's MIC Symposium and captured the room with his direct, insightful observations of our business.

Gray shares how he reimagined the generally staid museum tour into an engaging experience, and will offer ideas to view dealerships in a different light by considering them as an experience for customers. An exclusive free follow-up webinar with Nick will be provided after the show.

"More ideas and knowledge can

be gained at the Powersports Dealer Seminars presented by PowerSports Business which provide crucial education and best practices. Targeted at improving daily business operations, influential speakers from both within and outside the industry will present across three topic areas that include Sales and Marketing, Powering Profits, and Leadership Plus." Seminars are free for dealers and take place on the show's trade days.

"Dealer Summit 2018 is about industry working together to improve all businesses, and the very important role retailers play in sustaining industry growth."

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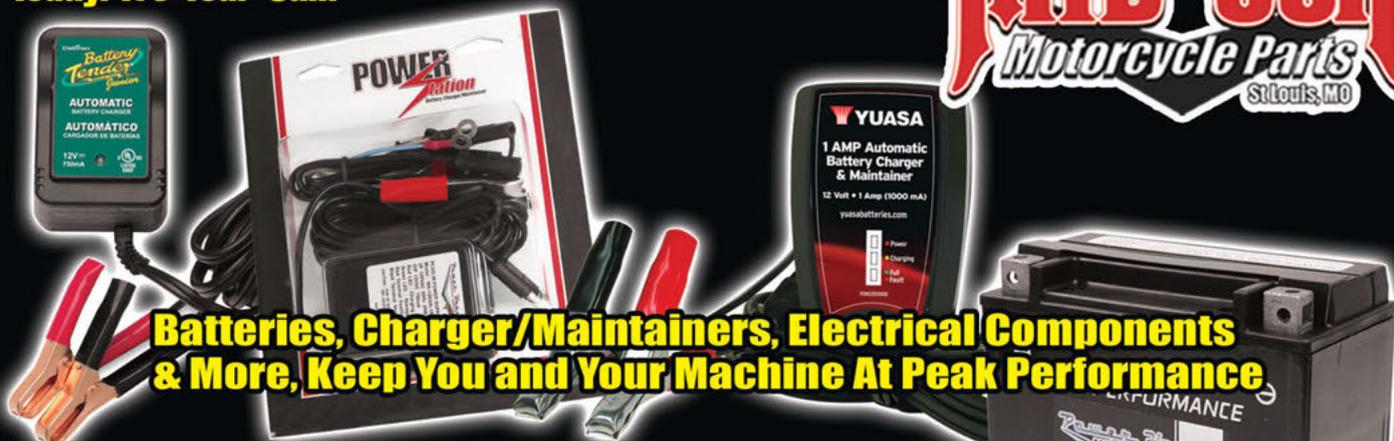


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# “WE ARE EVERYWHERE, THE SHOPS ARE NOT”

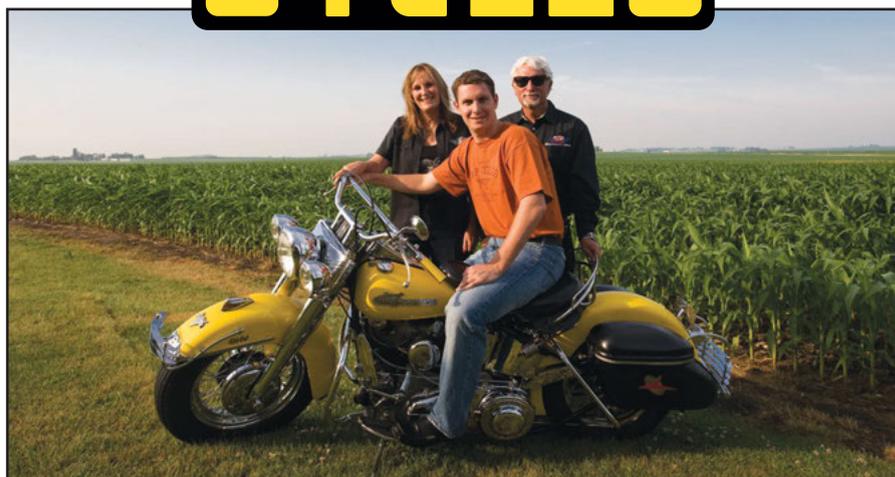
As J&P Cycles approaches its 40th anniversary year in 2019, company President Zach Parham gives his first interview since its parent company emerged from its reorganization filing. He says that business for the world’s largest parts and accessories retailer is “bigger, better and faster” than ever, but his remarks about the changing nature of the market have proven prescient – coming before our recent series on the Community Garage movement, and before Harley’s “More Roads” strategic vision addressed the issue of urban dwelling riders...



**W**hen J&P Cycles’ parent company MAG (Motorsports Aftermarket Group) filed for reorganization in the bankruptcy court in November last year, the news sent shockwaves around the market. The primary focus in most of the industry responses was on the impact it would have on industry distributor Tucker Rocky (now re-branded as Tucker) and the well-known brand subsidiaries in the group such as Vance & Hines, Performance Machine, Kuryakyn and others.

The concern also centered, quite rightly, around the impact on independent vendors that sold to Tucker,

‘we had our best ever May’



Zach Parham, President of J&P Cycles, and son of founders John and Jill Parham



Zach Parham, President of J&P Cycles, ‘walks the walk’ and is ideally placed to steer J&P in the direction of ‘new gen’ consumers. He did a 3,500 mile round trip to Sturgis on a BMW R nineT

and especially the dozens of smaller, typically specialist vendors, for whom the potential hit could be devastating.

By the time MAG emerged from the filing in April this year most of the money owed to vendors (over 90 percent) had been paid, but there still were many smaller specialists for whom the unpaid debt remained a major setback. The fact that Federal filing regulations prevent any business in such circumstances from repaying all monies owed was of little comfort to those specialists that were left, and still are, struggling with fall-out.

Through the entire saga though, there was one “business unit” in the MAG portfolio that didn’t come into the spotlight quite so intensively, which, given that technically speaking J&P Cycles is the world’s largest motorcycle parts and accessory retailer and a major customer for a large proportion of industry vendors, including those smaller specialists, was a surprise.

The primary reason was that while the turnover and

business model of MAG’s other foray into retail channel ownership hasn’t worked out (Motorcycle Superstore, bought by MAG in 2012), J&P, as a business, had the ‘hinterland’, footprint, heritage and control over its ‘traffic’ to largely resist the decline in industry sales.

‘we are a retailer, not a distributor’

The decline that started a decade ago with the effects of the 2008 financial crisis and after a brief 24 months of growth three years later, continued in the 48 months following Lacy Diversified’s acquisition of MAG in 2014, and through the recent filing process.

Following the merger with Tucker Rocky, one of the steps taken by MAG was to fold the remaining sales of Motorcycle Superstore into a J&P structure that is based on three primary channels - online sales through the J&P website which, at 70 percent of sales, is by far the largest channel; the 100 plus sales agents that J&P has at its Daytona call center, which delivers another 20 percent of sales, with the remaining 10 percent coming through its three year-round brick and mortar stores (Daytona, Sturgis and at the former headquarters at Anamosa, Iowa) and its burgeoning mobile retail presence at the major rallies and other events.

Speaking about the impact that the filing process had on J&P, Zach Parham, company President and son of founders John and Jill Parham told AMD: "We managed to almost entirely maintain our fill rates throughout the filing process, so the impact to our customers was minimal.

"The only real impacts for us were with some of our vendors. Most of the people we buy direct from realized that J&P was a sound and solvent business, but we did end up causing some of our vendors a cash flow issue and some of the smaller ones were inevitably hit quite hard by the filing - but mostly I think we were able to maintain goodwill and find a resolution.

"By February or March, we were current with all our direct vendors. The U.S. Trustee had final decision in who was paid and how much. MAG as a whole was able to pay the majority of industry vendors in full and 100% of what was allowed by the U.S. Trustee. We

## '50% from the primary distributors'

are grateful to our partners that worked with us through that process and thank them for standing by us.

"We saw some softness for a couple of months as the process played out, but that mostly on a regional basis, and largely weather based.

"Regardless, the filing became a big topic and, under those circumstances, whether or not you are doing well gets clouded by the headline news. The inventory build-up delays we did experience were largely the result of perception - initially some vendors were cautious about continuing to ship, which was quite natural. But for the most part we were able to serve our customers throughout and really saw no effect, to be honest.

"As it happens, we couldn't have emerged from the process at a better time. We had said we hoped to be out by March or April, so being able to keep our word was huge. We are up on last year - in both volume and revenue. May was the biggest month J&P Cycles has ever had, we were up in June and July, and following a very strong Sturgis for us and the vendors who partner with us there, it looks like we'll be up for August too. We are continuing to grow in a down market across all three of our channels."

J&P buys around 50 percent of its inventory from the primary three distributors in the market, including the product they need from Vance & Hines, Performance Machine and the other MAG brands.

"We are a retailer, not a distributor. We retail to the consumer, so do not expect to buy at the same or



better prices than distributors. J&P has always been very careful to maintain that line. Hopefully we buy well, our volume should mean that we can get the best pricing available in the market, but we do not leverage our buying power any further than that, and we do not abuse our MAG relationships. We are focussed on the other positive competitive advantages we have. Price is important, but service is everything."

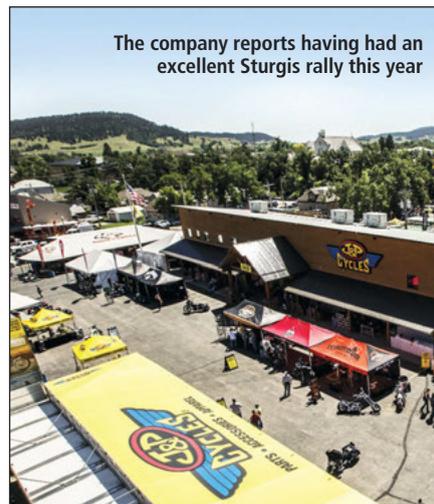
One of those advantages, clearly, is scale. But it wasn't always that way. When John and Jill Parham started their adventure in 1979, it was a very different world, a very different market. The focus was on parts for older bikes, buying, selling at and running swap meets and 'old timer' events around the Midwest and their home state of Iowa.

The annual swap meet that they staged for many years at McCormick Place, Chicago, was a major event for many years, though gradually, as the market changed, John and Jill pulled back from events and used parts, successfully transitioning the business to retail, building up a huge national following for their annual mail order catalogs (indeed international following - 10 percent of sales are still overseas).

Fast forward to now, and while J&P do still print catalogs, late model and vintage, the center of gravity has moved decisively online and to the website, with social media a major tool for communicating with 'home wrenchers'.

Altogether the business offers access to some 100,000 SKUs - from the market's well known vendors, of course, but J&P still has a reputation for the more specialized and harder to source replacements, especially for older models.

The core business remains Harley-Davidsons, but Indian Motorcycle accessories are growing, and the company has a strong presence in the metric cruiser market and especially with Honda Gold Wing enthusiasts.



Another competitive advantage that comes with scale is access to the Tucker Distribution Center network in the United States.

"Efficient retailing on our scale is as much about touching a product as few times as possible as it is about anything else. We are able to use the five Tucker warehouses. They touch the product once, drop-shipping the inventory we buy from them direct to our customers. Tucker has improved their fill rates and reduced ship times this year to be better than ever, which has helped us improve our customer experience.

"The inventory we buy direct from vendors and other distributors is more than 50 percent of what we sell, and we receive that direct at our own 250,000 sq ft Louisville, Kentucky warehouse and ship to consumers from there.

"Overall more than 70 percent of our shipments are getting to customers in two days or less. As with everyone else, it is all about getting the product to the customer as quickly as possible."

Returning to the three angles of attack J&P has, its three channels, Zach is especially enthused about its store and event business "as that gives us the chance to be in front of our customers - to hear what they are saying about their riding, their bikes, their lifestyle. The Iowa store is open year round, and the annual rally we host is the largest motorcycle rally in the state of Iowa.

"Our Tour Truck program consists of two 53 foot semis at 12 events a year - the three big ones and others that give us a good geographical spread. We have anywhere between five and 15 of our own mechanics and techs there with us.

## 'service is everything'

"We are trying to give our customers a genuine retail experience on the fly, so we look at what we do as really being a mobile showroom. This year we acquired thousands of new customers from our Tour truck events.

"At some of the events we set up with the Vance & Hines truck too, so then it is really a three-truck critical mass. We are fully committed to the Rallies for the long term - so long as our customers keep going, so will we. For the most part we are getting the traffic we need at the events to show record sales.

"It is our long-term intention to have retail stores, and the year-round presence at Sturgis and Daytona is a big strategic advantage. Our call center is upstairs above our Daytona store and, as with the rallies, we get a huge amount of rider feedback with our team through there too.

"Our people are not just "call handlers", they are our eyes and ears. For our customers they are a genuine industry resource. They mostly ride - and we encourage that - and the training they get is as regular, comprehensive and intense as we can make it."

Asked about the future and the changes he is seeing, Zach said that "J&P has been 90 percent Harley most of its life. It grew as Harley grew. But in the last five years we have started to see that shift. First with Indian motorcycles, and that is growing for us, but also now with new customers looking for parts for different platforms, and with the growing number of parts we are carrying for metric brand street bikes.

"We will never abandon our heritage, we supply parts for Harley-Davidsons back to the Knuckleheads, but when we see a change, naturally we embrace it.

"The new generation of riders are into Retro. The Triumphs, Scramblers, the R nineT and the like, so we are engaging with the younger customer as our core customers age. We are trying to engage at an earlier age too, so that as they transition to bigger bikes in later years, we will be able to continue supporting them through their life journey as riders.

"I think that as an industry we are not yet quite where we need to be in that regard. A lot of people are buying lightweights such as the Ninja 300 and the 390 Superduke, and as a parts and accessory industry we have the opportunity to redefine our offer just as riders are redefining their riding needs and preferences just as the Boomer did 40 years ago.

"The market needs to move with riders and that is difficult at present as a lot of the models being ridden are transitional platforms. Not platforms for deep spending or customization, but there are still ways of reaching them. We've done this through gear sales - a large proportion of our sales are jackets, boots and gloves - and service items of course. Price point is an issue, it always will be when you are addressing a younger audience, but we have to be looking at where the next stages of their riding journey takes them."

I asked Zach what trends he is seeing in terms of home wrenching - if we are now looking at a largely forever staples market with new consumers, or will there be customizing, and will new generations develop a 'mojo' for independent stores?

"It's not out of the question. It's a great question, and this is something that we are looking at very closely.

## 'regular, intense and comprehensive'

Everybody needs to be.

"We are seeing a surprisingly large proportion of our customers being comfortable doing a surprisingly large proportion of complicated work themselves. It isn't just all bolt-ons and oil changes.

"The more complex videos we have on our website and social media feeds, such as changing an engine out or doing a stage 3, get as many views as an oil change, helmet review or putting new grips on the bars. This is very interesting and, potentially, very significant for the industry.

"We think that although a lot of the business is still centered on the Boomer demographic, and they are still the majority of our customers, there is no doubt that this is changing.

"Statistically what we are seeing now is almost a one-on-one relationship with what we call 'next Gen' riders - the Millennials and X-ers - and they are interested in learning how to do things on their own and have the bragging rights of doing it themselves, rather than completely depending on the dealer for service and installation. They are watching our videos and talking with our call center, and they are learning how to do it.

"So, the opportunity is for us to give them the tools that they need so they are confident enough to be able to do it on their own, or if they get stuck part way through, then rather than hauling the bike down to their local dealer on a trailer, they can call us and we can help them finish it.

"Another thing we are seeing is the opening of more



J&P Cycles' event tour - the Tour Truck program consists of two 53 foot semis at 12 events a year

and more shop co-ops, especially in metropolitan areas, downtown. I think we can help them a great deal too. Downtown urban riders are just not going to ride out of town to go to a dealership.

"Whatever we can do to help the consumer feel they can do for themselves has got to be good for the future of the market. It is really our main goal to do that, and we are trying to serve the customer in a new way - to teach them how to work on their own bike, and hopefully they'll buy the parts from us, of course. "The community garages are essentially the same - they are also all about helping people to learn how to work on their own bikes, not being afraid to be on a lift alongside another person and ask questions or call us to get help.

"It's easy to think that maybe it's not so good for the conventional brick and mortar stores, or businesses such as our sister company Tucker, but in terms of the long term health of the parts market and the dealer network, especially those who are specialist in performance work and custom work, it is a good thing. You can't operate a successful business in an unpopular market - as we all contribute to re-growing the popularity of riding, its popularity grows, so will we all.

"The more work being done on bikes and the more comfortable people are to buy a bike and be a part of a peer group scene, just as the Boomers were at the start, just as the H.O.G groups and clubs are, the market will grow. More parts and accessories will be sold and, eventually, the more bikes there will be on the road. The growth must start with the riders. Then it is up to the businesses, at all levels of the market, to follow them and serve their needs and tastes. Just as it always has been.

"Another shift we are seeing is the move to mobile - well over 50 percent of our website traffic is from mobile devices now. A large portion of our sales are therefore off mobile too. A big initiative here at J&P



is to make sure we can make the mobile experience a good one, with Techs who can chat and see what the rider is doing, see the bike he or she is working on and what they are doing. We are making a big investment in the nature of the mobile experience we offer.

"Increasingly people now carry a smart phone in the way they used to carry a wallet. We are in the process of updating our site to make it easier for customers to browse and shop for products on their smartphone."

Zach is simultaneously positive about the future, about the market, and about the role that J&P can have in the market of the future.

"Down the years we have helped hundreds of thousands of riders connect with vendors, and we have especially been able to bring the small manufacturers closer to customers than they ever

## 'it isn't just bolt-ons and oil changes'

would otherwise have got - J&P's longevity means we have been among the first businesses to genuinely help to grow brands, and doing so that remains an opportunity for us to benefit from being associated with something unique. It gives us differentiation - it helps our brand stand out in turn.

"In the future it is that differentiation that all businesses need. Competitive advantages are there to provide the opportunity to do different and unique things, and if you do them well, then the consumers of the future, those who are emerging now, will value your role in their riding lifestyle.

That is how the shops and all the small businesses did it in the past and that hasn't changed - it's not just business, it's personal and it's up to all of us to be the partner that delivers a unique and distinctive experience.

"Our philosophy hasn't changed. Being able to offer riders the widest variety of brands and products for the bikes in their garage, and inspire them with ideas to customize and personalize is what J&P Cycles started out doing, and everything we are seeing points to that being an ever-bigger part of the market moving forward.

"Dealers are in suburbia not in urban areas. There are very few downtown dealers or even custom shops, so as populations continue to shift, continue to urbanize, whether they are home-wrenching or using a community garage space, J&P can help them towards achieving a goal that the non-local shops can't.

"We are everywhere, the shops are not."

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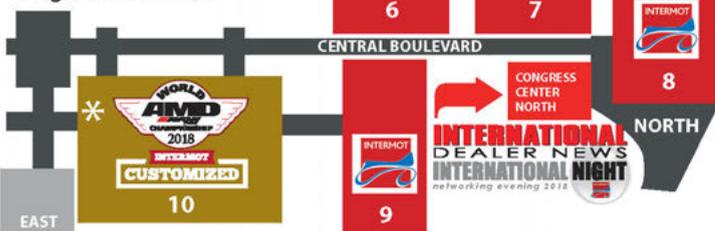
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2016 - 6th Freestyle  
Anarchy Custom - 'El Lunas'



2016 - 14th Freestyle  
Lamb Engineering - 'Circus of Speed'



2016 - 9th Freestyle  
KuBig Cystom - 'KuBig Custom Flathead'



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Yuri Shif Custom - 'Ducky'



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# ON TYRES

## Predator III Seats

Made by Drag Specialties seats in Minnesota, Predator III seats are made from high quality automotive-grade vinyl and molded, flexible urethane "for durability and comfort." They feature a full 6" of driver support, a 3/16" thermoformed seat base for precision fit, rubber bumpers and fully carpeted bottom to protect paint and ship with all mounting hardware. Available in smooth vinyl, and black/black, black/silver or black/red double diamond vinyl.

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## CustomAcces Saddlebags for H-D Sportster

Spanish accessories specialist Motoplasic, better known for its advanced aerodynamic windshields and plastic accessory kits, has ventured into the custom market with its CustomAcces brand. The company promises to offer Motoplasic-Puig's 50 years of design experience, streamlined order processes and "high-quality products backed up by service and guarantee" with this new brand. Seen here, these saddlebags for Sportsters "with an attractive Old School classic line" have the shape and size of the shock absorber integrated into the bag design. They are fastened with two straps, which makes them easy to attach without the need for fittings. Available both individually for the left

and the right, each has a capacity of 7 liters. They are made from black 3 mm leather with double buckle closure.



*CustomAcces*

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## JIMS Swingarm Bearing

Camarillo, California based specialist JIMS says that "swingarm bearings must be installed and aligned accurately to avoid unsafe handling and ensure control of the motorcycle. Our new swingarm bearings installer fits both the different depth drive side and brake side bearings. Plus, we took it one step further and added a remover to press the spacer out of the bearing."

JIMS, USA, [www.jimsusa.com](http://www.jimsusa.com)



## RCX 2-into-1 M-8 Header

Bowling Green, Kentucky based RC Components has added to its RCX Exhaust program with a new RCX 2-into-1 header for the M-8 Touring models. Described as performing "at the top of its class with an amazing sound, awesome styling and unbelievable power," it features a multi-stepped header that flows into a chambered collector and is said to create over 100 ft. lbs of torque at 2200 rpm.

The company also has a large body 4.5" diameter muffler which can be customized with 10 different exhaust tip designs. Each RCX 2-into-1 header is available in choice of chrome or a rich ceramic black.

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# 'Square back' Shaved Style OE Replacement Taillights



Oreland, Pennsylvania based NAMZ Custom Cycle Products "continues to find solutions to common problems, providing the very best products and services for two-wheeled customers," says owner and founder Jeff Zelinski.



"There are plenty of LEDs out in the market today but we're confident that none of them will match our quality." Letric Lighting Co. shaved style LED taillights are available in red or black lens, with OEM color matching wire, OEM connectors ready installed and, "unlike the competition are 100% sealed.

"We even include a pair of stainless steel mounting screw. Like all NAMZ products, our mission is to take

the guesswork out of the installation process by making our products a truly plug-n-play install. Look for OEM style 'square back' taillights and more options of shaved style lights in the very near future."

Available as a direct replacement for all '99-up H-D models with 'square back' style taillights (except 2014 Ultra & Street Glide); sold with a lifetime warranty against

LED failure. Not DOT approved.

Celebrating its 19th year in business, NAMZ sells market leading wiring harnesses and related accessories, fluid transfer lines, custom installation supplies and Badlands Lighting Modules.

The full range of NAMZ/Badlands products are available through distributors including Drag

Specialties, Parts Unlimited, Tucker, Mid-USA, V-Twin, Parts Canada, Motovan, Les Importations Thibault, Parts Europe, Custom Chrome Europe, Motorcycle Storehouse, W&W Cycles, Zodiac, Rolliers Speed Shop and Wildrider International Pty Ltd.

If out of stock at their preferred distributor dealers can order direct from the NAMZ/Badlands website.

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Oreland, Pennsylvania, USA

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# 'Dark Comfort' Monoshocks for M-8 Softails

Founded in 1963, Italian suspension and vibration dampening specialist Bitubo entered the motorcycle suspension market in 1975 and since then has become a familiar name in the street, sportsbike and MX markets with a fine pedigree of track success and product innovation. The brand name of 'Bitubo' originates from a famous pair of shock absorbers connected

by two compensating rubber pipes that were an immediate hit in the paddocks of MotoGP and other race series.

Fast forward to the 21st century and Bitubo's products for the Harley aftermarket and custom V-twin applications is gaining a growing reputation for their construction quality and race-bred technology.

An upgrade for Harleys and custom bikes, Bitubo's new multi-adjustable rear shock absorber XZE32V3 has been engineered specifically for 2018 Softail models. The new mono is equipped with hydraulic spring preload, rebound and length adjustment. The company says that the huge range of adjustments allows the rider to obtain the same degree of comfort and safety under any load.

Two models are available, with different adjustment length, depending on the application: 319 mm long, adjustable from -5 mm to +3 mm for FXBR/FXBR5 Breakout 114/ANX, FLFB/FLFB5 Fat Boy 114/ANX/ANV and FLSB Sport Glide; and 333 mm long, adjustable from -4 mm to +4 mm for

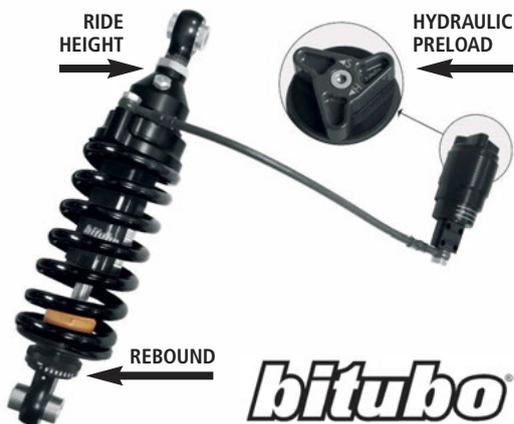
FXFB/FXFB5 Fat Bob 114 - both offered as "Dark Edition".

The shock body is constructed from high-resistance alloy steel with a CNC-machined aluminum head. The shocks are nitrogen gas pressurized with internal oil/gas aluminium alloy floating piston, with chromium silicon steel alloy springs.

For the Softail front end Bitubo recommends its performance matched JBH front fork cartridges.

Also available, WME22V2 shocks feature stepless rebound and compact hydraulic spring preload adjustment; and WMT22V2 shocks, which also include compression adjustment. They can be tuned manually with a simple hex tool or the optional 20 click adjustment knob that delivers 10 mm of spring preload tuning.

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# Rick's Tricks

Being an authorized Harley dealer, as well as long-established aftermarket custom parts manufacturer and wheels specialist, gives Rick's Motorcycles of Baden Baden, Germany an edge when it comes to



design solutions that enhance the looks and functionality of stock models.

These new, TÜV approved steel rear fender designs for M-8 Softails are a true bolt-on with no frame modifications needed. Integrated 8 mm struts provide stability, and a spacious compartment allows storage of electronic components.

The kits include the rear fender, GFK seat pan, frame cover (for the OEM fuel tank) and mounting hardware. Available 203 mm or 118 mm long for 8" or 9" rims on 240/260 rear tires on 2018 FXBR and FLFT.

Also seen here, this Rick's headlamp mask not only hides the unsightly back of the 2018 Softail Breakout headlight but is designed to upgrade the whole look of the front end. It is handmade in GFK.

For Touring models from '87-'17 these steel front 21", 23" or 26" steel front fenders feature additional side reinforcements to avoid fender torsion. Matching adapters are available.

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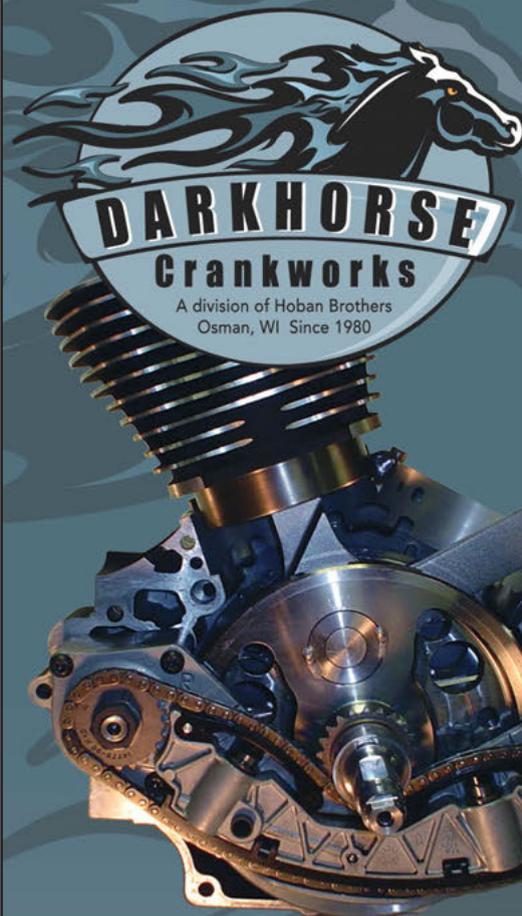
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# Ness Forged Aluminum Front Wheels

New this year from Dublin, California based Arlen Ness Enterprises, these forged aluminum front wheels are precision machined from radial forged 6061-T6 aluminum for "maximum road durability". The Ness cartridge hub design features both wheel bearings pre-set in one hub for optimum radial and lateral runout accuracy; the lightweight "coped design" provides "form and function."

ABS applications will ship with the correct bearing to make sure ABS function is maintained; no re-calibration will be required on linked brake models. Ness says that every rim pattern is structurally tested



to meet or exceed DOT, JAS and TÜV international load ratings. They accept hub mounted rotors (3.25" bolt circle - matching rotors are available) and come as black/natural or chrome process forged and black/natural or chrome 7-valve forged.

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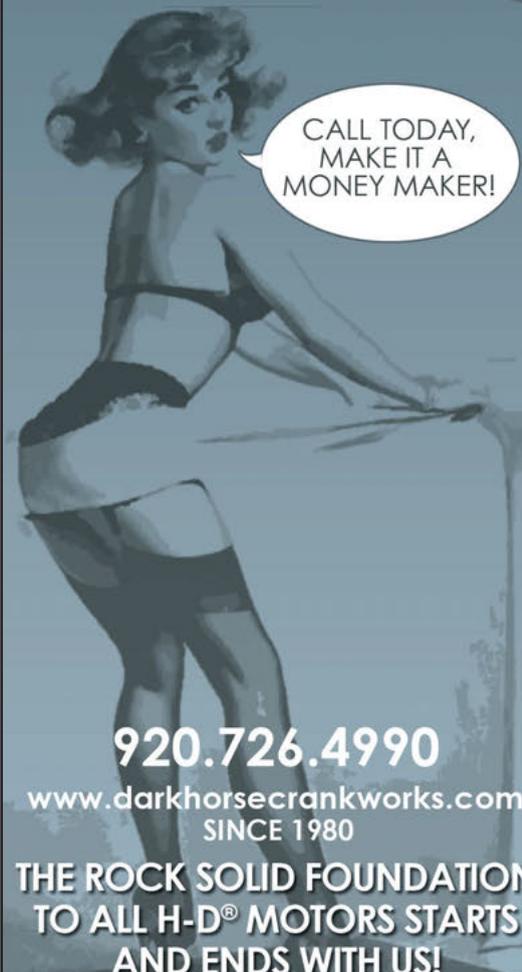
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Tel: 608 758 1111

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## Mid-USA additions

### Belt Drive Transmission Pulleys for M-8

New from Andrews, and in stock at Hazelwood, Missouri based distributor Mid-USA, these belt drive pulleys fit all '17-'18 Milwaukee-Eight models. To easily change the final drive ratio use the 31 tooth pulley for power applications (3 percent higher RPM) and the 34 tooth for overdrive applications (6.4 percent less RPM).



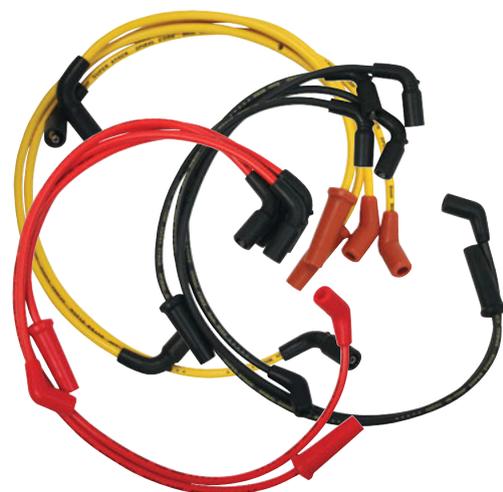
strength. It has a durable blue anodized finish with laser etched markings. Not for use in breaking rivet master links.

### Late model Super Stock Ignition Wires



Available for '17-up Milwaukee-Eight Touring models, these ACCEL super stock ignition wire sets feature extra thick, 8 mm silicone jacket and silicone insulation to eliminate electrical leakage or the RFI interference that can interrupt electronic ignitions and EFI systems.

Custom designed as a performance upgrade, these wire sets include factory style wire ties to maintain a clean installation and prevent contact with areas that may damage the wire. They fit securely and provide



maximum spark energy from the coil to the plugs, delivering up to 5 times more peak energy than other "performance wires".

The 8 mm silicone jacket with 500 Ohms per foot stainless steel conductor are available in four colors - black, blue, red and yellow. Wire ties are included for a factory look installation.



**MID-USA**  
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Tel: 314 595 5555  
midusa@mid-usa.com  
www.mid-usa.com

### Performance Mechanical Advance Kit for Big Twin and Sportsters



This performance mechanical advance kit (for Big Twins and Sportsters) has a stainless steel shaft and plate that has been machined to exact tolerances. The weights are heat treated and coated with high-tech polymers, to ensure smooth, even advance and retract movement.

The included springs are high quality phosphate coated spring wire that allows full advance at 1400 RPM (same as OE). Pre-lubricated, hardened washers on advance weight pivots prevent premature spring wear. The kit fits '70-'79 Big Twins and '71-early '79 Sportsters. They also fit aftermarket ignition systems that require a mechanical advance unit.

### Motion Pro Master Link Press Tool



Make chain repair and maintenance easier with this original Motion Pro designed master link press tool, enabling the easy pressing on and off of master link plates for clip style chains. It works on all 5 Series chains, without damage.

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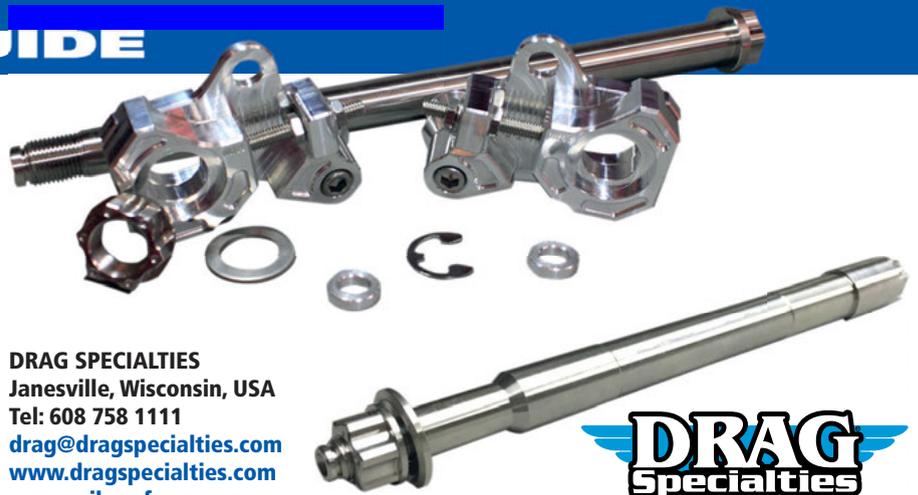
All Barnett cable assemblies, fittings and hardware are made in-house, in the USA.

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

## Bagger Axles

Canadian parts and accessory specialist MJK Performance is offering these precision machine finished, high strength 304 stainless steel direct replacement bolt-on 25 mm axles for Touring models.

Available through Drag Specialties, both include a safety E-clip, axle nut and counterbore washer. The complete rear axle kit is for installs with 2-into-1 short pipes that do not reach the rear axle, additionally includes axle adjusters. The rear kit will not work with dual pipes (and may interfere with a long single pipe).



**DRAG SPECIALTIES**  
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[www.dragspecialties.com](http://www.dragspecialties.com)  
[www.mjkperformance.com](http://www.mjkperformance.com)



## Big Twin Clutch Lock-up Head

New from Ventura, California based manufacturer Barnett Clutches and Cables, this new clutch lock-up head for 2013 and later Big Twins uses the "assist and slip" three spring clutch.

"This lock up head bolts to the stock pressure plate with no modifications required. More pressure is added to the clutch resulting in a more positive engagement and a clutch capacity of 150+ HP."

Stainless inserts that install on the stock pressure plate are also included to prevent the lock-up arms from grooving the stock cast pressure plate.



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# The 'Thresher Collection' – "Comfort and Control"

Pioneers in isolation mounting "back in the day" with ISO pegs, Kuryakyn is introducing a new line of grips and pegs that are said to offer "the ideal combination of comfort and control."

Featuring EPDM (ethylene propylene diene monomer) M-class synthetic rubber Thresher grips are "designed with an ergonomic profile that's formed to the shape of the hands for a comfortable contoured and commanding feel. Both the grips and matching Thresher pegs feature premium EPDM rubber surfaces with detailed shark tooth-inspired knurling for confident traction and vibration dampening. The durable EPDM rubber compound offers secure grip and will not harden, crack or wear over time."

The universal grips for most 7/8" and 1" handlebar applications have a comfortable spindle-shaped design with tapered ends and an expanded palm area. The contoured grip bodies are constructed



completely from EPDM rubber rated in the 50-60-durometer range for an ultra-soft cushioned base that dampens vibration and eliminates hand fatigue.

Aluminum collars and end caps "with subdued styling provide a clean look on virtually any type of motorcycle", and the included bar-mounted end caps can be swapped out for bar-end mirrors or weights. Available chrome or satin black, additional OEM-specific fitments are in development for Harley-Davidson, Indian, Victory and a wide range of metric cruisers.

The matching footpegs and shift pegs feature sleek and streamlined aluminum castings wrapped in EPDM rubber, "with steel adapters that offer sturdy and secure foot placement. The detailed 'shark tooth' knurling is more pronounced on the pegs to ensure a greater amount of traction and vibration dampening for riders. Splined adapters allow precise footpeg positioning to let riders dial in their preferred placement."

Available with male-mount adapters for most H-D models, and without adapters for a variety of OEM fitment via model-specific splined adapters (sold separately).

Thresher shift pegs are available in chrome or black in two applications - as a direct replacement for all H-D shift levers, as well as the shift peg on Indian big twins or shift and brake peg locations on Indian Scouts and select Victory models.



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## The smallest combo indicator-rear-brake light unit in the world



Aachen, Germany based lights and accessory specialist Kellermann has added another option to its fast-growing line of high power miniaturized custom lights range - the Atto DF, a three-way combo light that is as small and powerful as they come.

Indeed, the company says that the Atto DF is the smallest street legal motorcycle combination-indicator-rear-brake light of the world – combining indicator function with rear/brake light.

Kellermann CEO Dr. Stefan Wöste says that: "The Atto DF offers unbelievable illuminating power - typical for all Kellermann products. But behind it, is a real hidden masterpiece. The sought after 3in1 function in such a minimalistic casing allows for an ultra a clean custom solution.

"But, of course, street safety always comes first for Kellermann - the DF visually almost disappears on the bike but once it kicks into action it has relentless illuminating power - in indicator, rear or brake light function."

The Atto family of custom lighting solutions is driven



by an optimized light channelling technology, managed through a smart system of lenses and reflectors (Extreme Optical Transparency). The result is "sensational illuminating power and minimal size at the same time."

The complete electronics are in the casing and the unit can be plugged straight in to into the 12 volt net directly, replacing the existing rear indicators and brake light. Kellermann's EXtranz (Extreme Optical Transparency Technology) delivers the full power of the advanced LED technology the company has developed; the 330khz IC operated design includes long life protection guard. Suitable for 12 volt DC operation it comes in a durable high quality metal housing.

**Kellermann** 

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

## GPS/BST Flat Track Carbon Wheels

South African carbon wheel specialist Blackstone Tec (BST) has these lightweight, high strength wheels available for Flat Track racing.

Flat track product specialist GPS Racing of Oakdale, California, has partnered with noted South African carbon wheel manufacturer Blackstone Tek (BST) to manufacture carbon fiber wheels for Flat Track racing. The wheels will be co-branded and are designed specifically for flat track and speedway competition. Currently available in widths from 2.15" to 3.50", "when races can be won or lost by hundredths of a second, you need the world's finest (and fastest) wheels - lighter and stronger than conventional materials, carbon fiber improves handling by reducing rotating mass."

Greg Siekierski, President of GPS says that "weight is reduced without compromising strength by combining woven and

unidirectional carbon material to form a monocoque (single unit) design with hollow spokes. This technique produces a

wheel strong enough to handle the rigors of the track while light enough to make a difference that racers feel.

AMA 'gave the nod' to allow carbon fiber wheels in 2015. "We take the BST wheel and mount it, the bond it to our own in-house precision machined billet GPSR hub.

Before AMA Pro Flat Track decided to allow our wheels in competition, they reviewed stress test data for impact,

torsional, radial, and cornering

loads. The data shows that the wheels exceed the stringent (US) DOT (Department of Transportation) and (Japan) JWJ (Japan light alloy wheel standard) safety standards. The JWJ is the most stringent wheel standard in the world."



**GPS RACING**  
Oakdale, California, USA  
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# HardDrive Exclusives

## Racing Bros - Monotube Air Shocks



Available exclusively from Boise, Idaho based distributor HardDrive, these new Racing Bros monotube air shocks deliver unlimited spring rate adjustments and 24 rebound adjustments without having to decide on 'Standard' or 'Heavy Duty'. "Riders can now have the best of both worlds and get the ultimate ride when cruising solo or loading up for a trip." With an air pump included for adjustments they are available for FLT, FXD & XL models with heights ranging from 12"-14" (depending on model).



## Aquatic AV - Sirius XM Bluetooth Stereo



Another HardDrive exclusive, this plug-n-play, Bluetooth SiriusXM ready stereo by Aquatic SV is a waterproof stock replacement with built-in 288 W amplifier. A compartment behind the faceplate allows storage and charging of your device via USB, while in use. The stock hand controls can be used, or the rotary knob on the removable face plate. A dummy faceplate/dust cover is included.

## Sawicki Speed Shop - M-8 Softail 2:1 Exhaust

This U.S. made stainless-steel Sawicki 2:1 performance exhaust has a "deadly look with a killer



sound." The mandrel bent, aircraft quality stainless steel tubing has hand formed merge collectors, hand TIG welded stepped headers and a sleek upswept muffler for enhanced ground clearance. Available in a brushed stainless finish or black ceramic coated with a black billet end cap.

## Torch Industries - Bagger Bars



Manufactured in-house at its Phoenix, Arizona facility these 1.5" steel tube bars are precision cut and hand deburred at every corner to assure a smooth travel path for internal wiring; a CNC machined step down at the grips gives a seamless flow from the bar to the controls - the two parts are then fully TIG welded together. HardDrive says that a key feature of the Torch Industries' design is the CNC machined base that has a heavy, straight knurling to provide the most grip possible. Available in multiple styles in chrome or gloss black for the FLHT and FLTR models.

## Pathfinder - 7" LED Partial Halo



Using "better optics and LED chips to power the light," Pathfinder says its LED partial halo produces a "close to H.I.D like performance." The projector design is said to intensify and project the light source further and wider down the road at night, while the illuminating HALO lets the rider be seen during the day. Assembly is a direct bolt in to all 7" headlights (adapter ring or harness may be required based on model/year). Made of die-cast aluminum with an impact resistant polycarbonate lens with a color temp of 6000K.

## Flo Moto - Adjustable Shift and Brake Arms



"With the Flo Moto and BMX style foot pegs taking the Harley market by storm, Flo Motorsports has raised the bar with its adjustable shift and brake arms for FXD, FXR and XL models." Machined from 7075 T6 aluminum for extreme durability, high strength and light weight, "they give the rider a three-position adjustment for optimal reach of the peg." Arms come with a Flo Moto toe peg, in a classic black finish.

## Dragonfly Cycle Concepts - Detachable Fairing



This new '2014 Style' detachable fairing from Anaheim, California based Dragonfly "gives any year Harley-Davidson Free Wheeler or Road King the look of a 2014 and newer Street Glide." Made from injection-molded LPRTM composite parts, it has stainless steel mounting brackets formed and bolted inside the fairing from top to bottom, providing "unmatched strength with no vibration." The detachable fairing ships fully assembled with inner/outer shell in black gel-coat finish (this fairing is designed to be painted) and a 6" tinted windshield. Assembly includes stainless steel brackets, 12 V accessory port, two speaker grills and mounting hardware. The fairing will accept 6" x 9" speakers and single DIN stereo (separately available).



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# Vanson 'Baja' warm climate with CE protectors



The air-cooled Vanson 'Baja' is a belted hip length fully ventilated warm climate/summer riding jacket in wax cotton.

It is available with Vanson's current generation of patented race track derived Grand Prix Floating Armor System (F.A.S.) hard armor.

Assembled at Vanson, the armor pieces are made of a hard thermoplastic disc sewn to closed-cell impact-absorbent polyethylene foam, laminated to Velcro pile on both sides for strength and rigidity. The edges are encapsulated in their 3.5 ounce leather for added protection from the edges of the plastic shell.

The F.A.S. - shared with the current generation of Soft Armor - prevents the forces of landing and sliding causing the jacket to pull away from the rider in an accident; the F.A.S. feature allows the armor to stay in position.

The CE approved armor for the elbows and



shoulders is pre-installed with the back pad (a row of hard thermoplastic scales fastened with medical rivets to the same foam backing) installed as standard equipment.

The leather covering on the belt buckle protects the gas tank. It has a leather lined collar, quilted shoulders and elbows, brass zippers with black snap caps, two interior zip-close secure wallet pockets, a ventilated mesh lining, a zip-close exterior chest pocket, ergonomic two-way lower front pockets (top loading and side entry), inner wind flap and full front length outer storm flap.

Available black and tan it is a

low maintenance, 'hose-off' clean jacket that is individually hand made in-house at Vanson's New England workshop.

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# VStreams for Indian Chieftain and Roadmaster



Maywood, Illinois based manufacturer National Cycle has new VStream windshield upgrade designs available for riders of the top-of-the-line '14-'18 Indian Chieftain and Indian Roadmaster.

Made in three different heights, riders and passengers will immediately notice the difference that these fully tested VStream Windscreens make for these models. VStream gets its name from its unique patented shape. The advanced "V" profile and dimensional contours push the wind vortex out and away from the rider's helmet, resulting in a quieter and less turbulent riding environment.

Made from tough, high quality 4.5 mm Quantum hardcoated polycarbonate using National Cycles' state-of-the-art manufacturing techniques, the company says that they "provide outstanding clarity, impact strength and scratch resistance - unmatched

by any windscreen maker worldwide. Quantum hardcoated polycarbonate is the material of choice for serious motorcycle riders.

"It is 10 times more abrasion resistant than FMR hardcoated polycarbonate, and 30 times more than windscreens made from commonly used acrylic or "aircraft plastic". We back that up - all our polycarbonate windscreens are protected by a 3-year warranty against breakage."

Available in a low with dark tint, standard height with a light tint and tall in clear.

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# Grand National 2:2 for 2018 Fat Bob



**S&S CYCLE INC.**  
Viola, Wisconsin, USA  
Tel: 608 627 1497  
sscust@sscycycle.com  
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The new products blitz from S&S Cycle continues with this Grand National 2-into-2 for the 2018 M-8 Softail Fat Bob.

Said to be inspired by its "total domination" with the Indian FTR750 in the American Flat Track Twins series, the company says it has "taken performance exhausts to the next level," combining a two into two format with a hidden crossover.

S&S VP Marketing David Zemla says that "the new Grand National system is designed for pure, relentless performance. Clean bends, stainless header tubing and full shielding create an exhaust that makes real power without the punishment of melted boots and uneven torque delivery that most other short tract systems deliver."

S&S also includes wide band O2 sensor ports as well as removable secondary baffles that allow for sound and backpressure tuning. Available in chrome or black ceramic, the Grand National 2:2 "looks to be a game changer for latest from the Motor Company." Also seen here, S&S's new Quickee pushrod tube kits "are a fundamental part of any v-twin cam install and have saved thousands of hours of service time since they launched years ago.

"Cut the stock pushrods, install the Quickee pushrods and adjust to length, no need to pull off the top end of the motor." Their latest version includes gloss black powder coated tubes "designed to complete the blacked out look of a well-appointed motor while still adding subtle contrast against the matte finish of the cylinders."

Available for '99-'17 Big Twins as well as '17-'18 M-8 applications, as complete kits with Quickee pushrods or just blacked out covers.



# Ball Bearing Lock-Up Clutch Conversion Kit



This ball bearing lock-up clutch from Californian manufacturer Belt Drives Ltd (BDL) is standard equipment with all of BDL's SS series primary drives. The conversion kit will convert existing clutches to a

ball-bearing lock-up design – applying extra pressure to the clutch plates for positive engagement with no clutch slippage and no increase in lever pull effort.

The complete kits include all the necessary components for a and successful complete retrofit.



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# iRide Air Assist Shocks with "Intelligent Ride Control"

ThunderMax, the award winning Whitehouse, Tennessee based manufacturer of the ThunderMax ECM, has launched an entirely new product for the Harley-Davidson performance market.

Their all new iRIDE Intelligent Ride Control system is said to be "the most advanced air assisted suspension on the market for '14-up Touring models."

It features patent pending automatic load levelling technology, that "means no more removing the saddle bag for manual adjustments to the suspension for riding one-up, two-up, or with luggage."



"The iRIDE system uses a touchscreen display and gauge interface allowing full control of the motorcycle's ride height based on vehicle speed, including stopped, city, and highway modes. Combined with superior suspension cushion and dampening control, the iRIDE system was developed to provide the absolute best ride imaginable." Additional features include fully adjustable "stopped" seat height level for "no more tip-toe stops at the lights"; automatic raising and lowering based on speed for improved suspension performance, elimination of the need for removing saddle bags to adjust suspension and spring preload and high quality coil-over shock and air spring cylinder for improved ride quality."



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# ODI VANS/"Cult" V-Twin Grip Set

Designed by Cult, these VANS/Cult V-twin grips feature the classic VANS waffle sole pattern built into a medium diameter grip that is said to provide extra vibration dampening.

Each pair of grips are constructed in-house at ODI Grips at Riverside, California, using "proprietary grip compounds for a consistent feel that provides exceptional control in all conditions."

They are designed in five colors - black, classic orange, brown and ox blood (dark



red), with a limited edition gum rubber also available. They are 125 mm in length, for 1" and 7/8" handlebar fitments. The grips are available through Drag Specialties and HardDrive.

**ODI GRIPS**  
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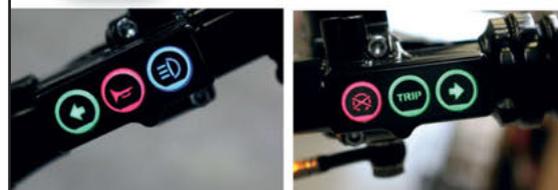
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# Choice of 4.5" Twin Cam HP-Plus Slip-Ons



Pine Island, Minnesota based Khrome Werks has added these 4.5" HP-Plus slip-on mufflers with black billet tips for '96-'16 Touring models.

The 16 gauge steel muffler body has a new absorptive baffle covered with stainless steel mat and high temperature fiberglass developed specifically for these models. Sales manager Chris Reid says that they deliver improved torque and horsepower "right from the hit of the throttle - and it sustains right through low revs in to the mid-range with our industry leading

signature sound."

A choice of three optional inserts gives a tuneable performance and sound; "the quiet insert complies with the SAE J2825 sound test with no appreciable loss of performance."

Available in highly polished chrome or proprietary black and choice of 'Klassic', 'Turbine' or 'Tracer' billet tips or as a 4.5" slash cut slip-on muffler.

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# Ultima Mild Cam 100" Replacement Engines with Two Year Warranty

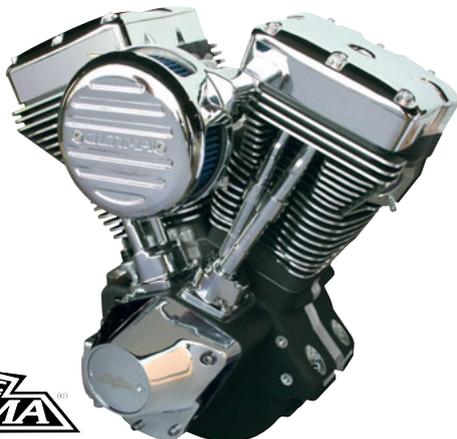
Last month we reported that Ultima Motorcycle Products is now offering all its 113" and 127" Competition Series engines for EFI - the same specifications as the normally aspirated Competition Series engines, but now with the capability to use Delphi style EFI set-ups.

The Pevely, Missouri based manufacturer is now announcing that its 100 C.I. displacement Competition Series engines have some special updates and an extended warranty "to make them of special value to builders and those replacing stock engines."

The company says that its Competition Series 100" motors are ideal for those who need a new engine but are not in search of a "monster".

Described as a great replacement for a tired stock motor, but one that "still has great performance, we went with a milder cam and lowered the compression. They start very easily, making for less wear on the starter and battery; plus, the milder cam makes for an extremely quiet motor."

The company says that the heads are machined to 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. Available in Ultima's Blackout finish, regular black finish, polished and natural, though not EPA compliant they come with a 2-year warranty.



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## ACCEL S/S Wire Sets



Holley/MSD has announced the release of ACCEL Motorcycle S/S spark plug wire sets for Softail Rocker, Rocker C, Breakout, and Blackline motorcycles.

Available in four colors - black, red, blue, and classic ACCEL yellow - they feature extra-thick 8 mm silicone jackets and silicon insulation to eliminate the electrical leakage and RFI interference that can weaken ordinary ignition systems. Described as a perfect fit for ACCEL SuperCoils, they "provide maximum spark energy from the coil to the plugs, fit securely every time, and come in custom-fit sets ready to install with no cutting or splicing required."

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## Stainless 2-into-1 'Upsweep' for M-8 Softail

Vance & Hines says that its new 2-into-1 'Upsweep' exhausts for M-8 Softails are "refined from four decades of on-track competition - they look and act the part."

Hand TIG-welded in high grade (ASTM A269) 304 stainless steel with a brushed "works" finish, the company says they are "engineered to maximize torque and power out of the Milwaukee-Eight powerplant," and feature an oversized 2-into-1 merge collector, megaphone muffler and race inspired heat shield.

They fit forward and mid control models (an adapter for mid control models - Street Bob and Low Rider - is included), excepting for the 2018 Fat Boy, Breakout, Heritage Classic and Sport Glide.

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## Twin Power Adds 34T Comp Eliminator for M-8 Touring Models



Twin Power has announced the addition of a new 34-Tooth Compensator Eliminator Sprocket for M-8 Touring Models to its fast-growing product line. Founded in 1982, Twin Power has been designing and producing (and fully testing) quality parts and accessories for American V-twins ever since.

The Compensator Eliminator Sprocket reduces noise and improves the starting and starter life of the motorcycle. Also, throttle response, acceleration, and shifting are greatly enhanced due to a 4.8 lb. reduction in rotating weight. Made in the USA, it is fully machined from 4140 tool steel, precision heat treated and stressed relieved. Installation is easy and includes necessary hardware and instructions. No other modifications to the machine are required.

"We introduced our Compensator Eliminator for Twin Cams in 2016," says James Simonelli, Twin Power Brand Manager. "It only made sense to apply what we learned to a new part for the M-8 Touring models and they have shown incredible performance potential so far."

Twin Power products are distributed exclusively by Tucker V-twin. To inquire about becoming a Tucker dealer, contact the New Dealer Development Department at 817-258-9255 or [newdealer@tucker.com](mailto:newdealer@tucker.com).

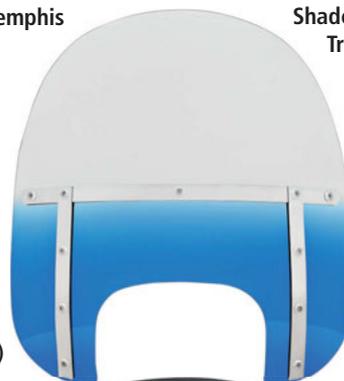
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## Memphis Fats for 2018 Fat Boy

Rosville, Tennessee based Memphis Shades' new 'Memphis Fat' windshield design for the 2018 Fat Boy features a headlight opening designed specifically for the popular new version of one of Harley's bestselling Softails. Available in five heights - 13", 15", 17", 19" and 21" - the windshield straps are polished stainless steel or Night Shades (E-coated black) and two gradient colors - clear, solar, black, nightshades black and dark black smoke (a black tint with 10% visible light transmission). Mount kits must be purchased separately and seen here is Memphis

Shades' Revolutionary 'No-Tool' Trigger-Lock system, designed for use with the company's popular Fats and Slim windshields. The innovative design allows you to quickly and easily remove windshields without the use of any tools. A pair of latches lock the windshield down until the spring loaded "trigger locks" are intentionally disengaged, allowing the rider to remove the windshield. The hardware is fully adjustable to achieve just the right windshield angle. The model-specific, custom-fit, easy install kits are available polished or black, E-coated in a combination of CNC-machined aluminum plates, stainless steel bolts and aluminum anchors, or black E-coated plates, bolts and anchors.



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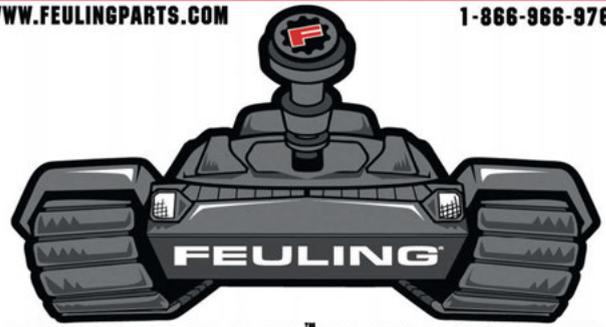
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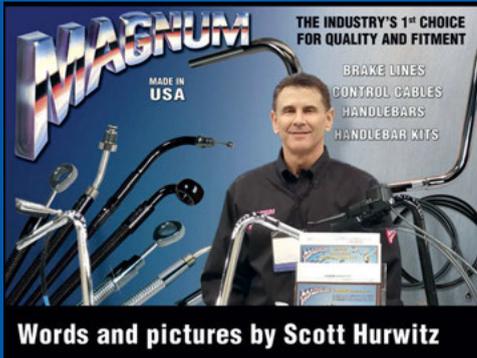
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# DOT BRAKE HOSE AND BRAKE LINE ASSEMBLY TESTING

## Part 2 - The Torture Tests

Scott Hurwitz, founder and CEO of Pittsford, New York based Magnum Shielding, continues his two-part series examining the very particular challenges of the motorcycle brake hose business.

**A**s mentioned in the last article, **Motorcycle Brake Lines Part 1**, published in the June edition of AMD Magazine, brake hoses and brake line assemblies are among the most regulated components on a motor vehicle and all manufacturers of brake line assemblies for highway use must be registered with the Department of Transportation (DOT).

In addition, these brake hoses, fittings and assemblies must conform to FMVSS-106 and SAE J1401 standards, both of which outline grueling and demanding tests, which are designed to exceed what a vehicle will actually experience in the real world. This intentional overcompensation is necessary to protect us considering real life variables in manufacturing, installations and usage.

This standard ensures that brake hoses stay flexible in a wide range of temperatures while having a predictable expansion rate, so that the pedal feel and ABS response is the same in winter as it is in the summer. It also requires that the hoses are able to bend and twist at certain angles without fatiguing, collapsing, kinking or bursting and that the critical crimp joint, where the hose is permanently connected to the end fitting, is robust enough to withstand all mechanical, chemical and temperature influences.

Let's now talk about the testing itself. It is no surprise that the sophistication of the testing equipment usually requires that manufacturers send brake hose assemblies out to third party testing labs for DOT validation, along with formal supporting documentation. This can be very costly - in excess of \$20,000 each time a complete validation is conducted.

As a Tier-1 Supplier to Harley-Davidson P&A, Magnum Shielding takes rider safety very seriously and has placed this at the top of its priorities. Our brake line manufacturing expertise, process and quality controls ensure brake line compliance with all DOT requirements, i.e. NHTSA's FMVSS-106 Compliance Standards.

To support this initiative, Magnum Shielding has duplicated the majority of the equipment needed to conduct the tests described below at their Upstate New York facility in accordance with the TP-106-10, U.S. Department of Transportation National Highway Traffic Safety Administration Laboratory Test Procedures for FMVSS-106 Brake Hoses. Per Magnum's Quality Management System, all brake hoses and assemblies are tested on an ongoing basis to guarantee both compliance and consistent product quality.

Reviewing the entire standard can be quite time-consuming, so it has been distilled down for the sake of this article - let's get started.

## FMVSS-106 Standard Tests

### Labeling

Depending on whether the hose assembly is OEM or NON-OEM (aftermarket), there is more than one alternative for labeling compliance. The Standard requires a visual inspection of the hose and/or fittings for proper labeling requirements as previously discussed in Part 1.

### Constriction

This is a "go" or "no go" test where a drop ball, such as a metal ball bearing, is inserted in the upper end of a vertically held hose assembly and expected to drop down by gravity through the hose and out of the other end fitting. For 1/8" I.D. brake hose, the size of this sphere is .079". This is an important test to ensure that the end fittings are not over-crimped and that there are no other possible blockages in the assembly that might be created as a result of the manufacturer's assembly process.

### Volumetric Expansion

This is a test of the true strength of the brake hose's construction. The lower the brake hose's volumetric expansion, the better the braking response (and feel) will be. On very long OE routing applications, sections of the assembly have metal tubing incorporated to reduce this expansion. This is one of the reasons braided brake lines are preferred over rubber hoses, whether they be braided with stainless steel or better yet, high tensile aramid fiber, which is sometimes referred to by DuPont's trademarked name, Kevlar.

In both scenarios, the hose's expansion rate is directly related to the tensile and elongation characteristics of the braided materials used, along with the specific construction of the braid. Braid construction is also controlled by the gauge and number of wires or strands used, along with the tightness of the weave. The Standard states that the maximum expansion of a low expansion

### Volumetric Expansion

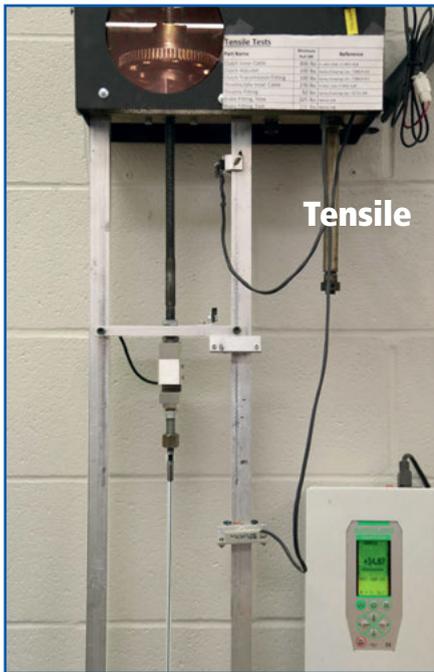


(LE) hydraulic brake hose assembly shall not exceed the values specified in its referenced "LE" table at three particular pressures, 1,000 psig, 1,500 psig and 2,900 psig.

The fixture which tests for this requirement pressurizes an isolated brake hose that has an upper valve connected to a graduated glass cylinder. Prior to the hose being pressurized, the level in the graduated cylinder is set to zero. After pressurizing the hose, the valve is opened and the fluid level is allowed to rise into the cylinder, which then measures the amount the hose expanded at that pressure level. Testing for hose expansion rates can be especially important given the combination of today's sensitive computerized ABS controller modules with aftermarket extended length brake lines required for tall "Ape hanger" handlebars. If the brake line construction exhibits high expansion levels, the readings may be outside the controller's functional range to actuate the ABS as originally intended and programmed.

### Tensile Strength

This test consists of subjecting the hose assembly to a gradually increasing tensile load at two

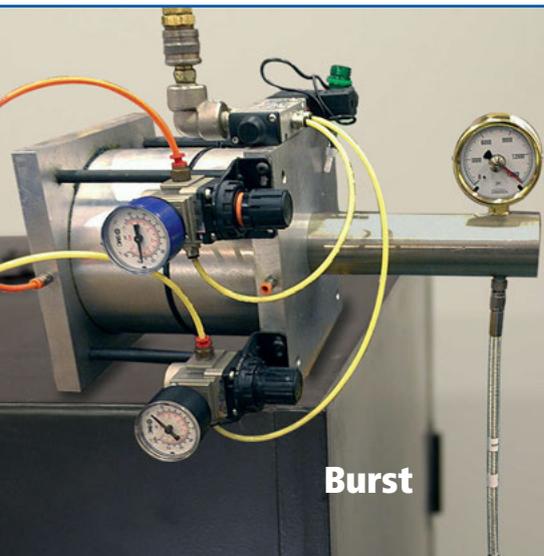


Tensile

different pull rates until failure occurs. This test literally stretches a brake hose assembly until it either pulls off one of the crimped end fittings, or the hose itself fails by tearing or fraying, whichever occurs first.

The hydraulic brake hose assembly must withstand a pull of 325 lbs during a slow pull test and 370 lbs during a fast pull test, without separation from its end fittings. Designing the crimp joint to meet this specification must not compromise the constriction test due to over-crimping the fittings to increase pull-off.

## Burst Strength



Burst

This is a fun and sometimes loud test. The hydraulic brake hose assembly must withstand water pressure of 4,000 psi for two minutes without rupture. Popular motorcycle brake hoses that have an I.D. of 1/8" must be tested to 7,000 psi. Hoses need not be burst to pass this test, but it may be noted that some 1/8" hoses with high tensile stainless steel or aramid fiber constructions may exceed 25,000 psi before rupturing, and when they do, they do it with a bang!

## Whip Test

This is one of the most difficult of all the tests to pass due to the enormous stresses that the hose is subjected to. This is especially true for stainless steel braided lines which experience metal fatigue when being bent continuously on a flexing machine at 800 rpm for a grueling 35 hours. For an onlooker, the brake hose looks like an airplane prop, a mere blur, and failures usually occur on the hose at or near the stationary end fitting. The assembly's hose couplings are mounted on the machine with a very specific amount of slack added to the line, depending on the length of the test sample. Each end is then locked down with no ability to spin, which would otherwise reduce the stresses on the assembly. The brake hose assembly is then pressurized with water and monitored via pressure sensors. During the duration of this test, if there is any detection of a drop in pressure from the fittings or hose, it is deemed a failure. This test ensures that the fittings and hose are designed and manufactured robustly enough to perform on the vehicle over the long term without mechanical failures from vibration, movement or flexing.

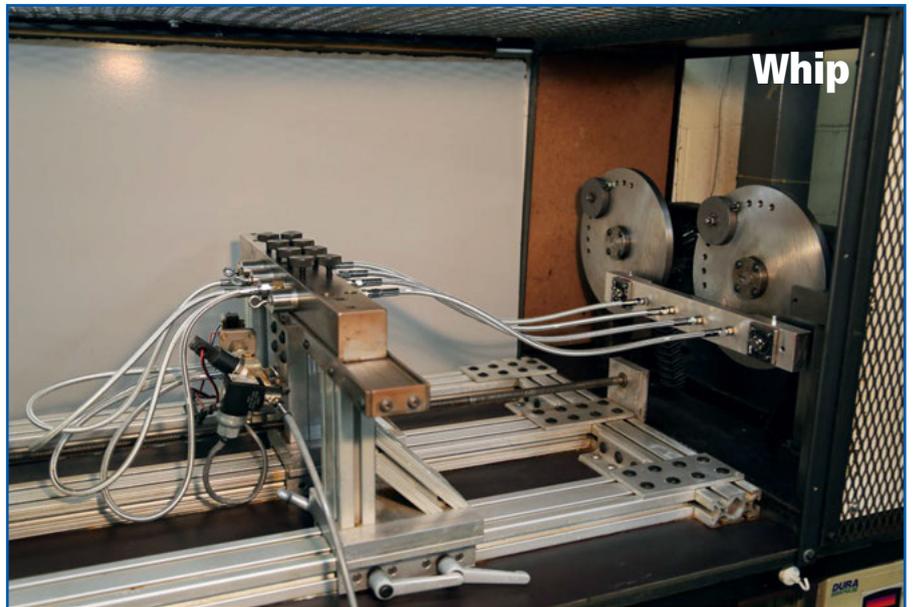
## Water Absorption Tests

Because brake hose assemblies are constantly being subjected to rain, splashing water, and steam from hot exhaust tubes, this test's recipe calls for three hose assemblies to be completely immersed in distilled water at 185° F for 70 hours.

Within 30 minutes after removal from the water, they must be subjected to, and pass, the previous three tests again - Tensile, Burst and Whip. Due to the possibility of the hose materials being mildly hydrophilic, water may be absorbed and its physical properties may be altered. This may lead to the assembly experiencing more difficulty passing these three tests.

## High Temperature Impulse Test

This is a rather intense test designed to ensure the durability of the brake hose assembly by simultaneously subjecting it to heat and pressure cycling. For approximately 5 hours, an assembly



Whip

The Whip Test is one of the most difficult of all the tests to pass due to the enormous stresses that the hose is subjected to





**High Temperature Impulse**

### End Fitting Corrosion Test

Most of us are familiar with this 24 hr salt spray test, which is designed to encourage rust and corrosion to form in a very short period of time. Its purpose is to validate that the materials and plating used on the end fittings will be protective enough to endure in corrosive and harsh environments.

A hose assembly is suspended in the chamber and subjected to a 5% salt solution made with distilled water. The temperature of the chamber is maintained at 95°F - hot and humid, a perfect environment for rust and corrosion.

After 24 hours, the hose end fittings cannot show any base metal corrosion on the surface except where crimping or the application of labeling information has caused displacement of the protective coating.

### Brake Fluid Compatibility Test

In order to test the hose's chemical resistance, the hose is subjected to a temperature of 248° F for 70 hours while filled with SAE RM-66-05 compatibility fluid. After this, the hose is subjected to a 5,000 psi burst test.

### Ozone Resistance

There are two components to this test. One is static and the other dynamic. For the static test, a brake hose assembly is exposed to ozone for 70 hours at 104° F - any cracks seen under 7X magnification are grounds for failure. For the dynamic test, the hose is cycle-flexed on a movable pin for 48 hours, after which it is also examined for cracks.

### Low Temperature Resistance

A brake hose is chilled to a temperature below -49° F for 70 hours. It is then bent around a mandrel and inspected for any cracking. It cannot have any cracks as seen without magnification.

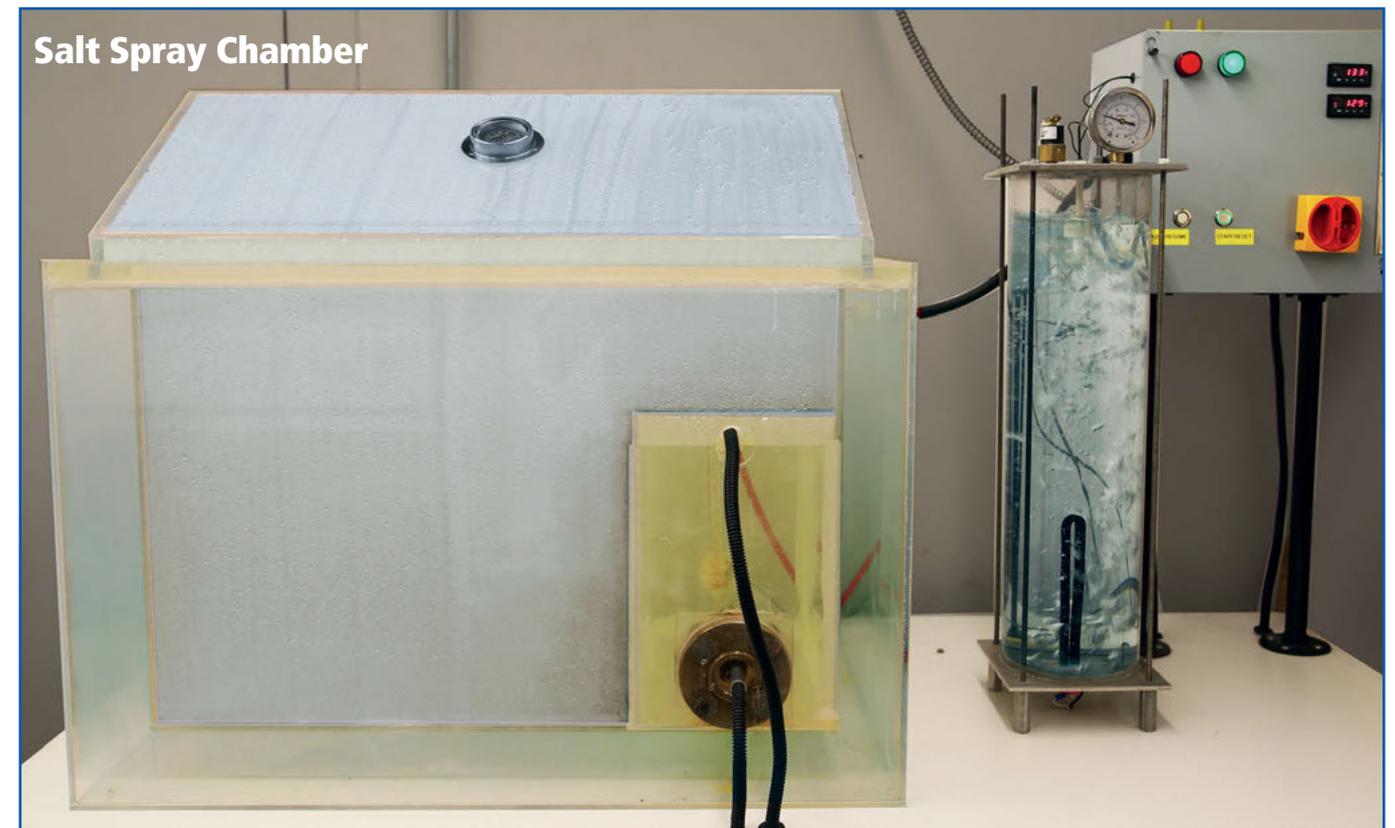
**Well, there you have it, a general description of "The Torture Tests," which must be conducted in a very specific sequence. Any brake hose assembly manufacturer who can confidently and proudly state that they are in compliance with all the FMVSS-106 Standards has indeed earned the right to advertise their DOT compliance and compete fiercely in the marketplace.**

**For Magnum Shielding, DOT compliance drives our quality standards and further reinforces our dedication to, and passion for, total customer satisfaction and safe riding. Our team strives to be the best at what we do and is committed to providing the industry with the highest quality innovative products that dealers have come to know and expect.**



filled with brake fluid is held in a convection oven at 295° F while being pressurized to 1,600 psi. A pressure cycling machine repeatedly increases the pressure in the hose from zero to 1600 psi within 2 seconds, holds it for 1 minute, and then quickly decreases the pressure back down to zero psi, also within 2 seconds. This full cycle is repeated 150 times! At the completion of this, the line is removed from the oven and allowed to cool for 45 minutes, after which it must pass a 5,000 psi burst test.

When designing a brake hose, the selection of materials must be such that their physical properties are not compromised by high temperatures. For example, if there is a durometer change, which would lead to softening in the presence of heat, the crimp joint may be compromised leading to failure of this test.



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**NEWS BRIEFS**

Cleveland, Ohio based exhaust manufacturer SuperTrapp has acquired PMAS, a manufacturer of high performance air intake systems for the automotive market. PMAS intakes fit most horsepower producing cold air intakes on the market today, with tune and no tune required options and what are said to be "the most accurately calibrated MAF sensors" available.

**Yamaha and Honda have both confirmed their involvement in AIMExpo (Las Vegas, October 11-14), both in terms of show floor exhibit space and outdoor test rides, plus the wider Powersports Week experience that is happening in Las Vegas.**

Three brand new 2019 Harley Limited Custom Paint Sets allow "riders to express their personality and stand out from the crowd with their bikes" - the La Jolla Limited (2018 and later Breakouts), Grandstand Limited (2014 and up Road King and Street Glide, 2015 and up Road Glides) and Tagged Limited (2018 and up Fat Bob and Street Bobs) "represent what Harley-Davidson has strived to do since 1903: inspire people to find their own freedom." Only 150 sets will be offered worldwide.

**The New York Federal Reserve reported domestic U.S. household debt rising to an eye-watering \$13.29 trillion in Q2 2018 – up by an astonishing \$454 billion from the year ago quarter for a 16th consecutive quarter of increases and another all-time record; substantially ahead of the debt levels that triggered the 2018 financial collapse.**

# MY2019 - "Bold Motorcycle Performance and Ride Enhancing Technology"

The new 114" M-8 FXDR headlines Harley's MY2019 announcement with what is being touted as a "Power Cruiser".

"The all-out performance of the FXDR sets the pace for Harley-Davidson's new 2019 motorcycles, accessories and gear that deliver fresh style, thrilling performance and advanced technology," says the company's news release.

"Less than a month after announcing plans for future product in new-to-the-brand categories and a commitment to advance its heavyweight Touring and Cruiser models, the Motor Company introduces a suite of new products that will continue to inspire people around the world to experience the exhilaration of riding a Harley-Davidson motorcycle."

In addition to the FXDR, that "suite" revolves around a new Boom! Box GTS infotainment system for select Touring and Trike models; an all-new electronic Reflex Linked Brake system for the Tri-Glide Ultra and Freewheeler that incorporates ABS, Traction Control System (TCS), Drag-Torque Slip Control System (DSCS) and a linked front and rear braking system; a new premium Touring suspension technology for the trikes that includes pre-load adjustment and selected extensions to standard availability of the 114" M-8.

Three CVOs offer "advanced technology, exclusive components," the new Boom Box GTS and the top of the line 117" M-8.

Beyond that it is the "performance, style and technology from Harley-Davidson Genuine Motor Accessories" that is pimped, including the 7"

'Daymaker' adaptive LED headlamp with patented sensors and electronics to determine lean angle; a new 'Dominion' Collection, "individual accessory components for almost unlimited custom options" (in gloss black anodized and bronze powder coated base colors); EPA compliant "performance-enhancing" Screamin' Eagle stage upgrades that "are engineered to generate specific torque and horsepower gains"; a new 4.5-inch Screamin' Eagle muffler for the Sport Glide and a new timer cover and inserts for the M-8.

The new FXDR is genuinely interesting, not least as another iteration of what can be achieved with the M-8 Softail platform, even within the constraints of factory design and production engineering thanks to its versatile monoshock chassis geometry.

The "liberal use of weight-saving aluminum and composite components," including a new aluminum swingarm, aluminum subframe, lightweight wheels and



composite fenders to "amplify every aspect of its agile handling and performance," is to be welcomed.

The aim, clearly, is to appeal to those for whom streetfighter styling, handling and performance remains exotic, and to give a nod to where mono shock designs such as the FXR and Dyna might have gone.

Whether it will convincingly fill the so-called "American Muscle Bike" void that Harley and Indian both missed with the V-Rod and Victory respectively remains to be seen. That said, the jury is still out on whether or not that is a design and handling niche that really exists among riders in the United States, but the FXDR should sell well in Europe – just as the Sport Glide has.



Check out the lean angle! Seen here in white (because no motorcycle should ever be brown!), the chassis, lightweight components and exhaust have been designed and clearanced to emphasize the "Power Cruiser" intent of Harley's new FXDR - a 114" M-8 Softail

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