



AMERICAN MOTORCYCLE DEALER

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

AMD World Championship Sets Records, Russian Builder Scoops the Win for First Time

The 13th AMD World Championship of Custom Bike Building, staged at INTERMOT Customized, Cologne, October 3-7, is widely being hailed as a success, with the standards and numbers of bikes entered reaching standards and numbers not seen since the event moved to Europe, or before.

At 85 individual builders, the number of competitors is a new record, as anticipated, but so too is the number of countries - they came from 30 different countries, including some (Indonesia, Malaysia and India) for the first time as the global passion for custom motorcycles continues to spread around the world.

At 98 the number of bikes was also a record since the two bikes per competitor maximum was introduced 12 years ago, and although estimates are always tricky, at around 150,000 visitors, the 'AMD' and INTERMOT Customized again confirmed its status as the largest international custom show and custom motorcycle industry expo ever seen.

The overall attendance at INTERMOT was a record, equalling 220,000 visitors

from nearly 100 countries, with over 1,000 vendors listed, more than 200 of them in Hall 10, where the 'AMD' is staged - at over 240,000 sqft INTERMOT Customized occupies the largest net floor area hall used for the Expo. The win was taken by a builder from Eastern Europe for the first time - rising star Dmitry Golubchikov, Zillers Garage,

drag style one-off special. Omar reached the 'AMD' finals by winning MotoNation, the Malaysian affiliate custom bike show in 2017.

Third place went to Hungary (Marusius - Károly Orkonyi with 'Speedster King', a swoopy, futuristic rigid with a handmade 1700 cc engine - with cylinders and heads from a 1980s East German Robur LO 3001 truck!

The largest national contingent of competitors were the 18 builders from Italy who entered 21 bikes in total - over a fifth of all the bikes entered - with eight of the Italian builders taking a trophy home for scooping a podium place in one or other of the classes.

Two American builders, who won through to the event courtesy of AIMExpo, waved the flag for the United States, both in the Avon Freestyle class, with Tim Dixon of Gas Axe Chop Shop (Ten Mile, Tennessee) just outside the Top 20 with 'Pennie Lane' and Jordan Dickinson of Union Speed & Style (Monticello, Minnesota) voted 8th with 'SourKraut'.

See full results and pictures, starting page 27.



Russia, becoming the Avon World Champion with 'Insomnia', a compressor equipped Yamaha SR 400 in a handmade frame with torsion bar suspension front and rear. This was one of two bikes Dmitry had in the competition, additionally scooping second place in the Cafe Racer class. Malaysian builder Omar Jumiran (Eastern Bobber Custom Worx) was second with 'BoneX', an exquisite, handbuilt, race-inspired AJS 350 engined

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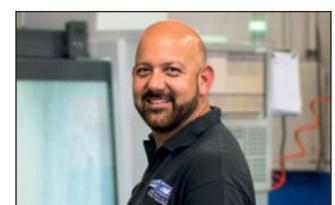


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2018 Avon Freestyle winners, from left: Omar Jumiran, Malaysia, 2nd; Dmitry Golubchikov, Russia, Avon World Champion; Károly Orkonyi, Hungary, 3rd

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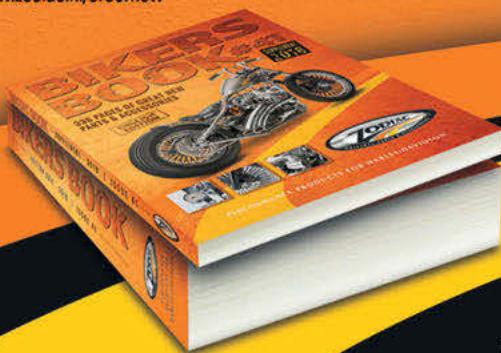
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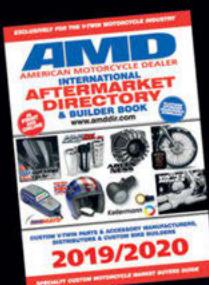
All is good in the Parallel Universe - Robin Bradley contrasts the 'AMD' with the custom bike show orthodoxy - where styling and craftsmanship, trends and talent are static rather than paving the way for design and engineering development

4

AMD WORLD CHAMPIONSHIP OF CUSTOM BIKE BUILDING 2018



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All is Good in our Parallel Universe

To Enter INTERMOT Customized (Hall 10) at the Cologne Exhibition Center Was Indeed Like Entering a Parallel Universe.

The AMD World Championship of Custom Bike Building is a Design and Engineering showcase where all the builders enter a kind of serene zone of pure pleasure. One where the hard work, challenges and compromises quickly become a distant memory and the uniquely collegiate 'vibe' that has always been the hallmark reminds us why we love what we do, why we love the motorcycle industry and why we love the people in it.

The bonding experience of the 'AMD' that first-timers encounter is quite unlike anything else they will ever have experienced. More akin to Frat House than bike show, there is an immediate connection between a brotherhood of fellow travellers, friends old and new, and a genuine celebration of the 'art of the possible'.

Better judges than I tell me that the standards of design, engineering and craftsmanship were at least as high as has ever been seen before, that the organization was smooth and user-friendly, and that the presentation of the bikes was superb.

For the latter we tip our hats to the management and staff of the Cologne Exhibition Center (Koelnmesse) and the owner of INTERMOT, the IVM, the motorcycle industry trade association in Germany.

Their (considerable) backing for the INTERMOT Customized concept and the investment they are making into the future of the custom motorcycle industry has, in just its second event, delivered on a vision I had been chasing for nearly two decades.

One which sees the competitors themselves being treated as honored VIP guests in recognition of the huge investment of time, money, effort and creativity that each of them is making. Their investments made the 240,000 plus sq ft of Hall 10 feel like a village of around 150,000 like-minded souls.

Although the attitudes to the ownership and riding experience may have changed in recent years, although the platforms being ridden and personalized have evolved, although the beards may look different, there is more in common between successive generations of riders and of custom enthusiasts than divides them.

At a time when the motorcycle industry worries about its future, worries about the generations whose world view is almost exclusively framed through the lens of their screens, it is customization that is the bridge between those generations.

The desire to state credentials of personal expression in a peer group context is far from new. It is not so different to the mindset that characterized the Boomers and is absolutely the fundamental unique selling point of riding in general, and the custom market specifically.

Scramblers, trackers and Cafe Racers may, currently, temporarily, be the flavor du jour of the so-called alt.moto scene, but just as the salvage yard choppers that were the build of choice when Boomers were long on enthusiasm but short on money, the cost-conscious and, currently, design-cautious and conservative entrants of now will spread their wings. They will have to.

Currently we are seeing much focus on what are, essentially, transitional rides and builds, but as the waist lines and wallet books fatten, so too will the engines, frames and budgets.

It was the 'AMD' Parallel Universe that provided the showcase and level playing field platform for retro, Cafe and tracker style builds to emerge and take their place alongside the choppers. It remains one where design and engineering simplicity rubs shoulders with complexity, where expensive and inexpensive coexist, one where craftsmanship and innovation combine to produce a heady, intoxicating brew that embraces the future as well as honoring the past.

The 'AMD' Parallel Universe is not the mono culture that characterizes the present 'new gen' scene, but an omni-culture where everything is possible, and nothing is impossible. A multiverse where nobody needs permission from a prevailing trend or orthodoxy or needs to fall within the boundaries of any current oeuvre to gain approval. One where permission to succeed and fail live in perfect harmony. Where all efforts are equal.

The 'AMD' Parallel Universe is one that allows builders themselves the freedom to lay down the elements and building blocks needed for new talent to emerge and express itself in new ways, for new ideas and trends to have permission to blink into hopeful existence.

When the 'AMD' started in 2004 it was won (in two consecutive years) by board tracker style retro builds, the like of which had never been seen before at that time. Since 2011 the platforms used to win the 'AMD' have been a 93" S&S Shovelhead style air-cooled V-twin, a 987 cc Sportster Iron, a 1971 Moto Guzzi Nuovo Falcone 500, a 1650 cc BMW, and, two years ago, a 1973 Harley Shovelhead Sportster engine.

This year saw the Championship won by a Russian in his 20s who based his ideas on a Yamaha SR 400. Second was based on a 1961 AJS 350 (Malaysia); third was a handbuilt 1700 cc engine with cylinders and

'customization is the bridge between generations'

heads from a 1980s Eastern European truck engine (Hungary); fourth was a handbuilt 2714 cc 1908 J.A.P. land speed record, Brooklands racing replica engine (Czech Republic), and fifth was a MZ ETZ 250 (Ireland). Eclectic doesn't even begin to cover it!

Elsewhere among the Top 30 Avon Freestyle bikes were three more Ironhead Sportsters, a Yamaha XJR 1300, a Buell XB12, a 1000 cc Harley engine from 1917, a Twin Cam, a RevTech, a Honda V4, an 1100 cc Moto Guzzi, a CZ, a BSA, at least one Knucklehead, at least two different era Indian engines, and at least five Panheads - from some 13 other countries. International doesn't even begin to cover it, either!

From Cafe to drag style, from superbikes to streetfighters, from trackers to retro, choppers to fat rear ends and replicas to racers, the 'AMD' is about inclusivity, not exclusivity. It is not one single Parallel Universe, but an infinity of all possible parallel universes in which each generation is able to make its own way, but ultimately arrive at the same destination ... excellence.

Robin Bradley
Co-owner/Editor-in-Chief
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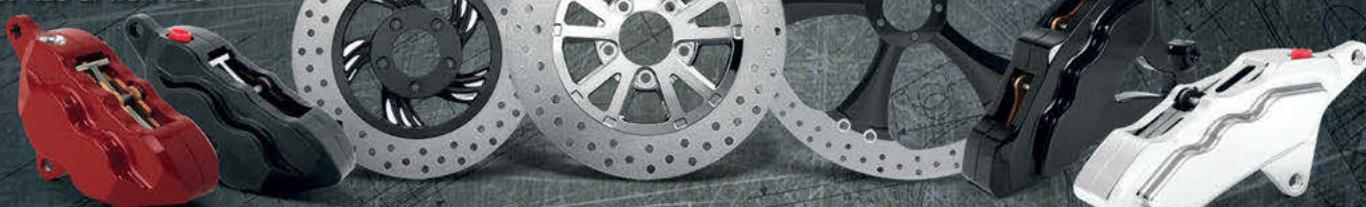
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Hawg Halters Acquires Renegade Wheels Brand

Hawg Halters Inc., of Dahlonega, Georgia, has announced that it has bought Renegade Wheels (Orange, California).

A long-time wholesale and retail business partner and, in effect, Renegade's south eastern United States distributor, HHI has acquired the Renegade Wheels brand, all their wheel designs and related intellectual property, and will now offer the Renegade program to dealers across the U.S., Canada and internationally. HHI President Mark Thompson told AMD Magazine that "this dynamic new association of two strong brands is a critical step in our strategy of expanding the Hawg Halters business model - one of continuing to develop complementary product lines which maximize our distribution programs to the motorcycle industry.

"Renegade Wheels' core philosophy



HHI President Mark Thompson:
"Renegade Wheels is a natural fit as we continue to grow Hawg Halters. The acquisition is a logical extension of our existing business partnership with

of offering premium quality, uniquely styled and well designed and engineered products mirrors HHI's own focus and will be carried forward

HHI RENEGADE
Custom Motorcycle Wheels



"Hawg Halters and Renegade have been long-term collaborators - the Spartan forged billet wheel, with matching true floating rotors additionally available, was a Renegade exclusive design for HHI introduced 18 months ago"

through a continuity of manufacturing

processes in both Southern California and Georgia."

Noted for its front end conversions, builder kits, fenders, triple trees, standard and short neck bolt-on Bagger builder's kits and, above all, its respected brake caliper and rotor programs, Thompson joined Hawg Halters in 1999 and has successfully evolved the business throughout the market cycle that has been seen in the past twenty years, growing steadily and, in no small part, influencing the direction of the custom market as their versatile and innovative solutions offered dealers and their customers new options.

www.renegadewheels.com
www.hawghalters.com

MAG adds to Leadership Team

Interim Motorsports Aftermarket Group (MAG) CEO Mike Buettner has moved quickly to add industry experience to his leadership team with the return to the group of John Potts as Global VP of Business Development and Greg Heichelbech as President of MAG's Accessories Group, which includes the Kuryakyn and Mustang Seats business - the position vacated by Holger Mohr's decision to return to California.

"The addition of John and Greg to our team marks the beginning of our renewed focus on growth," said Buettner. "They know how critical relationships are in this industry and will be instrumental in rebuilding the trust and support of our partners."

Potts joins the company in a newly-created position but is familiar with the business. He worked for Vance &



John Potts, Global VP of Business Development

Hines, a division of MAG, for 15 years before leading sales and marketing for another firm serving the on- and off-road motorcycle aftermarket.

"John is the perfect person to help us drive growth in all of our brands,"

said Buettner. "He'll be developing new partnerships, creating additional revenue streams and building relationships to support our dealers." Heichelbech started his career at Harley-Davidson, where he was a leader in sales, dealer relations and market development. He also served in senior leadership roles at Triumph North America, BRP North America and as President of a division of the REV Group.

"Greg is one of the most experienced leaders in the motorcycle industry," said Buettner. "He has a keen understanding of the motorcycle business and a passion for making customers happy. With our focus on growth, he's exactly the right person to lead our Accessories Group." Heichelbech is a second former Harley hire for MAG - Scott Miller



Greg Heichelbech, President of MAG's Accessories Group

recently joined the MAG board of directors. As Vice President of Styling and Product Development Strategy, Miller was one of the senior Harley executives who was instrumental in bringing the Milwaukee Eight engine Tourers and (subsequently) Softails to market.

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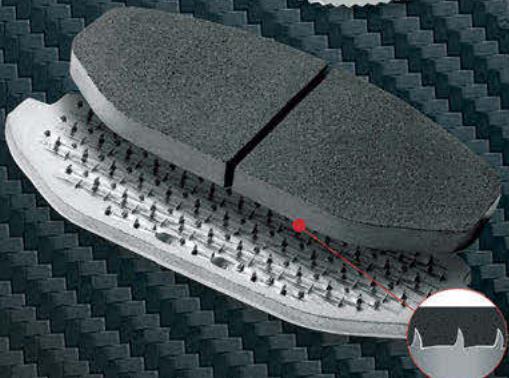


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EICMA 6-11 November 2018: BOOTH S06 - HALL 22

HARLEY IN BRIEF

Harley had a 10.18% market share in Germany through August with 9,405 units sold for a 22.68% improvement in share over the first eight months of 2017. BMW is market leader, followed by Kawasaki, Honda, KTM and Yamaha, but Harley finds itself above the likes of Suzuki, Ducati and Triumph. Its top-seller YTD had been the Street Bob with 739 units sold, making it the 29th most popular motorcycle in Germany; followed by the Fat Bob 114, XL 1200X, Breakout 114 and Sports Glide.

Mid-Ohio H-D, Springfield, Ohio, has been purchased by Jim and Lynn Loomis, who also own dealerships in Napoleon, Plain City and Piqua, Ohio. The name will change to Revved Up H-D. The new owners started their first dealership in Napoleon in 2011. They purchased the Piqua location in 2015 and the Plain City dealership in 2017.

Harley is in fifth place in market share terms in Switzerland for the first eight months of 2018 with 2,277 units sold - ahead of KTM, Triumph, Ducati and Suzuki, among others. Yamaha is market leader, with BMW second, followed by Honda and Kawasaki. Their top sellers are the Breakout and the XL 1200 X Forty Eight.

Harley-Davidson sales revenue and production data... **3rd quarter 2018**

Income statements in \$1,000s (except share)	THREE MONTHS ENDED		NINE MONTHS ENDED	
	2018 Q3	2017 Q3	2018 Q3	2017 Q3
Net sales revenue	\$1,123,945	\$962,136	\$4,013,013	\$3,867,982
Gross profit	\$347,415	\$274,313	\$1,353,273	\$1,322,098
Total operating income	\$149,416	\$94,412	\$709,780	\$782,881
Net income	\$113,855	\$68,209	\$530,956	\$513,445
Diluted earnings per common share	\$ 0.68	\$0.40	\$3.17	\$2.95
NET SALES REVENUE				
H-D Motorcycles	\$821,670	\$639,849	\$3,144,796	\$2,975,650
Parts & Accessories	\$212,406	\$228,993	\$612,495	\$633,532
General Merchandise	\$58,266	\$72,687	\$183,520	\$191,540
Other	\$20,923	\$10,703	\$42,757	\$38,023
MOTORCYCLE SHIPMENT DATA <small>NOTE: H-D MOTORCYCLE SHIPMENT DATA IS NOT THE SAME AS RETAIL REGISTRATIONS</small>				
United States	26,213	19,668	108,057	118,418
Exports	22,426	21,994	77,119	75,882
Total H-D	48,639	41,662	185,176	194,300
PRODUCT MIX				
Touring	22,204	14,674	84,125	80,392
Cruiser	16,049	17,292	61,951	67,693
Sportster/ Street	10,386	9,696	39,100	46,215
Total	48,639	41,662	185,176	194,300
RETAIL SALES OF H-D MOTORCYCLES:				
United States	36,220	41,793	112,019	124,777
Canada	2,453	2,575	8,340	8,763
EMEA Region	10,543	10,078	39,249	37,475
Asia Pacific Region	7,433	7,457	21,480	22,628
Latin America Region	2,577	2,306	7,652	7,003
Total	59,226	64,209	188,740	200,646

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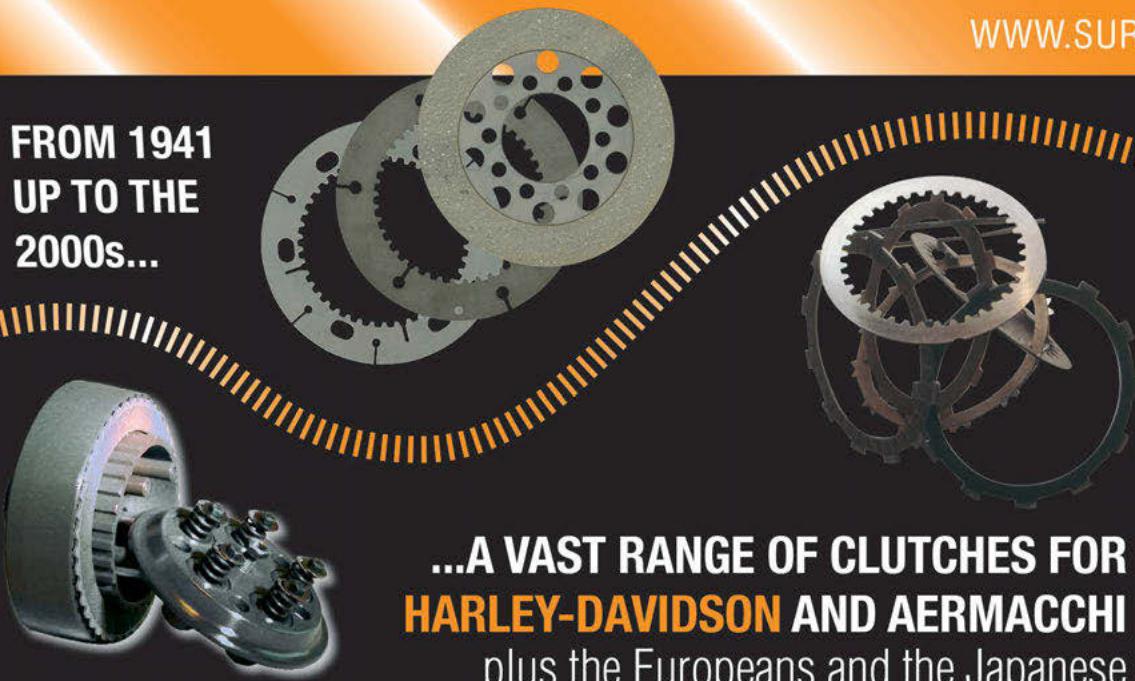
expects to fund strategic opportunities while maintaining its current investment and return profile and capital allocation strategy.

"In the third quarter, we delivered new products and innovations with our model year 2019 motorcycles and engaged our dealers to support bringing the LiveWire electric motorcycle to market in 2019. Our

brand and select products are now also accessible through a Harley-Davidson branded Amazon storefront in the U.S and significant support programs and dealer incentives were implemented to strengthen the dealer

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network - the hub of our customer experience," said Levatich.

As Harley-Davidson continues to build the next generation of riders globally, the company increased its reach and

Q3 domestic
601+ cc
market -9.8%

impact through the third quarter and delivered a wide range of results including 260,000 visitors to 115th anniversary celebrations in Milwaukee and Prague, 43 million social video views and over 200 million media impressions from #FindYourFreedom content, and expanded access to Harley-Davidson through an Amazon storefront, new international dealers and new urban apparel stores in Asia. To further improve its manufacturing operations and cost structure, in the first quarter of 2018 the company commenced its multi-year

manufacturing optimization initiative anchored by the consolidation of its motorcycle assembly plant in Kansas City, Mo. into its plant in York, Pa. The company has reduced the cost outlook for this initiative and now expects to incur restructuring and other consolidation costs of \$155 million to \$185 million compared to the previous expectation of \$170 million to \$200 million through 2019. The company continues to expect capital investment of approximately \$75 million through 2019 and ongoing annual cash savings of \$65 million to \$75 million after 2020. In the third quarter of 2018, costs related to the manufacturing optimization were \$21.0 million and year-to-date were \$83.4 million.

In other results the operating income of the company's Financial Services segment increased +8.7 percent in the third quarter compared to 2017. Harley-Davidson's year-to-date effective tax rate was 23.1 percent compared to 33.2 percent in 2017, primarily due to the favorable impact of the 2017 tax cuts.

Cash and marketable securities were \$937.0 million at the end of the third quarter 2018 compared to \$683.1 million in 2017. Through September, Harley-Davidson generated \$1.12 billion of cash from operating activities



"On a discretionary basis, Harley-Davidson repurchased 1.9 million shares of its common stock during the third quarter for \$84.5 million"

in 2018 compared to \$949.1 million in 2017. The company paid a cash dividend of \$0.37 per share for the third quarter and a cumulative total of

U.S retail sales
-13.3 percent
for 50.9% share

\$1.11 per share for the first nine months of 2018

For the full year 2018, the company

says it continues to expect motorcycle shipments to be approximately 231,000 to 236,000 motorcycles. In the fourth quarter, the company expects to ship approximately 45,800 to 50,800 motorcycles and for motorcycles segment operating margin as a percent of revenue to be approximately 9 to 10 percent; capital expenditures of \$230 million to \$250 million are expected, including approximately \$50 million to support manufacturing optimization (compared to its previous expectation of \$250 million to \$270 million).

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Indian Formally Unveils FTR 1200/S at INTERMOT

Indian Motorcycle unveiled its new FTR 1200 and FTR 1200 S at INTERMOT, Cologne, Germany, October 1st, stating that "the FTR platform proudly breaks new ground and answers the call of enthusiasts around the world anxiously awaiting its debut."

Described as being inspired by Indian Motorcycle's "storied history and success in flat track racing," they take design and styling cues from the championship-winning FTR750 race bike that has dominated American Flat Track since it was introduced in 2016. It also takes styling inspiration from the FTR1200 Custom, unveiled a year ago as an exploration of what a flat track-inspired street bike could be. "Our vision from the beginning was to be more than a traditional American V-twin brand. We continually seek to broaden Indian Motorcycle's reach to a wider range of riders, and FTR 1200 represents a significant step forward in that strategy," said Steve Menneto, President, Indian Motorcycle. "Indian Motorcycle was founded on performance and innovation, and we

remain grounded by our founder's mindset of constantly pushing forward. In light of that history, the FTR 1200 is a natural extension for the brand that we couldn't be more excited about."

Featuring a new 1203cc V-twin engine with approximately 120 horsepower and 85 ft-lbs of torque that is housed in a trellis frame with a sporty riding position, both models feature an inverted front suspension with radially mounted dual Brembo brakes for exceptional control and stopping power. The fuel tank is strategically located under the seat for a lower center of gravity and more centralized weight distribution. Similar to the FTR750 race bike, the airbox is positioned directly above the engine to optimize airflow and maximize power. Both models feature a similar rear suspension and swingarm design as the FTR750, newly-developed Dunlop street tires with flat track-inspired tread, a chain final drive, and ProTaper flat tracker aluminum handlebars.

Adding to the design is a host of premium features and ride-



enhancing technologies, such as fully adjustable front and rear piggy-back suspension with preload, compression and rebound adjustments; 4.3-inch customizable Ride Command LCD touch screen with Bluetooth for easy mobile device pairing; lean-angle sensitive stability control; ABS; traction control; wheelie mitigation control and three Ride Modes (Sport, Standard, Rain) with unique throttle response and traction control intervention levels.

A flat torque curve is described as ensuring a "predictable power delivery with loads of low-end punch and flexibility." The engine features a 12.5:1 compression ratio, high flow cylinder heads and dual throttle bodies for optimal airflow and power. Additionally, the engine makes wide use of magnesium to reduce weight and utilizes a low-inertia crankshaft that allows the engine to rev to its redline.

www.indianmotorcycle.com

S&S Winter Power Package Returns

"Big Power, Big Savings, Limited Time!" That's what S&S Cycle is saying about the return of its popular Winter Power Package, adding that it is "the ideal combination of performance and savings, designed to transform your M-8 or Twin Cam H-D without breaking the bank." For the latest generation Harleys,

S&S is packaging its brand new 124" bolt-in big bore kit with a 550 cam, cam plate and high flow oil pump, as well as valve springs, lifters and pushrods. The Twin Cam kits get a similar combination of performance parts with a 585 cam and a bump to 100 for the early and 110 cubic inches for the late TC

models. All kits are available with gear or chain drive cams and designed to make "big, reliable power with equally big savings" at winter only pricing. These complete Big Bore and Cam Chest in a single kit offers run from October 1st through January 31st, 2019.

www.sscycle.com



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Tucker Show Moves to New Location for 2019

The Tucker/Tucker V-Twin distributor show is moving to the downtown Fort Worth, Texas, Convention Center for 2019 and being staged January 24-25. The company has said that "following the rollout of our new brand identity in June, we are excited to introduce the NEW Tucker Show. New for 2019, the show moves to the downtown Fort Worth Convention Center and is scheduled for January 24th-25th. Show registration opened to dealers in mid-September and attendance continues to grow among vendors and dealers."

The Tucker Show consists of two days of interaction with Tucker brand



partners where dealers learn about new products, take advantage of super specials, network, and enjoy a good

time at the show-ending dealer appreciation party.

"The Tucker Show is an opportunity for

dealers to take advantage of show specials, stock up and prepare for the upcoming riding season. A range of dealer seminars are designed to help improve operational efficiencies, visual merchandising, marketing, and share "best practices" to improve consumer brand experiences and expand consumer reach.

"The show is also a chance to build stronger relationships with the Tucker Team, its brand partners, and network with other dealers that share your business experience - the new Tucker Show is sure to be a Texas-style good time!"

www.tuckershows.com

Jay Thiessen to be CEO of JIMS



After more than 50 amazing years in the industry, Jim Thiessen is stepping down as CEO of JIMS and is excited to get a taste of the retirement life. Well, that's what he says anyway! His son Jay Thiessen has been announced as the new CEO of the Camarillo, California based performance and

workshop specialist. Jay has been part of the JIMS team for the last 30 years - "I couldn't be more proud and confident with the way the shop will run with Jay at the helm," said Jim.

www.jimsusa.com

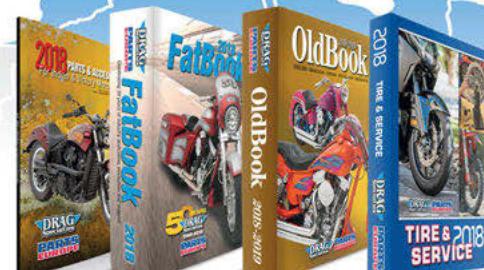


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INTERMOT CUSTOMIZED

"IT WAS RAMMED"

No exaggeration, the aisles of the 240,000 sq ft Hall 10, which staged INTERMOT Customized and the AMD World Championship of Custom Bike Building, were crammed with people from around 9:30 am through to within an hour or so of the 6:00 pm close on each of the first four of the five public attendance days; even the generally slower Sunday was noticeably busier than in prior years.

The combined Press and Dealer day was also more crowded than we'd seen before and estimates put the

INTERMOT Customized attendance at around 150,000 with INTERMOT as a whole pulling around the same attendance as 2016 - some 220,000 people. This confirms INTERMOT Customized and the 'AMD' as a major draw for the whole of the motorcycle industry, as the best attended indoor international custom industry expo there has ever been, anywhere, and as the headquarters event for the international custom market in the 21st century - a Parallel Universe of business opportunity.

Robin Bradley
Publisher

robin@dealer-world.com



Pictures by **Ben Oag**
ben@dealer-world.com

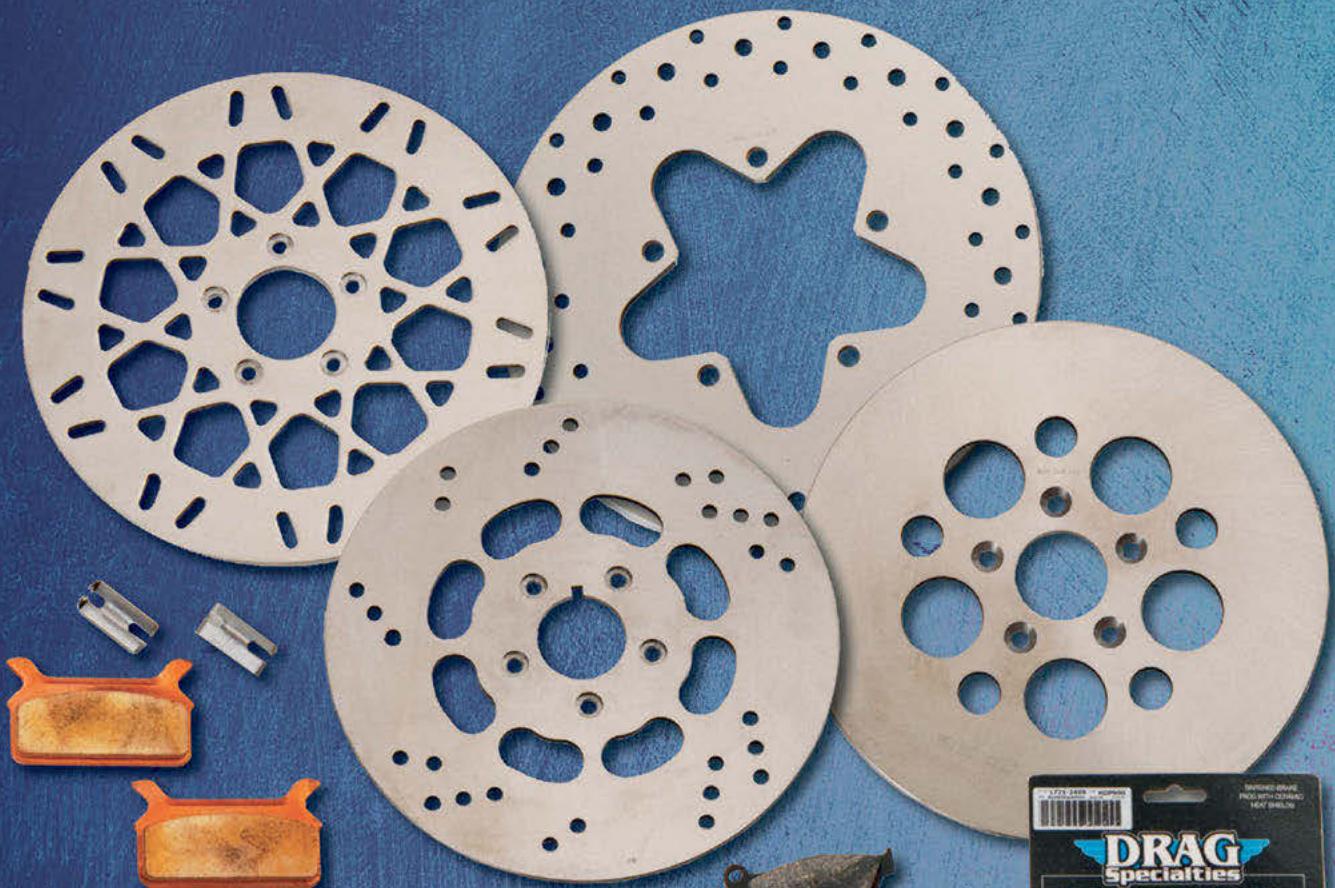


Zodiac International: The oldest of the specialty V-twin distributors in Europe, and based in the Netherlands with sales offices and agents in all of Europe's main markets, Zodiac has always been well known for its relationship with its dealers, multi-lingual catalogs and newsletters and focus on the leading U.S. brands, backed up by respected own brand product lines; www.zodiac.nl



Harley-Davidson: Like BMW and other OEMs, Harley had two booths at INTERMOT, with its INTERMOT Customized Hall 10 custom Dark Custom showcase alongside the AMD World Championship bikes;
www.harley-davidson.de

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AGM Saddlebags: Owned by PB Germany, the AGM brand is one of Europe's leading leather saddlebag makers. Founded nearly 30 years ago, it sells its massive range of custom bike oriented designs worldwide to dealers and distributors; www.agm-bikers.com



URAL: From Russia with love - love for the unique heritage and authenticity that an immensely storied heritage that this most idiosyncratic of brands carries with it into the 21st century. Intrinsically linked to the politics of the Eastern Front during WWII, and forever associated with sidecars, the brand continues to sell popular, straightforward, new generation two-wheel drive workhorses that eat the toughest of terrain and satisfy a yearning for simpler times and robust, repairable machines that are all about fun - "Who will you ride with?"; www.ural.com



Nolan Group: INTERMOT Customized gave the legendary Italian motorcycle helmet manufacturer the chance to show that there is more to the Nolan brand than advanced full-face street and race helmets, but with the company's half shells, modular/flip-up designs and advanced rider communications technology, cruiser riders can benefit from decades of R&D investment too; www.nolan.it



Detlev Louis: For the first time this year, the AMD World Championship of Custom Bike Building featured a 'Public Choice' prize for Hall 10 visitors, and our partner for the vote was the leading Hamburg, Germany headquartered motorcycle parts, accessory and gear retailer Detlev Louis. Tracing its roots back more than 80 years, and these days under the ownership of Warren Buffett's Omaha, Nebraska based Berkshire Hathaway, Louis has over 80 retail stores in Germany, Austria and Switzerland and a thriving online mail order business, having been one of the originators of the mail order catalog concept in the motorcycle industry in Europe in the 1960s; www.louis.de



Fred Kodlin Motorcycles: One of Europe's best known custom bike builders, noted for his 'Murdercycles', his own brand parts designs include fenders, swingarms, exhausts, handlebars, grips, mirrors, and a slew of Sportster conversion options. From his first bike, a Zündapp moped in 1973, to his latest conversion, a 2019 Road Glide, Kodlin has been stripping them, building them, converting them and riding them for 45 years and counting; www.kodlin.com



Rusty Pistons: Owned by the company behind the Biker's Crown retail network and Tribolite riding jeans brand in the Czech Republic, the Rusty Pistons apparel program is as authentically retro, Rock-n-Roll and righteous as they come; www.rustypistons.eu

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Motorcycle Storehouse: One of Europe's leading aftermarket parts, accessory and apparel distributors, MCS acquired MAG Europe earlier this year, and with a new headquarters warehouse about to be commissioned near Groningen in the Netherlands, has embarked on an ambitious own brand apparel program that is designed to give the company's dealers "an edge". Recent new products include the addition of Dutch made Moto-Master rotors for Harley applications and the Roeg Moto Co apparel program; www.motorcyclystorehouse.com



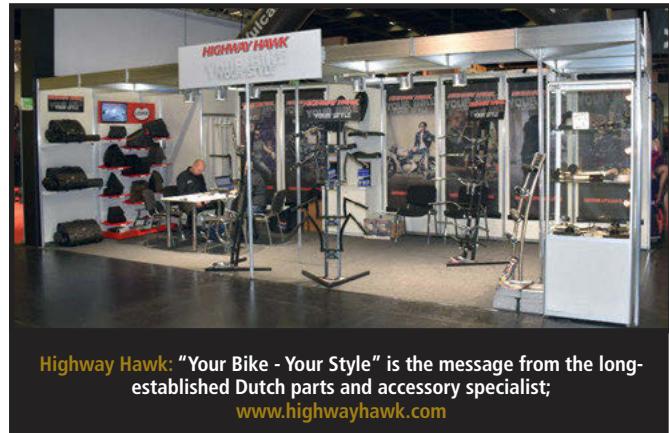
Indian Motorcycle: In addition to the Polaris booth elsewhere in the show, Indian had an INTERMOT Customized booth to showcase the versatility of its Scout and Big Twin platforms. The highlight was the formal launch of the Scout FTR1200/S, which was championed by Indian's Heroes of the FTR brand ambassadors and has been seen in the 4-race Sultans of Sprint series around Europe this year. Press and public reaction so far suggest that Indian may have hit a 'Homer' with the 1200, tapping into the youth/race zeitgeist on both sides of the Atlantic; www.indianmotorcycle.com



Sol Motors: The Stuttgart, Germany based designer says the 2018 German Design Award-winning 'Pocket Rocket' is not an E-bike, as it goes too fast (though it is battery powered), nor a moped, as it has no pedals, but instead is a 'NoPed' - "defining a new category of electric two-wheelers," saying that it is the "perfect urban commuter vehicle." Described as an "innovative synergy of lightweight design, performance and connectivity, the clear and contemporary design incorporates technology with a functional lifestyle for a modern riding experience". Made in Germany, it is speed limited for regulatory reasons to 50 mph (80 km/h), delivering 8.5 hp and up to Nm 150 torque. Depending on the mode (three are available - Eco, Sport and Wheelie!), it has a range of between 50 and 80 km, and the lightweight aluminum frame means it weighs just 55 kg, with an 82 cm saddle height. Features include hydraulic braking system, regenerative braking and connectivity via an Android/iOS App. The battery is removable for charging, using a standard outlet; www.sol-motors.com



Yamaha: Of the mainstream OEMs, it is Yamaha and its 'Yard Built' program that has done most to bring a Japanese manufacturer fully into the custom market from the mainstream. The program has been convincing and produced some outstanding results in the hands of many of the world's leading customizers and shops. Based on models such as the popular XSR, SCR and XV (Bolt) 'Sport Heritage' ranges of 700, 900 and 950 cc naked style bikes and cruisers, smaller machines such as the SR400 and larger models such as the V-Max and XJR 1300, pro-builders and dealers worldwide have embraced the opportunity to explore the 'art of the possible' outside of the confines of the orthodox air-cooled V-twin platform and bring whole new generations of riders and potential customers closer to "the dark side"; www.yamahamotorsports.com



Highway Hawk: "Your Bike - Your Style" is the message from the long-established Dutch parts and accessory specialist; www.highwayhawk.com

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WUNDERKIND-Custom: The brainchild of Christian Mehlhorn, who took over the running of noted German 'mainstream' parts and accessory manufacturer ABM from his father in 2010, the WUNDERKIND-Custom parts and accessories program includes air cleaners, fenders and struts, triple trees and clamps, instruments, brake rotors, license plate brackets, grips, pegs and levers; www.wunderkind-custom.de



Dr. Jekil & Mr. Hyde: Founded in the Netherlands in 1997 and now under the ownership of Dutch banking giant ABM's Equity investment arm, the exhaust sound control specialist is competing - and leading - in a crowded marketplace where at least four manufacturers are staking a claim to ownership of the adjustable exhaust sector. Originally stimulated by what appeared to be looming disaster for aftermarket exhaust manufacturers (and performance enthusiasts) as Europe's regulations started tightening with the 1996 European Motorcycle Multi-Directive, fast forward to 2018 and there are more exhaust brands selling in Europe than ever before. However, the premium will continue to be ever more placed on compliance in the future, as the market eyes Euro 5 emissions standards in a couple of years and the next stage in the battle between noise levels and sound quality; www.jekilandhyde.com



BMW Motorrad: The German manufacturer has long since shed its "Grandad's Bike" image and embraced the 21st century with growth, diversification and innovation. The second BMW booth at INTERMOT, in the INTERMOT Customized hall, celebrated its all-conquering R nineT family of infinitely customizable 'Boxer' flat twins. In 2020, customizers will have a specific Street Custom class in the AMD World Championship in which the art of the possible with these and other contemporary custom platforms will be showcased; www.bmw-motorrad.com



Walzwerk: Chosen to again build the INTERMOT show bike for 2018, founder and owner Marcus Walz brings 30 years and more than 600 custom bike builds of experience to everything he does. Indelibly associated with the 'Hardcore', 'Drag Style' and 'Germany' styles of the 1990s, as Marcus himself says: "Experience cannot be replaced by anything else and you cannot learn the sense for aesthetics any other way. These are the exact two major factors that are essential to long-term success in the custom bike business"; www.walzwerk-motorcycles.com



Boss Hoss Cycles: In 1990, American Monte Warne was looking for a bike that provided three to four times more horsepower than any other of the bikes available at the time. There being no such thing, he took the V8 Chevy engine from a StockCar, designed his own frame and headed for Daytona Bike Week. The rest, as they say, is history. Monte's shop morphed into a large manufacturing facility at Dyersburg, Tennessee, where the frames are built, welded and powder-coated, the Chevrolet supplied engines modified and all the other needed parts produced in the company's own turning and milling shop. When imports started to make their way into Europe, up stepped Andreas Mueller to establish a European operation where the bikes are specified to meet the road going regulations and homologation requirements. In addition to factory machines, Mueller and his team create individual custom builds - machines that would now qualify for the new-for-2020 Street Custom Class as well as the legendary Freestyle Class at the next AMD World Championship; www.bosshosscycles.de



MO Ideas Motors: Developer and provider of GPS motorcycle touring data that includes hundreds of motorcycle events, from the major shows such as INTERMOT, rallies, custom bike shows and HOG events, right through to races, club meets and dealer nights; www.ideasmotors.com



Custom Chrome Europe: The hard parts to apparel, performance to gear distributor hosted its leading dealers at INTERMOT and continues to be one of Europe's 'Majors' when it comes to product range and service. A major Jekill & Hyde exhaust, Lera Pera seats, Biltwell, BDL, UniBat and National Cycle windshield distributor, to name-check just a few from its massive portfolio of well-known brand names, latest new products include the German made Kellermann Atto 3-in-1 micro lights, Milwaukee-Eight covers and own brand Twin Cam generator style cam cover; www.custom-chrome-europe.com



DOT4 Distribution: Offering dealers access to a huge range of contemporary apparel and riding gear options, the British distributor's program includes 'Resurgence' riding jeans and French made, customizable 'Qwart' helmets. Selling Europe-wide, DOT4 offers a range of exclusive brands of contemporary designs for emerging new generations of consumers. "Our objective is to introduce European bikers to new and exciting lines of motorcycle clothing which offer the highest levels of protection and comfort on and off the bike," says CEO Stefan Barnes. "The clothing we distribute is technically innovative and offers the latest styling and technology". 'Resurgence' gear is a "new wave of single layer protective jeans" that are described as "the world's first motorcycle jeans to use the revolutionary new PEKEV Ultra single layer denim fabric"; www.dot4distribution.com



Cult-Werk: Popular Austrian custom parts and accessory manufacturer. Selected parts for V-Rod/Night Rod, Sportster, Softail and Dyna models include license plate brackets, fenders and struts, fuel caps, side covers, headlights, lowering kits, frame covers, fork cover kits and air cleaner covers; www.cult-werk.com

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Büsch Motorcycle Products: German distributor Norbert Büsch is a man of many specialties, but he is best known as an 'Exhaust Meister' and handmade parts craftsman - for his own and customer bike conversions and builds. Norbert has been a distributor of Vance & Hines exhausts for years, but has been handcrafting fenders, tanks, spoilers, monocoques and more since the 1990s; www.motorradauspuff.de



Big Boys Cycles: One of Germany's leading custom shops, Cologne based BBC first opened its doors in 1992. The company is a leading service and repair shop, customizer and builder of award-winning custom bikes; www.big-boys-cycles.com



ACE Cafe: Saved from oblivion after several years of closure in the early 1990s, Mark Wilsmore and the team at the legendary Ace Cafe London have been spreading their wings in recent years with 'pop-ups' at many leading events, including INTERMOT Customized, and a permanent Ace Cafe Orlando in Florida now firmly established as a destination venue; www.ace-cafe-london.com

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Wannabe Choppers: Enrico de Haas is one of the leaders of a new generation of younger, inventive, forward thinking custom bike builders in Europe whose innovative parts designs are already to be found in many of the leading distributor catalogs. Most recently 'Ricky' garnered admiration and opprobrium in equal measure for the Shovelhead Sportster styled E-bike he built at the Bad Salzuflen show at the end of last year. Short-sighted, so-called purists took exception to the way he went about the build and see embracing contemporary technology as potentially killing the custom market. Whereas, in fact, armed with a thousand thinkers like 'Ricky', we'd have the whole world riding custom bikes and fuelling our balance sheets in a future, like all futures, that by definition cannot be the same as the past; www.wannabe-choppers.com



MMB-Messtechnik: One of Europe's oldest instrument makers (once standard equipment on models from Simson and MZ among others) and nowadays owned by Pulsotronic, MMB's contemporary range of German made, innovative electronic gauges for mopeds, motorbikes, trikes and quads are based on more than 50 years of experience;

www.mmb-messtechnik.de



Kawasaki: Another of the OEMs to have a second booth, in INTERMOT Customized in Hall 10, the focus for "Big Green" was its 'Twin Project' collaboration with Berlin based women's motorcycle club 'The Curves'. Celebrating the diversity of the brand's reach and the diversity of the results that customizers can achieve with Kawasaki platforms, the project was designed to find the common DNA in a Z650 and a W650, two very different bikes - "Sisters From Another Mother" - with the finished bikes showcasing the often conflicting dynamics of form and function when customizing factory platforms. 'Twin Project' supporters include German custom parts specialist LSL, Berlin based instruments and accessory developer Moto Gadget, German suspension specialist Wilbers, leading Italian exhaust manufacturer SC Project and German retailer Detlev Louis; www.kawasaki.com; www.thecurves.de





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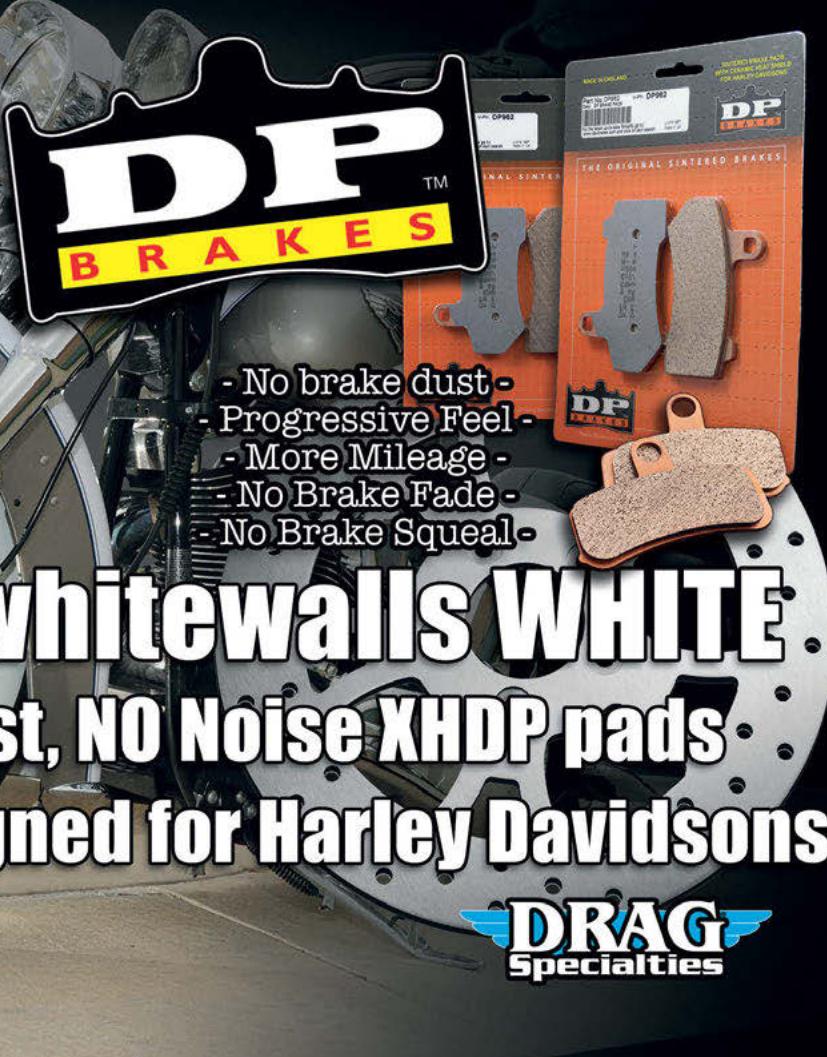


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Russian customizer Dmitry Golubchikov (Zillers Garage) scored a convincing first place to become the 2018 AVON World Champion at the 13th AMD World Championship of Custom Bike Building, INTERMOT Customized, Cologne, Germany.

With 'Insomnia', Zillers' Yamaha SR 400 based masterpiece, rising star Dmitry Golubchikov takes the coveted title of Avon World Champion of Custom Bike Building for the next two years, and becomes the first winner of the AMD World Championship from Eastern Europe.

Sponsored by leading custom tire manufacturer Avon Tyres, the Freestyle class at the AMD World Championship is internationally recognized as being the premier showcase for originality, innovation craftsmanship and advanced custom motorcycle design and engineering.

In a very broad international spread of top honours, second place and first reserve champion went to Omar Jumiran of Eastern Bobber Custom Work, all the way from Malaysia for 'BoneX', his exquisite handbuilt, race-inspired AJS 350 engined drag style one-off special. Omar qualified to compete at the AMD World Championship as a result of his win at



MotoNation, Kuala Lumpur in 2017, one of the international network of AMD's official affiliate custom bike shows.

Third place and second reserve champion went to Károly Orkonyi of Marusius from Hungary for

'Speedster King', his futuristic 1700 cc handmade rigid. Altogether 51 bikes competed in Freestyle, with no less than 13 different countries featuring in the top 20. Fourth place went to Pavel Malanik from the Czech Republic for 'Beast of Brooklands', a handmade one-



AVON FREESTYLE

WORLD CHAMPION



Dmitry Golubchikov
'Insomnia'

Zillers
Garage
RUSSIA

off replica of what itself was a handmade one-off JAP engined racer, of over a century ago, that was built by North London Garage (NLG) in England to hold the then World Landspeed record.

Fifth place was taken by 2013 AMD World Champions Don Cronin and Mick O'Shea of Medaza Cycles (Ireland) with 'Stechmücke', a remarkable re-

imagining of a 1981 MZ250 - complete with 1920s art deco streamliner styling.

In total 98 bikes competed at this year's AMD World Championship, entered by 85 individual competitors from 30 different countries including as far afield as the United States, Japan, Taiwan, South Korea, Indonesia and India.

The ever-popular Modified Harley-Davidson World Championship was won by Julian von Oheimb of One Way Machine with 'Silver Storm', a 1450 cc 2001 Softail Deuce.

In an extremely high quality field, this year's Retro Modified win was taken by Verner Ortis of VM Cycles of Italy, with a 1942 WLA SV 750 cc engined Flathead

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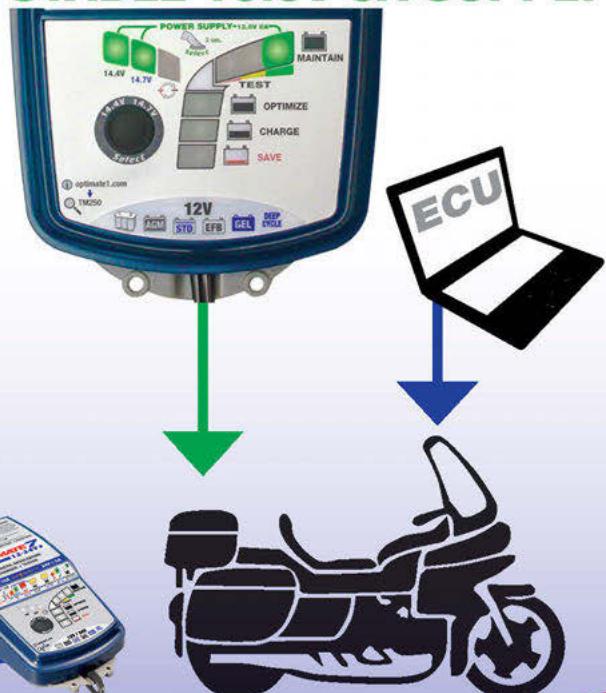
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AVON FREESTYLE

Omar Jumiran
'Bonex'



**Eastern
Bobber
Custom Work
MALAYSIA**

with a BSA military style M20 drivetrain - almost entirely handmade with stainless steel and brass accessories. Also flying the flag for Italy, the Cafe Racer class was won by Lorenzo Fugaroli of FMW Motorcycles with 'Hurakan', an S&S Superstock Avon Tyre-shod 1968 Shovelhead. In the demanding Street Performance class, the win was taken by Paul Milbourn of the United Kingdom with 'Titanium V' - an 1100 cc Moto Guzzi weighing in at just 155 kg.



This year's artisan handmade Championship one-off ring in 18 carat gold with onyx and diamonds.

In an AMD World Championship first, respected German retailer Detlev Louis sponsored a public choice vote, with the win taken by Arkadiusz Pawlukowicz of Szajba's Garage of Poland - a clear choice taking more than 10 percent of the hundreds of votes cast.

Staged as the lead feature at 'INTERMOT Customized', the show-within-a-show concept created to showcase custom industry excellence at INTERMOT (Cologne, Germany, October 3-7 2018), the AMD World Championship was widely praised by exhibitors and visitors alike as delivering an inspirational and aspirational show environment that champions the outstanding craftsmanship and innovation of the international custom motorcycle market.



AVON FREESTYLE

Károly Orkonyi
'Speedster King'

**Marusius
HUNGARY**

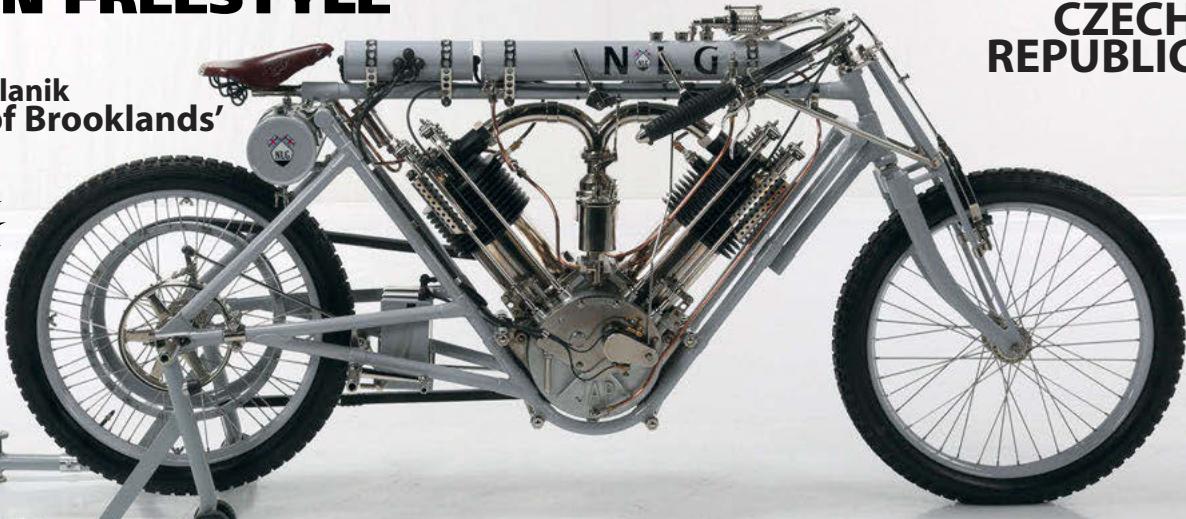


AVON FREESTYLE

Pavel Malanik
'Beast of Brooklands'



Pavel Malanik
CZECH REPUBLIC



EDITORS CHOICE

Mala Malk, Finland
Kopteri Magazine



I felt very honored to be asked again to pick my favourite of the bikes at the 13th AMD World Championship of Custom Bike Building. It is really a hard choice between about 100 very fine custom built motorcycles.

This time there were two personal favourites of mine. As I was wondering whether I have to flip a coin, Robin Bradley of AMD helped me out telling that it'll be all right to pick two bikes. I can tell you, I was relieved.

The first one of my selection of two is a Knucklehead named SourKraut. It is owned by Jesse Dickinson and built by Jordan Dickinson of Union Speed and Style at Monticello, MN, USA.

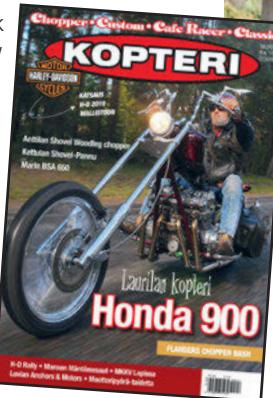
The heart of this beautiful bike is a Harley-Davidson 1947 EL Knucklehead motor. The rigid frame is a Union Speed and Style work and the front end is a narrowed Harley-Davidson VL fork. The laced wheels are a classical combo of 19" front and 16" rear, both with old school tires.

I am attracted by the simple clean style of this bike. When you first look at it, you could easily think it'd be an old factory racer or a prototype from somewhere in the 1930s. Of course, pretty much everything in this motorcycle is hand made. But it says something about the good taste and harmony the builder has been able to deliver in this work, that one can play with the idea that this bike could have

been an early one-off work from the Motor Company itself.

Some of the elements to make this bike look so good and have that balanced stance, are fine metal work - for example the fender is exactly right to make it feel like it's from the old days - and the intelligent mix of painted and plated parts. I'm a big friend of bobber style and when it comes to old motorcycles, I also give a great value to both original and restored stock bikes. At the same time it is refreshing to see a Knucklehead that is built in a rather different way - still distinctly old school. I feel a lot of jazz in this beautiful custom motorcycle the Union Speed and Style have put together. I'm sure this bike looks even better when moving. Just dig it!

The other bike I had especially warm feelings for came to Cologne all the way from Indonesia. Called 'Pantastico' and was built by Kickass Choppers of Jakarta, Indonesia. I was told that the builder is known as "Veroland" and this beautiful bike is owned by "Desu".



The base of this motorcycle is a 1200 cc Harley-Davidson Panhead motor in a full chrome plated 1948 Harley Wishbone frame. It seems like this is a Springer year for my bike picks, as even this bike carries one. The wheels that give so much character to this bike are 18 x 3" aluminium 12 spoke Radirs in the exact style of those old school drag race car magnesium wheels. The tires are traditional style Firestones.

Some of the other components 'Pantastico' features are a small peanut gas tank with a knock off style gas cap and a short rear fender, both with chrome trims and good forms. One of the details to be mentioned done by the "different way" is the left side pipes.

This is a tight bike with successful lines. I guess the Japanese "zero style" might have been some source of inspiration for this build. I like the balance and beauty of the ensemble very much. This includes carefully considered solutions and uncompromising work on the details. I like it very much.

Jordan Dickinson
'SourKraut'



**Union Speed
and Style**
USA

Veroland
'Pantastico'



Kickass Choppers
INDONESIA

AVON FREESTYLE

**Don Cronin
'Stechmücke'**



Medaza Cycles IRELAND



Andy Hornsby, UK **American-V** and **Spirit of 1901** Magazines

I'll be the first to admit that I approach custom bikes from the traditional end of the spectrum, and as a rider rather than a builder my editor's choice will always be an aesthetically beautiful bike that I would want in my garage, fuelled-up and ready to roll.

After much soul-searching, I managed to reduce this most diverse collection of motorcycles that I've ever seen assembled into one place down to five that "speak to me", and subsequently down to two once I had accounted for the riding position: Union Speed and Style's 1940's concept Knuck and Abnormal Cycle's 101 Scout-framed UH. But as much as I love the chassis built-up from original frame forgings and the sheer authenticity of the most desirable Knucklehead that I've ever seen - enough to pass it by initially, wondering what it was

doing in Freestyle class - the combination of parts that all speak the same language, Abnormal's "Anniversary" just about tops the list for me.

From the late big-inch Harley flathead powertrain and CB Franklin's elegant duplex chassis, with its underslung fuel tank and early push-type leaf-spring forks, through to the tight-fitting three-quarter length rear fender that is wrapped round one of a pair of over-spoked 21-inch Jonich wheels on billet hubs (the rear designed to

EDITORS CHOICE



incorporate a re-engineered FG racing brake that I'm hoping will make up for the lack of a front brake) it is as timeless as it is functional. A bike that I'd want to ride everyday - with or without the matching sidecar that is referenced on the card, but wasn't fitted.

Jordan Dickinson ‘SourKraut’



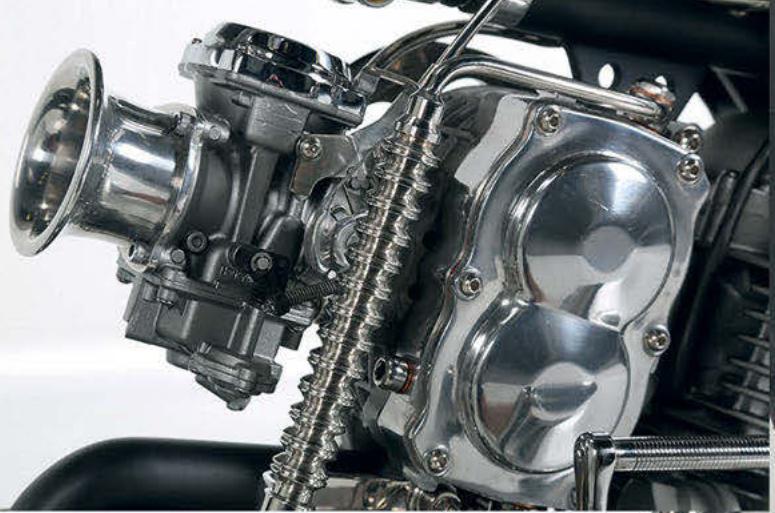
Union Speed
and Style
USA

Samuele Reali / 'Anniversary'



Abnormal Cycles **ITALY**

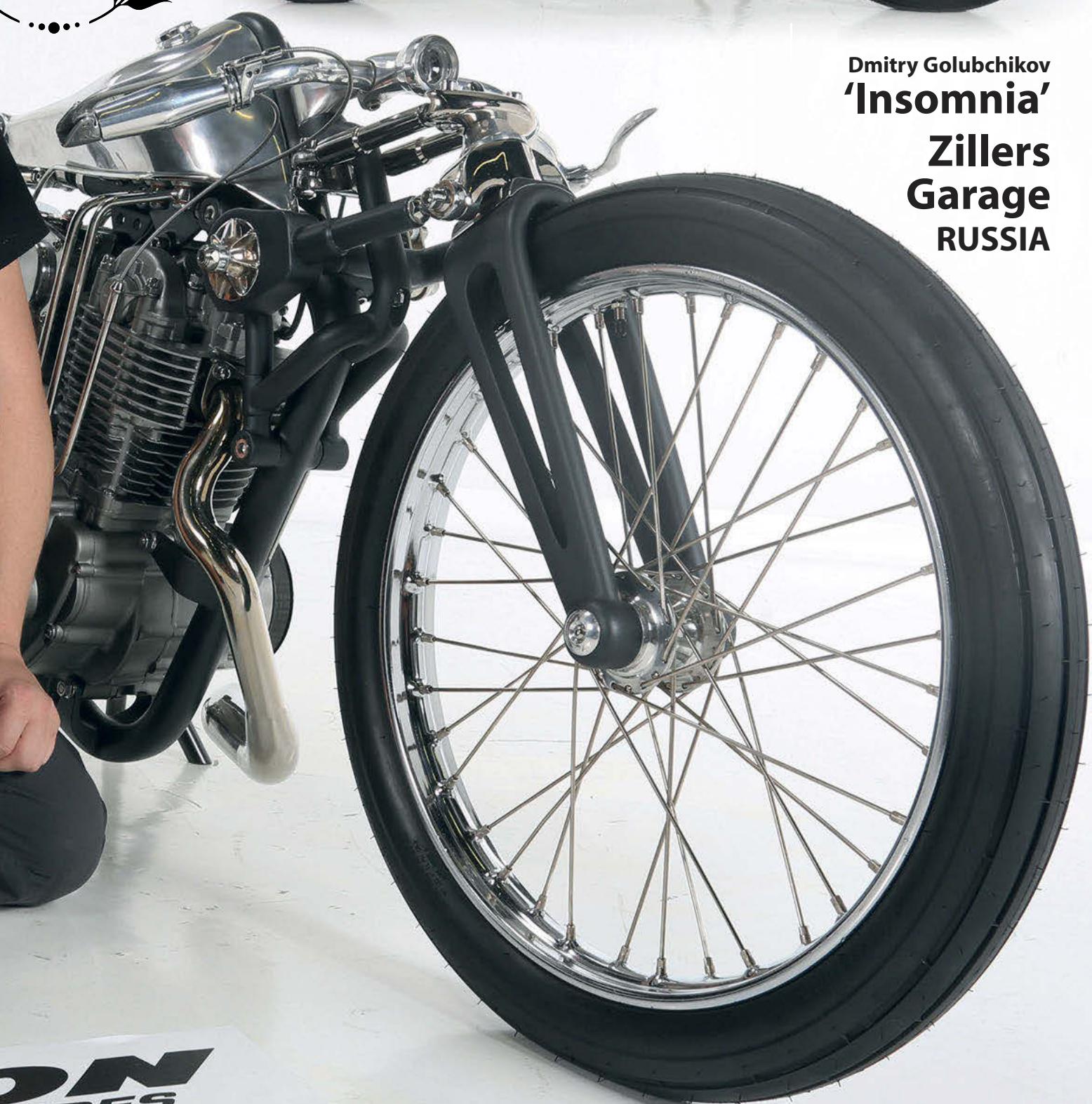
2018 AVON WORLD CHAMPION



AVON

ED
N

1st



Dmitry Golubchikov
'Insomnia'
Zillers
Garage
RUSSIA

DN
TYRES

www.amdchampionship.com
www.facebook.com/amdchampionship

FULL AVON FREESTYLE RESULTS



RESULT	COMPANY	BIKE NAME	COUNTRY	POINTS
1	Zillers Garage	Insomnia	Russia	782
2	Eastern Bobber Custom Work	BoneX	Malaysia	695
3	Marusius	Speedster King	Hungary	504
4	Pavel Malanik	Beast of Brooklands	Czech Republic	458
5	Medaza Cycles	Stechmücke	Ireland	374
6	Mannaia	Flying Marla	Italy	352
7	Radikal Choppers - 70s Helmets	The Skinny	Italy	349
8	Union Speed and Style	SourKraut	USA	313
9	Anarchy Custom	Rise of Anarchy	Romania	299
10	Roth Engineering	Indian Super Scout	Sweden	284
11	Gallery Motorcycles	Legend	Italy	284
12	Suicide Customs	Speedster	Japan	252
13	KastoLom Garage	KastoLom	Russia	240
14	Debenedetti & Fiordi Designers	VisiOne	Italy	222
15	Swen Weber	Simson Phantom 3	Germany	209
16	Association Dream Fish Kustom	The General	France	173
17	American Dreams	Bloody Mary	Italy	152
18	Augustin Motorcycles	Over The Top	Germany	143
19	Kickass Choppers	Pantastico	Indonesia	139
20	Wannabe-Choppers	AlSi9Mg	Germany	137



AVON FREESTYLE CLASS: OTHER ENTRANTS (in alphabetical order by company name)

COMPANY	BIKE NAME	COUNTRY	COMPANY	BIKE NAME	COUNTRY
Agnes Custom	Agoo Moto	South Korea	Motonaut	Caliber 48	Germany
AMS-Chopper	Pan93	Germany	Olafur Josua Baldursson	Solfar	Iceland
Asso Special Bike	Drag Bag	Italy	Omega Motors Company	Avatar	France
Bepy Moto Service	Apogenesis	Italy	Palan Choppers	Street Wind	Russia
Bobber Garage	Swiss-Custom Monarch	Liechtenstein	Raw Bike Factory	Apophis 99942	Italy
Claes Warefors / KDK Perf.	Speedmetal	Sweden	Rno Cycles	Leafed	Netherlands
Derbidson	300	Spain	Roland Groteclaes	Foray	Belgium
Detlev Louis	Engina	Germany	Smits Custom Choppers	Smits Lightning	Netherlands
FCS Choppers	Radical Classic	Germany	T4 Motor-Cycles	SG4	Switzerland
Franco Orsillo	Infinita	Italy	Telmo Moreira	Ironbike	Portugal
Gas Axe Chop Shop	Pennie Lane	USA	Tomas Pitlik	TnorF	Czech Rep.
Gianni Pellegrino	Ducati ZeroUno	Italy	Transfigure Custom House	Albrassco	India
Giuseppe Lazzara		Belgium	VG Motorcycle	The Rose	Netherlands
H-D Würzburg Village	Raptor	Germany	VG Motorcycle	Very Good Trike	Netherlands
Killer Customs	Mutant	Lithuania	Zen Motorcycles	Centurion	France
Macmag	Scrap Rod	Poland			

FUN COMPANY
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www.louis.de

PUBLIC CHOICE



For the first time this year, the AMD World Championship of Custom Bike Building featured a public vote for the popular choice among visitors and our partner for the vote was the leading Hamburg, Germany headquartered motorcycle parts, accessory and gear retailer Detlev Louis. Tracing its roots back more than 80 years, these days under the ownership of Warren Buffett's Omaha Nebraska based Berkshire Hathaway - one of the very few businesses the company owns in Europe. Louis has over 80 retail stores in Germany, Austria and Switzerland and a thriving online mail order business, having been one of the originators of the mail order catalog

concept in the motorcycle industry in Europe in the 1960s. As an exhibitor in Hall 10 at INTERMOT Customized, and a returning competitor in the AMD World Championship, Louis' consumer reach makes them an ideal partner for a public vote. With one attendee winning a €500,00 gift voucher to spend in Louis stores, for being among those who voted for the eventual winner. Hundreds of votes were cast and the clear winner, scooping over 10 percent of all the public votes, was Arkadiusz Pawlukowicz of Szajba's Garage from Poland, for his 1500 Honda Goldwing 'Drag 360', who scooped a workshop lift and tool box.



PHOTOGRAPHING THE PHOTOGRAPHERS



AMD's Ben Oag captures 100+ years of custom motorcycle industry photographing experience, left to right Onno Wieringa, Michael Licher, Horst Rösler & Frank Sander

2020 CLASS STRUCTURE

FREESTYLE (no change)
RETRO MODIFIED (no change)

New - MODIFIED AMERICAN V-TWIN
(was Modified Harley-Davidson)

New - CAFE AND STREET PERFORMANCE (two classes combined)

New - MODIFIED STREET CUSTOMS
(new class)

New - 'CROSS-CLASS' AWARD - Alternative Power (E-bike, Hybrid, Hydrogen, Fuel Cell), to be chosen from across all the classes

Julian Von Oheimb
'Silver Storm'



MODIFIED HARLEY

WORLD CHAMPION

One Way Machine
GERMANY



POS	COMPANY	BIKE NAME	COUNTRY	POINTS
1	One Way Machine	Silver Storm	Germany	173
2	Lord Drake Kustoms	Speedster	Spain	81
3	PMS Bike	HD3- Spritz	Italy	75
4	Biker Schmiede Berlin	Scoutster	Germany	64
5	Shaw Harley-Davidson	Gobstopper	United Kingdom	54

MODIFIED HARLEY CLASS: OTHER ENTRANTS (in alphabetical order by company name)

COMPANY	BIKE NAME	COUNTRY
FCS Choppers	HD Dyna	Germany
Fran A Manen	Urbantracker	USA
Lord Drake Kustoms	Seventy	Spain
Nico Naeye	Brut Voorut	Belgium

Francisco Manen
'Speedster'



Lord Drake
Kustoms
SPAIN



MODIFIED HARLEY

Emiliano D'Alessandro
'HD3- Spritz'



PMS Bike
ITALY



MODIFIED HARLEY

Paul Milbourn
'Titanium V'

STREET PERFORMANCE

WORLD CHAMPION



Paul Milbourn
Customs
ENGLAND



POS	COMPANY	BIKE NAME	COUNTRY	POINTS
1	Paul Milbourn Customs	Titanium V	United Kingdom	144
2	Zen Motorcycles	DUCATI 900 Turbo	France	107
3	MatCustom	Alpha	Russia	101
4	Mechanical Workshop of Medvedev	Revolver	Russia	60
5	Szajba's Garage	Drag 360	Poland	47

STREET PERFORMANCE CLASS: OTHER ENTRANTS (in alphabetical order by company name)

COMPANY	BIKE NAME	COUNTRY
Asso Special Bike	Alubagger	Italy
EMVEUS	EXESET	France
KrazyHorse	Street Hooligan	United Kingdom
Onehandmade		Taiwan
Toro Moto	Barraleta	Italy

Laurent Dutruel
'DUCATI 900 Turbo'

Zen Motorcycles
FRANCE



STREET PERFORMANCE

Ivan Chukaev
'Alpha'

MatCustom
RUSSIA



STREET PERFORMANCE

RETRO MODIFIED

WORLD CHAMPION

Verner Ortis
'VM 003-16'VM Cycles
ITALY

RESULT	COMPANY	BIKE NAME	COUNTRY	POINTS
1	VM Cycles	VM 003-16	Italy	127
2	Abnormal Cycles	Anniversary	Italy	103
3	American Dreams	Iceman Scout Boardtracker	Italy	96
4	Iron Custom Motors	Geometric	Ukraine	64
5	Alessio Mattiazz	Beelzebub's Ditch Jumper	Italy	55

RETRO MODIFIED CLASS: OTHER ENTRANTS (in alphabetical order by company name)

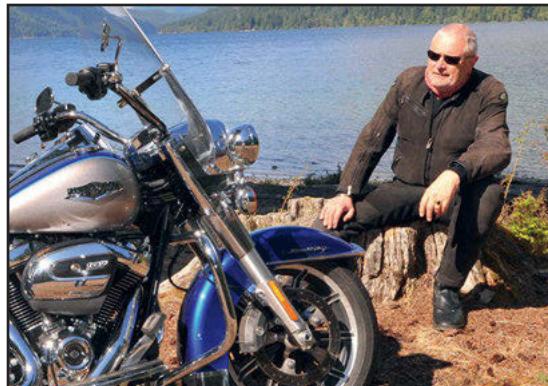
COMPANY	BIKE NAME	COUNTRY
Bristol Bobbers	Queen Ann's Revenge	United Kingdom
Choppersteel Custom Cycle	el Diablo Rojo	France
HM Motorcycles		Luxembourg
JT Brothers Motorcycles	The Yellow Pearl	Belgium
Sika Garage	The Saint	Finland
Tankers Machine	Twisted Mood	France
Toro Moto	La Bimba	Italy

Samuele Reali
'Anniversary'**Abnormal Cycles**
ITALYAngelo Lanciano
'Iceman Scout
Boardtracker'**American
Dreams**
ITALY**RETRO MODIFIED****RETRO MODIFIED**

**EDITORS
CHOICE**

Peter Thoeming

Australian Motorcyclist



J. Peter "The Bear" Thoeming is founder and Editor Emeritus ("No care, no responsibility") of Australia's top motorcycle magazine Australian Motorcyclist. He has been writing about bikes since he rode a Honda XL250 around the globe in the late '70s and aside from his magazine work has a newspaper column and several books on the subject to his credit. He spent years trying to build the bike that he always wanted - until Harley-Davidson finally built for him in the shape of the Sportster Seventy-Two.

Well, it was a difficult job but I finally chose 'Titanium V' by Paul Milbourn as my choice - and it is clear that I was not alone in my admiration for Paul's work as he went on to scoop the win in the Street Performance Class.

Paul went entirely his own way with this design. He chose a fine target on which to focus his ideas - a Moto Guzzi engine - and executed his mission of making the machine as light as possible. The Guzzi is an often over looked and underrated platform for customization but the symmetry of its unique layout delivers possibilities that are very different to other engines.

Paul not only succeeded in his light weight mission but managed to create a truly unique and beautiful bike in the process.

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CAFE RACER

WORLD CHAMPION

Lorenzo Fugaroli
'Hurakan'
FMW
Motorcycles
ITALY


POS	COMPANY	BIKE NAME	COUNTRY	POINTS
1	FMW Motorcycles	Hurakan	Italy	147
2	Zillers Garage	Jawa 500	Russia	105
3	PDF Motociclette	Quadrophenia	Italy	80
4	Onehandmade	mh900endless	Taiwan	64
5	AC Calella Custom	Breaking Limits	Spain	46

CAFE RACER CLASS: OTHER ENTRANTS (in alphabetical order by company name)

COMPANY	BIKE NAME	COUNTRY
Augustin Motorcycles	High Sider	Germany
Crazy-Drive	Turaco	Switzerland
Detlev Louis	Lemmy	Germany
Doc Jensen Guzzi	Cafe-Racer No.59 Modern Style	Germany
Doc Jensen Guzzi	Cafe-Racer No.67 Retro Style	Germany
Driveln Workshop	Elisium	Russia
Ferry Clot Motorcycles	Triumph Proto	Spain
Lari Motori	Taraki	Italy
Mellow Motorcycles	Mellow Tintin	Germany
Sculpt Moto	Toro Urbano	Latvia
Sculpt Moto	Kintaro	Latvia

Dmitry Golubchikov
'Jawa 500'

Zillers Garage RUSSIA

**CAFE RACER**

'Quadrophenia'

PDF Motociclette
ITALY**CAFE RACER**



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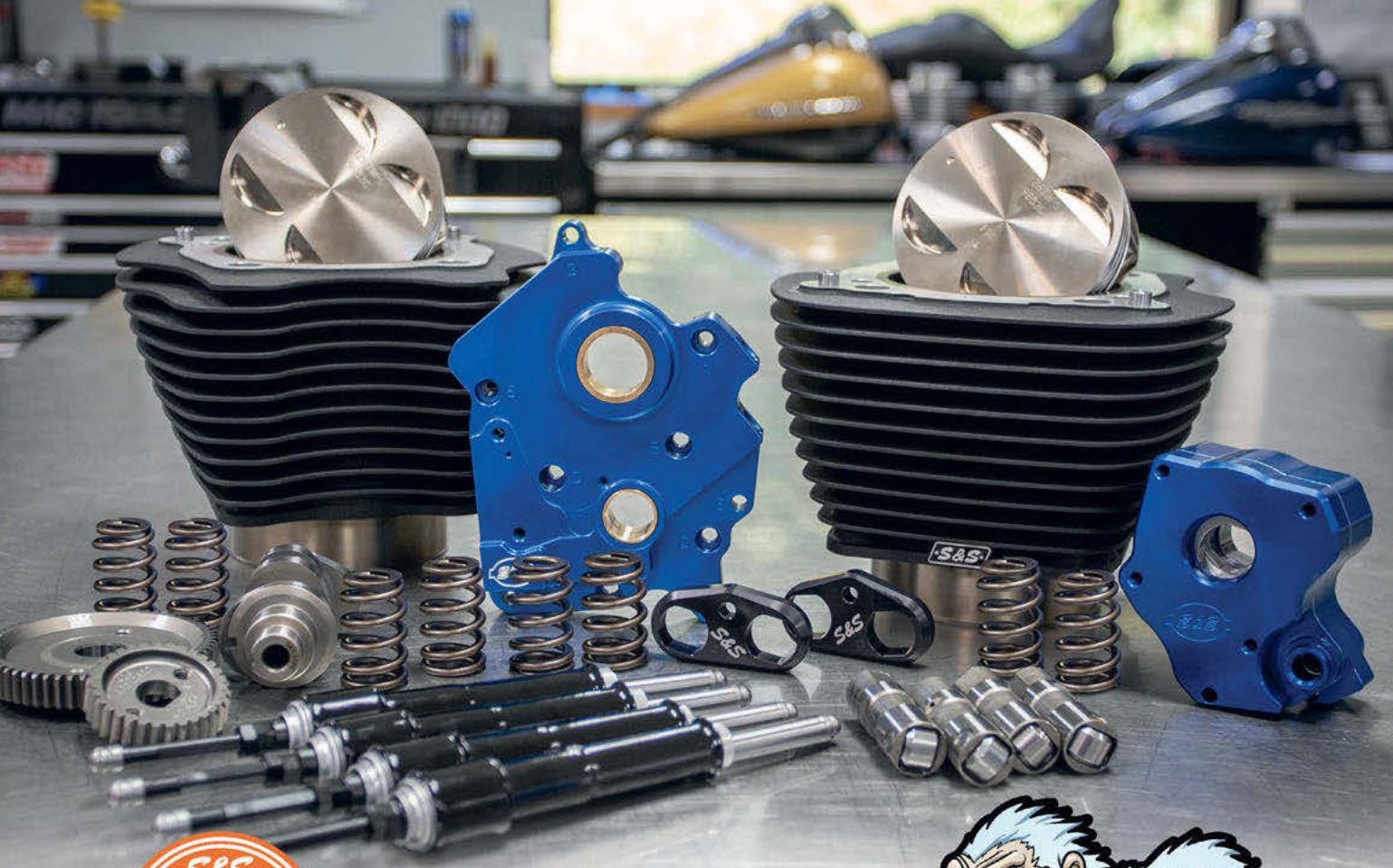
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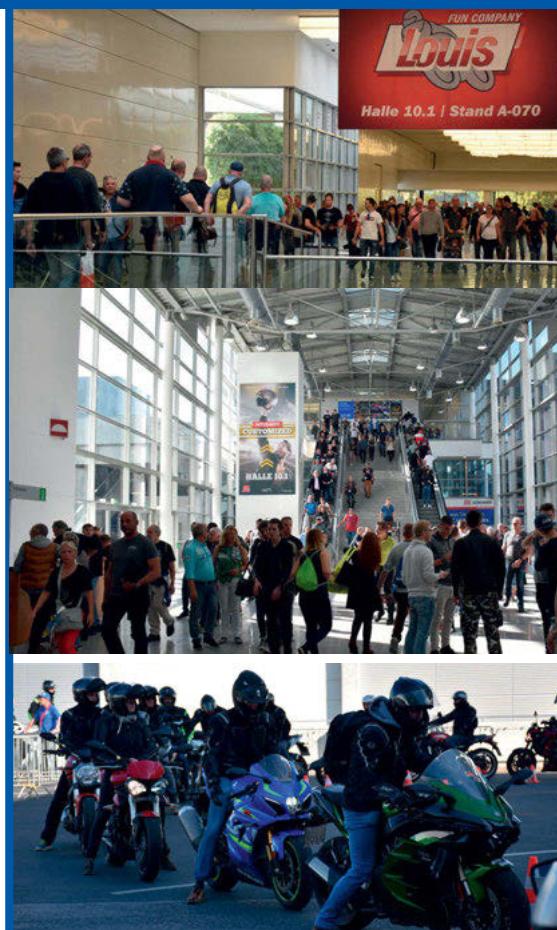
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Pictures by Ben Oag
ben@dealer-world.com



This year's INTERMOT Expo at Cologne, Germany, again pulled some 220,000 visitors (equalling the 2016 record) in a German market characterized by knowledgeable, high mileage riders who are motivated by quality, innovation and performance. With new motorcycle registrations said to be running at over +7 percent in 'Europe' for the first half of 2018, and total new PTWs at over +11 percent for Germany through August 2018, INTERMOT was packed with new models, new parts, new accessories and riding gear (1,041 vendors in total from 40 countries), and, crucially, more new riders and potential customers than ever before, with the organizers citing a +50 percent increase in visitors aged under 21. In all, INTERMOT again drew trade and public visitors from nearly 100 different countries ...



Avon Tyres: The big news this year has been the launch of the Cobra Chrome tire for customs, cruisers and touring - an endeavor proudly supported by the AMD World Championship of Custom Bike Building, with the Freestyle Class and World Champion sponsored by the British manufacturer; www.avonmotorcycle.com



TecMate: The market-leading OptiMate range of battery testers, conditioners and chargers is as broad as it is deep, as versatile as it is reliable and as high-tech as it is ergonomic. The company's USB accessories and charge into the Li-ion battery care sector have set them apart from their rivals in recent years, and with products such as their Solar Charger program, the company's technology and grasp of the fundamentals of what dealers and riders need will continue to set them apart in the future too; www.tecmate.com



Central Wheel Components: For students of vendor longevity, raise a glass for Central Wheel Components of Birmingham, England. Founded in 1897, the company has celebrated 120 years of continuous operation. The company stocks more than 15,000 motorcycle wheel rims and 500,000 spokes and nipples at any one time, most manufactured in-house. Its SM Pro Platinum rim is widely recognized as the world's strongest and lightest aftermarket MX/off-road rim. These days the company is based at Coleshill, England, near the UK's National Motorcycle Museum; www.central-wheel.co.uk



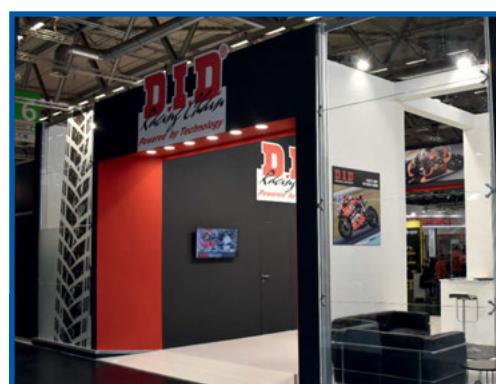
MIZU: The German parts and accessory specialist offers a wide range of parts for Harley applications through its RST brand, which it acquired in 2012; www.mizu.de

Pack It Up.





Marolo Test: The workshop lift of choice for authorized Harley dealers, the French manufacturer traces its origins back to 1958 - the workshop specialist celebrated its 60th anniversary this year, welcoming its worldwide distributors, partners and press to its Cholet headquarters near Nantes in July. Started by Paul Marrolaud, the company was established to design, produce and sell what is believed to have been one of the first dynamometers specifically for the PTW market - a test bench for mopeds - with one of the first motorcycle-specific test benches in the industry introduced in 1973. In 1987 the company developed the first in what would go on to become one of the best selling and technically advanced workshop lift programs in the industry with a complementary range of equipment for workshops and franchise dealers with turn-key service shop installations, in manufacturer colors if required. These days the company employs around 20 people at its 2,500 sq m facility, with annual sales in excess of 5m euro, more than 25 percent of which is from export sales. The company sells to 10,500 customer accounts in more than 60 countries; www.marolotest.com



D.I.D. Europe: The chain of choice for chain drive conversions, recent new technology from the Japanese specialist has included next generation "Anti-Shock Performance" chain that reduces the process of "Plastic Elongation" caused by the momentary excessive tension that causes the chain pin holes to deform over time - resistance to such deformation is said to be increased by up to 25 percent; www.dideu.it



Digades: Three years ago, the German manufacturer was the first to market with a retro-fit aftermarket E-Call system. Its award-winning 'dguard' automatic crash detection system with integrated theft alarm function detects an accident and automatically connects the driver with the emergency call center. If the driver is still able to speak, they can inform the call center about their injuries; in case the driver isn't responsive anymore, 'dguard' sends the GPS coordinates to the emergency call center, which will activate the appropriate measures; www.dguard.com

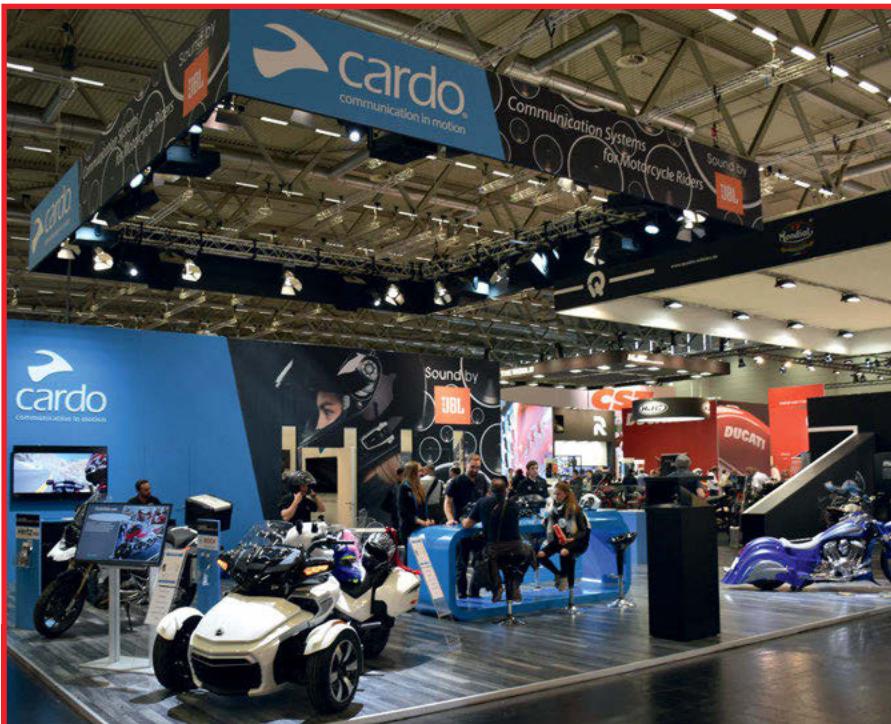
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Cardo Systems: The most exciting new rider communications system in years, Cardo followed up the big leap forward represented by its user-friendly ergonomics of its PACKTALK line by knocking the ball out of the park with next generation Voice Command Operated PACKTALK Bold - featuring voice command activation, coupled with Dynamic Mesh Communication technology. Said to be the world's first natural voice-command operated motorcycle communications system, the company says it has created "the industry's most sophisticated and dynamic motorcycle communications system - a new standard in ease-of-use, seamlessly integrating with Apple's Siri and "OK Google" voice-command platforms. With natural voice-command, riders can simply say "Hey Cardo," and the always-on system reacts instantaneously. It no longer requires a specific activation action such as push-to-talk. Instead, the system allows riders to keep their hands on the bars at all times". Kudos to Cardo founder and CEO Dr. Abraham Glezerman - his proprietary Dynamic Mesh technology allows up to 15 riders to wirelessly communicate with each other with the same ease of connecting just two. Unlike Bluetooth communications, Dynamic Mesh Communication-powered devices are interconnected, thus allowing a group of riders to seamlessly join, leave or change positions at a distance of up to five miles without causing a breakdown in communications. Huge!

www.cardosystems.com



Remus: Recent new products from the Austrian exhaust manufacturer include additions to the company's Sound Design Power pipes such as a new 2-into-1 for the Sport Glide and 2-into-2 options for the Softail Breakout 107/114 and Fat Boy 107; www.remus.eu



Horex: Following its "near death experience" two years after the German motorcycle manufacturer gave debut to its VR6 "Classic" and "Cafe Racer", the company brought another new model to the show - its VR6 Raw. Managing Director Karsten Jerschke described the reaction to its latest sporty model as "enthusiastic" with trade visitors and the public giving the thumbs up to the latest iteration of the two-up, high-end Power Cruiser. The 1200 cc triple overhead camshaft design 18-valve water-cooled six-cylinder VR engine delivers 161 hp (120 kW) and 128 Nm torque. Features include a six-speed transmission, CFRP structural subframe, a new stainless steel exhaust with central catalytic converter and two stainless steel silencers, Ohlins suspension and Brembo brakes front and rear, and Horex forged aluminum wheels; www.horex.com



BS Battery: French designer and manufacturer of OEM and aftermarket powersports industry lead-acid batteries and charging, diagnostic and testing units for all battery formats, Paris based BS Battery is owned and operated by Benjamin Sebban, with operations in north and south America, Japan, Asia and more than 54 countries worldwide. The company's 'Plug & Play' AGM (Advanced Glass Material) factory-activated 'SLA' Max battery range has three terminal-specific, heavy duty, higher cranking amp applications than OE battery upgrades for most current H-D models. "With no acid to handle during the initial battery activation procedure, the 'SLA' concept is the ultimate user-friendly "Plug & Play" motorcycle battery solution"; www.bs-battery.com



Energica: Next year sees the Italian E-bike manufacturer's Ego Corsa adopted as the spec bike for the upcoming FIM MotoE World Cup international E-bike race series; www.energicamotor.com

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VOZZ: It's not often that a truly revolutionary leap forward happens in any market, perhaps least of all in the motorcycle helmet sector, but the Australian designed VOZZ helmet challenges helmet design orthodoxy at a fundamental level. Just why exactly are all other helmets designed to be lifted off the head vertically, when there is another way of looking at it? That "other way", the VOZZ way of having the helmet open front from back, results in improved ergonomics, improved comfort and an opportunity to design and manufacture the head opening and chin bar area in a way that eliminates the compromises of the orthodox assumptions - "Go Strapless"; www.vozzhelmets.com



Keis Heated Apparel: The fast growing Motohaus owned British apparel brand has been "advancing the evolution of heated motorcycle clothing for over 10 years." Now it is starting to make its range of designs available to distributors and their dealers in continental Europe - last year saw a test introduction in France, Italy, the Czech Republic and Denmark. Designed in the UK, specifically for European riding conditions, the Keis apparel program includes a range of heated jackets, vests, ladies' bodywarmers, gloves (armoured and inner gloves), heated trousers and boot insoles. Keis uses "micro carbon fiber technology" and the very latest heat generating technology to deliver Far Infra-Red Radiation - the kind that bright sunlight transmits, even on cold days; www.keisapparel.co.uk



DP Brakes: The UK based manufacturer was the originator of sintered brake pad technology, still the foundation of what is said to be the best braking compound formulation available. DP pads for Harley applications are made for and sold exclusively by Drag Specialties; www.dp-brakes.com



K&N Engineering: The Californian filter specialist's European operation SRM showcased the firm's popular 'Street Metal' stylish custom air cleaner program, side draft intake systems, high flow M-8 replacement filters, bolt-on 'Aircharger' and generally basked in the reflected glory of the success of its AFT Twins sponsorship; www.knfilters.com



Koso Europe: The instrument specialist offers one of the largest OE replacement and upgrade ranges in the powersports industry. For Harleys the company's HD-02 set is a full plug & play solution replacing the OEM parts - nothing needs to be drilled or rewired, you just plug the instruments into the existing connectors and insert them into the panel and choose between a blue or red display on the all black devices. The 6-piece set includes a 4" speedometer, a 4" tachometer with gear indicator, a 2" oil pressure gauge, a 2" outside temperature gauge, a 2" gas gauge and a 2" voltmeter for FLHT, FLHX and FLTR from 2004 to 2013; www.kosoeurope.com



Brixton Motorcycles: Owned by the Austrian based KSR Group (formerly known as Generic and owned by Christian and Michael Kirschenhofer, KSR is owner or distributor of several motorcycle once-famous and increasingly well-known E-bike brands, including Lambretta). Brixton is a contemporary/retro range of (currently) five 125 and two 250 cc motorcycles powered by 4-stroke air-cooled singles. Described as offering "throwback style" with "streetwise edge" and sitting right in the sweet spot of lightweight value and convincing, youth rider styling and price-points, features include CBS and EFI on the 125 range with EFI and ABS on the 250s; www.brixton-motorcycles.com



MACNA: Designed and distributed by Dutch apparel specialist Splash Design, the award-winning MACNA riding apparel range is a feature-rich, high-tech program with some notable firsts to its name - not least the innovative 'Night Eye' technology - a patented approach to night riding visibility that sees a normal, grey motorcycle jacket light up in the headlights without the use of conventional high-visibility materials or vests. Instead, microscopic glass beads in the Night Eye fabric work like small mirrors and reflect the light right back where it came from - lighting the rider up from a long distance; www.macna.com

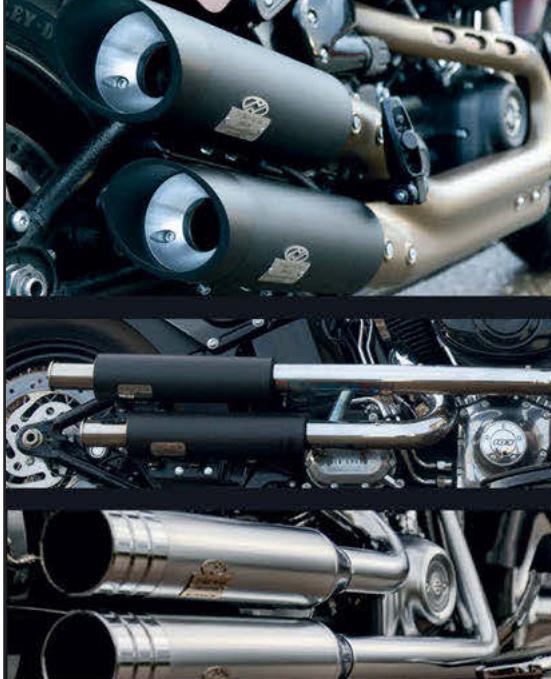


Parts Europe: The Germany based distributor hosted some 20 or so vendors at its huge booth, including Drag Specialties staples such as S&S Cycle, Rinehart Exhausts, ICON apparel, Moose and Thor - this year has seen Drag Specialties and Thor celebrating their 50th anniversaries; www.dragspecialties.eu



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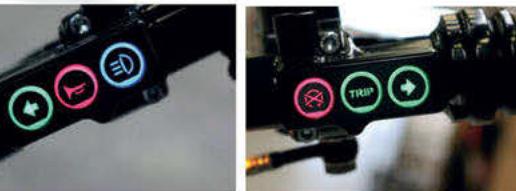
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Galfer: Through its US subsidiary and distributed by Zodiac in Europe, the Spanish brake component manufacturer is a leading rotor as well as brake pad manufacturer - if you haven't seen the company's unique 'Skull' design rotors, check them out! www.galfer.es



Royal Enfield: First revealed a year ago, the new 650 Twins from the Indian manufacturer are among the most eagerly anticipated additions to the burgeoning middleweights sector - a sector that Harley-Davidson finally announced this year it will enter in the next 24-36 months. The Continental GT and Interceptor INT are slated to finally be in U.S. dealerships by spring of 2019 and their engineering pedigree (with heavy Anglo-American pre-production development influences) and the 'Retro' nature of a brand that can trace its origins back to 1901 (it claims to be oldest motorcycle brand in continuous production), combined with 'sweet-spot' value pricing for what is widely being touted as a very, very good machine, should have a dramatic effect in an all-important 18-30 youth sector that is largely priced out of anything above 400 cc. An all new steel cradle chassis and SOHC air-oil-cooled parallel twin engine with a claimed 47 hp means they can sell to the entry level A2 licence holders. Much of the development work was undertaken at Royal Enfield's 'UK Technical Centre', which is to be used as a global headquarters for product development, at the Bruntingthorpe Proving Grounds in England. In 2015 Royal Enfield parent company Eicher Motors bought Harris Performance in the UK, a long-standing collaborator; www.royalenfield.com



Motoz: Australian tire manufacturer Motoz isn't in the mainstream cruiser tire market, but if you are after the best dual-sport, Enduro or MX tires money can buy, listen to the "paddock chat" and get some seriously top-end knobbies from the company's new German warehouse inventory; www.motoz.com.au

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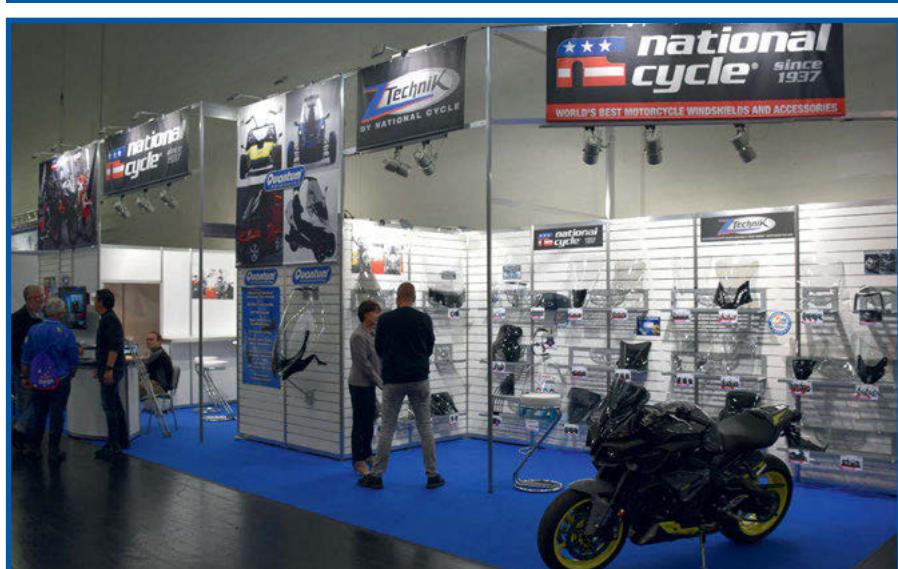
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National Cycle: Recent new windshield designs from the market-leading Maywood, Illinois based manufacturer include a choice of VStream windshield upgrades for Indian Chieftain and Roadmaster models from 2014-2018. Taking its name from its unique patented shape, the advanced "V" profile and dimensional contours of VStream windshields that push the wind vortex out and away from the rider's helmet result in a quieter and less turbulent riding environment. Made from tough, high quality 4.5 mm Quantum hardcoated polycarbonate, using National Cycle's state-of-the-art manufacturing techniques, the company says that they "provide outstanding clarity, impact strength and scratch resistance - unmatched by any windscreens 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"; www.nationalcycle.com



Paaschburg & Wunderlich: The distributor and parts and accessory designer made the headlines earlier this year when it announced its acquisition of German parts maker and bike builder LSL Motorradtechnik GmbH from founder and former Harley dealer Jochen Schmitz-Linkweiler. Noted for top-end parts and expansive series production 'Clubman' and specials bike building programs, LSL warehousing and sales activities have been relocated to the P&W facility at Glinde, near Hamburg. The LSL development department, design and engineering teams have stayed at the existing LSL facility at Krefeld under the continuing leadership of Schmitz-Linkweiler. P&W existing own brands include HIGHSIDER, Shin Yo, Takkoni and Moto Professional; www.pwonline.de; www.lsl.eu



Fechter Drive: German distributor, best known for own brand product lines such as Hurric, Shark and Falcon exhausts and ProTech accessories; www.fechter.de

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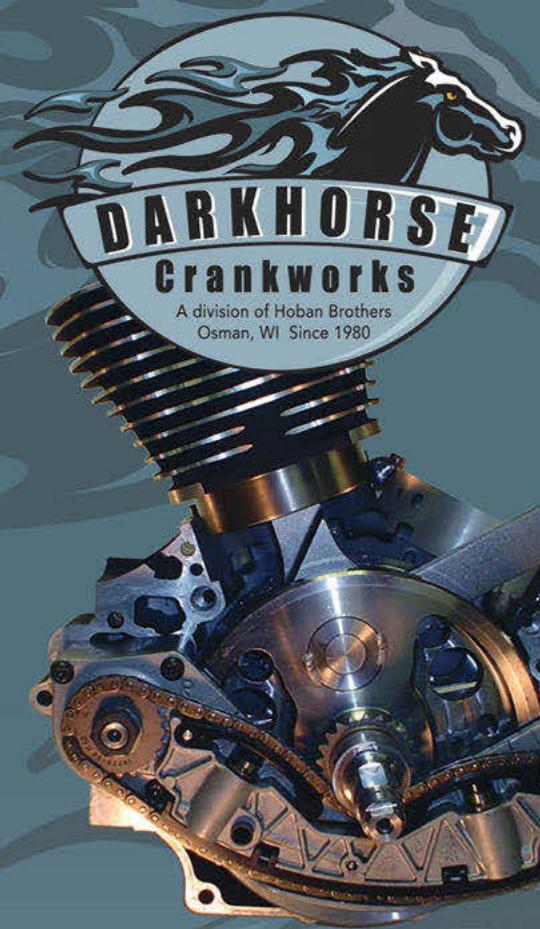
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Öhlins: Recent new products from the Swedish manufacturer include its NIX 22 cartridge kit for Softails. Based on experience gained through decades of high-end suspension manufacturing, the kit is said to deliver "performance with stable damping characteristics while ensuring a smooth, comfortable ride." Features include compression damping in the left leg and rebound damping in the right leg; it is an easy bolt-on install for standard front forks and has a 22 mm piston diameter. A range of spring rates are available; www.ohlins.com



Kellermann: The German custom lights specialist continues to get bigger as it gets smaller - in the shape of its recently released 'ATTO' LEDs, probably the smallest custom lights ever designed and manufactured. Fully compliant, they feature 'über-bright' 3-in-1 combination turn signal, brake light and running light functionality and the latest advanced circuitry for safe, reliable low-draw installation in an almost infinite range of possibilities and configurations. Additional recent new designs also include the Micro S DF Dark and updated bullet light BL 1000; www.kellermann-online.de



Norton: The Stuart Garner chapter of the Norton Motorcycle story is already a story that has been often told throughout the media in recent years, but less often commented upon is the potential impact that his 20-year "Design and Licence" agreement with leading Chinese motorcycle engine manufacturer Zongshen could be going to have on the burgeoning middleweight displacement market - where a real shake-up and tsunami of buying options stands to completely redraw the motorcycle sales landscape for the next 30 years. The joint venture project is for a new 650 cc twin that has been engineered and developed by Norton and legendary British engine designer Ricardo.

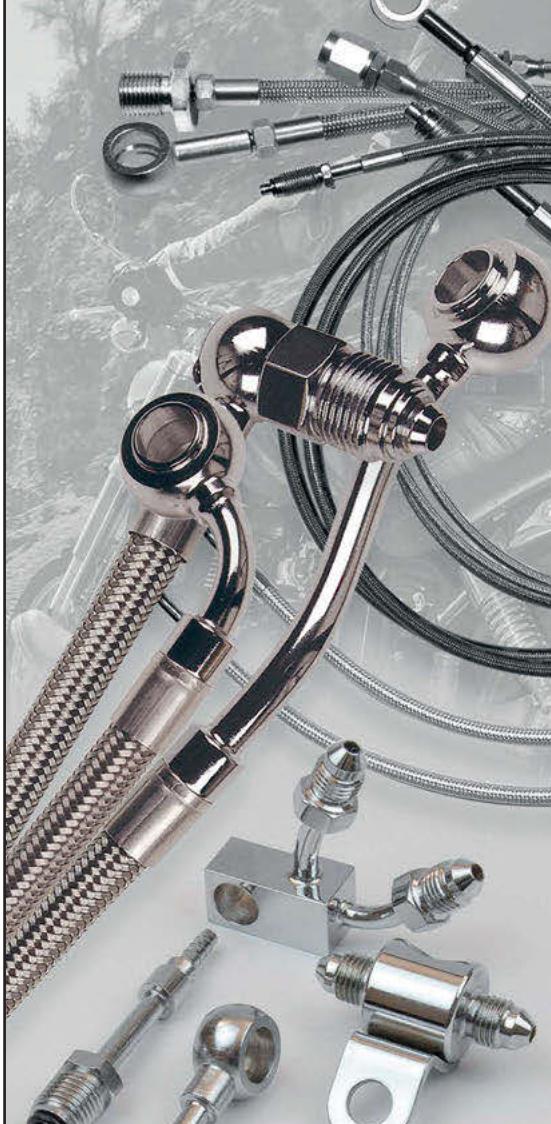
The Euro 4 compliant engine will allow Zongshen to "fast-track" into larger displacement production numbers and under the Norton imprimatur start selling co-designed Norton badged machines worldwide. While the precise value of the deal to Norton remains confidential, an initial consideration paid to Norton was described as being in the "millions of dollars" with an ongoing royalty on each engine produced. Zongshen is not to be underestimated, it is a player - in 2017 it is estimated to have produced around 4 million engines. For a generation of potential buyers who love 'retro,' Norton's legacy (which can be traced back to 1898) is going to prove a real draw once these new bikes are in northern hemisphere dealerships; www.nortonmotorcycles.com



Motorsport Aftermarket Group: One of the world's leading and largest manufacturers of aftermarket products of all kinds, MAG has emerged from its September 2017 difficulties in better shape than it has been since before the crash of 2008 changed our world forever. From Vance & Hines exhausts, Kuryakyn accessories and Progressive Suspension shocks, the diverse offer also includes Performance Machine brakes and wheels, RSD accessories and apparel, the popular Speed & Strength program (a staple with a large number of authorized Harley dealers in the United States who want to complement their Bar 'n Shield product with some 'Edge'), Mustang Seats, the fast growing Burley Brand and more; www.magggroup.com



Triumph: It is a year ago now since news of the non-equity deal between Triumph and major KTM shareholder Bajaj Auto emerged - a deal designed to pave the way for a whole new generation of Triumph badged middleweights that Bajaj will sell in emerging markets. However, if anyone thinks they won't find their way into Europe and North America, think again, they will. At the time, the joint statement between the two stated that "this new global partnership will enable Triumph to significantly expand its global reach by entering new higher volume market segments, especially in emerging markets across the world." While the primary initial targets may well be the "emerging markets", the mid-displacement sector in the world's mature markets is where the really interesting action will be found in the next decade. That is the future battleground, and if Royal Enfield, Norton and probably also BSA branded machines are going to be slugging it out with Harley, Indian and others for the price-point sweet-spot at which millennials will engage, there is no way that Triumph will allow itself, or that Bajaj would allow Triumph, to be left outside the party looking longingly at the opportunities from afar; www.triumph.co.uk



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Fehling: The well-known German accessories manufacturer offers dealers access to one of the largest handlebar, engine guard, protection parts, luggage rack and related parts ranges in the industry. The company specializes in anything that involves tube bending and designs and makes all its own products in-house at its factory near Dortmund in Germany. Founded in 1945 as a specialist metal-forming and processing engineer, the company specializes in motorcycle parts, currently employs around 25 people and is still in the founder's family ownership; www.fehling.de



Beringer: The legendary French brakes manufacturer was founded in 1985 by Gilbert and Veronique Beringer, and the company got its start with a range of wheels and fork arms for side cars. The company's entry into the brakes market came in 1990 with cast iron discs, followed by calipers soon after. Selling into the automotive, race (including F1) and aeronautical markets, as well as most sectors of the motorcycle market, including for Harleys, the company moved into new state-of-the-art 1,500 sq m facilities in 2010 and spends 10 percent of annual turnover on R&D. The company's top end radial bracket mount and Aerotec direct-mount 6-piston calipers are widely regarded as among the best in the industry; www.beringer-brakes.com



Magura: One of the oldest parts and accessory manufacturers in the industry in Europe (tracing its roots back as far as 1893), in motorcycle terms its best known products are its radial master cylinders and ergonomic HYMEC hydraulic clutch systems - now additionally available for selected Sportster applications; www.magura.com



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NEWS BRIEFS

BMW unveiled its first autonomous motorcycle technology demonstrator at its Miramas testing ground Techday in southern France. Developed by a team led by graduate engineer Stefan Hans, a R 1200 GS was shown to be able to independently drive off, accelerate, circle a winding test track and independently slow down safely to a stop.

BMW continues to run the Harley playbook - its new "Rent A Ride" program is a dealership based short-term rental service that operates via a website with smartphone capability, enabling customers to select the model of their choice and check availability at all participating Rent A Ride partner dealerships in real time.

Fiat Chrysler has confirmed reports that it is offloading its high-tech parts division Magneti Marelli. Japanese car parts maker Calsonic Kansei, owned by private equity giant KKR, will buy the unit for \$7.1bn, creating the world's seventh largest independent components supplier. Last year KKR was reported to be one of the bidders offering to buy Ducati from Volkswagen Audi.

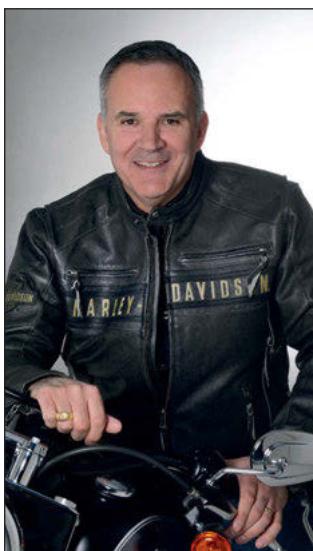
The Custom motorcycle market in Germany ("Choppers" - as defined by the German motorcycle industry trade association) was worth 10.66 percent of the total 92,402 unit motorcycle market for the first eight months of 2018 at 9,849 units; a +21.29 percent increase for the sector over the same period in 2017. The data includes Harley, Indian and other large and low volume manufacturer models, as well as one-off build registrations.

Harley Q3 International +2.6%; Domestic -13.3% in a -9.8% Market for a 50.9% Share

Harley-Davidson has announced its Q3 financial results, and while it is reporting that international retail motorcycle sales were up +2.6 percent compared to 2017, retail sales in the United States were down -13.3 percent, putting worldwide retail sales down overall at -7.8 percent.

The domestic U.S. 601+ cc industry was down -9.8 percent in the third quarter compared to 2017. Harley-Davidson's third quarter U.S. market share was 50.9 percent, while Harley-Davidson's European market share was up +0.8 of a percentage point to 10.4 percent through September. Third quarter revenue from the Motorcycles and Related Products segment (Motorcycles segment) was up versus the prior year. Operating margin as a percentage of revenue increased in the quarter compared to 2017 due to higher gross margin and lower SG&A as a percent of revenue. "Third quarter progress tracked to our plans with numerous highlights including another quarter of improved international retail sales growth and increased year-over-year earnings per share. We unveiled our More Roads to Harley-Davidson accelerated plan for growth, and made strong progress already through September," said Matt Levatich, President and Chief Executive Officer, Harley-Davidson, Inc.

"As we manage our business with resilience in a challenging time in our history, we are leveraging our strengths for a more promising road ahead. We are investing to build the next generation of Harley-Davidson



Harley CEO & President Matt Levatich: "As we manage our business with resilience in a challenging time in our history, we are leveraging our strengths for a more promising road ahead"

riders and we are optimizing our business to drive profitability and cash flow. Through September, cash flow was very strong, and revenue was up over +3 percent despite lower motorcycle shipments."

On a discretionary basis, Harley-Davidson repurchased 1.9 million

shares of its common stock during the third quarter for \$84.5 million. During the quarter, there were approximately 166.7 million weighted-average diluted common shares outstanding. At the end of the quarter, 21.3 million shares remained on board-approved share repurchase authorizations.

During the quarter, Harley-Davidson says "we have made progress on the initiatives included in our More Roads to Harley-Davidson accelerated plan for growth to build the next generation of riders globally. Leveraging core strengths in the business, brand and dealer network, the company is investing in opportunities that inspire increased ridership sooner and deliver sustainable growth for the future." Harley-Davidson's More Roads plan supports the company's strategy and 2027 objectives to: build two million new riders in the U.S., grow international business to 50 percent of annual volume, launch 100 new high impact motorcycles and do so profitably and sustainably.

Through 2022, the company's More Roads to Harley-Davidson plan is slated to deliver new products to keep current riders engaged and inspire a new generation of Harley-Davidson riders; broader access, meeting customers "where they are and how they want to engage with a multi-channel retail experience" and stronger dealers - driving a performance framework to improve dealer financial strength and the Harley-Davidson customer experience. The company believes its accelerated plan will drive revenue growth and expand operating margins and

Continues on page 8 >>>

Variable Pressure Clutches

'13 AND LATER A&S CLUTCH, 3 STUD STYLE CLUTCH

VP-SDR
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VP-SDR PERFORMANCE KIT

VP035-SDR with Performance Coil Springs
for 40% more clamping force

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LIGHT FORCE
PN: LF001-001 CLUTCH SLAVE CYLINDER

40%
REDUCTION IN CLUTCH LEVER EFFORT

- STOCK REPLACEMENT NO MODIFICATION REQUIRED
- INDUSTRY LEADING DESIGN & PERFORMANCE
- MADE IN BILLET 6061 ALUMINUM
- FOR 2017+ M8 ENGINE TOURING MODELS

OUR LIGHT FORCE CLUTCH SLAVE CYLINDER IS SPECIALLY ENGINEERED TO REDUCE CLUTCH LEVER EFFORT BY 40%, WHILE AT THE SAME TIME BRINGING IN THE CLUTCH ENGAGEMENT POINT CLOSER TO THE GRIP FOR A MORE COMFORTABLE RIDING EXPERIENCE.

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2017 H-D Road Glide as shown. (Stock transmission end cover can still be utilized.)

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