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Harley Share Price Hits Seven Year Low; Nearly 40% of Market Value Lost in 2018, Market Cap Below \$6bn

JAN 2019
ISSUE #234

The recent instability on Wall Street hasn't helped Harley-Davidson's cause. The volatility seen in its share price since the start of October has seen the company looking at starting 2019 with its share price in the mid to upper \$30.00 range from a 2018 high of \$56.50.

This represents a loss in its Market Value of around -17 percent in less than three months and nearly 40 percent in less than a year (the 2018 high was \$56.50 in January). A year that has seen Harley-Davidson break cover on the most detailed and ambitious long-term strategic plan any motorcycle manufacturer has ever disclosed to its investors. A year in which Harley continues to maintain shareholder dividend growth and a dividend rate that has seen it comfortably outperform the S&P 500 investor return average for several consecutive years.

At the time of writing, the Harley share price had plummeted as low as to \$34.79, a seven year low. By mid-December 2018 Harley's Market

Capitalization ("Market Cap" – the real measure of the value of a publicly traded business) had been dragged down to a low of \$5.69bn, a drop of over \$4.6bn (nearly -45 percent) since its March 2017 two-year high of 10.32bn; it has more than halved with a loss of nearly -60 percent (-\$8.31bn) since its April 2014 five-year high of



over \$14bn.

Its all-time Market Cap high came in November 2006, before the financial crisis started to erode all stock price values, at \$15.34bn, when its share price was trading at close to \$74.00; the highest its share price has been since then was around \$70.70 in May 2014. Harley's share price dropped to below \$8.50 in March 2009, the recessionary

low-point for most of the shares of the then listed corporations who are currently still in the S&P 500; at that time Harley's Market Cap dipped as low as \$1.62bn.

There is no question that the volatility seen on Wall Street since the start of October, as markets appear to lurch unsteadily between Bear and Bull, has been a major factor in the instability of Harley-Davidson's own market fortunes. But it is far from being the only factor. Harley-Davidson has been more exposed than many to the wider economic and geo-political concerns that are also creating an environment of unease and uncertainty – tariffs especially.

In the course of 2018 successive short-term Harley share price rallies have proven to be just exactly that, short-term. Quarterly shipment/retail numbers have overshadowed the EPS news, and the 'More Roads' strategic plan, and then later in the year, the MY2019 announcement also failed to move Harley's needle in any meaningful sense.

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2018 HOW WAS IT FOR YOU?

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Widely admired for its 'swoopy' 1930s retro meets science fiction, gallery grade avant-garde styling, Orkonyi Károly (Hungary) pulled third place in the 2018 'AMD' - making it three out of the top four for Eastern and Central European custom builds! See pages 32/33

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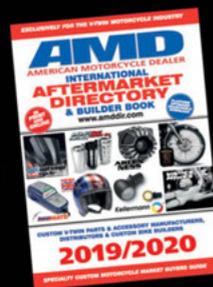
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2018 - How Was It For You?

Well, so much for the January optimism! I started 2018 with the fervent hope that we would see something other than the continued market decline that has haunted us for the past four or five years, but it wasn't to be.

While there are businesses in the Harley aftermarket and wider custom motorcycle parts and accessory industry that have been doing well, those with the right ideas, the right people and the right products in the right place at the right time, I am aware (who couldn't be!) that for the 'silent majority' of parts and accessories vendors, the traditional 'hardcore market' vendors, and the independent custom shops that buy from them, the multiple pressures on their businesses continue to weigh heavily.

Growth? That's for plants, right? It feels like a long time since many in the market had very much of that – to the point where, eyeing 2019 from pre-deadline December - I almost dare not mention the "G" word at all.

This month's cover feature points to the complex matrix of issues that Harley-Davidson (and the motorcycle manufacturing sector in general) is having to grapple with - there is likely to be more difficulty ahead before there is any real, sustainable "G".

Indeed "flat" would be "the new black" for 2019 where custom parts and accessories sales are concerned. Even seeing Harley report sales declining less quickly than market registrations, just seeing them performing ahead of trend would be a step in the right direction.

As Harley allows its dealer network consolidation to continue, in terms of ownership profiles (indeed, encourage it), with ever more buying horsepower in the hands of ever fewer dealership owners, and with ever diminishing local market brand and corporate memory to inform its hinterland, the worry has to be whether or not they will be able to deliver on its stated aim of taking the traditional customer base with them.

Of course, Harley is doing the right thing to try to "meet its customers where they are". Speaking about the implications of "More Roads" at the end of September, Matt Levatich told investors that "it's true that this plan will redefine the existing boundaries of our brand and will reach more customers through new types of products and channels," but that he believes that Harley will "secure the legacy of Harley-Davidson freedom for generations to come by executing our plan in a way that honors and rewards our extraordinarily loyal and passionate customer base and reinforces all we stand for as a brand and as a company."

Well, if it succeeds in nothing else than guaranteeing survival, then that will be its own reward. If the rules of that game change, which they clearly have, then you have to adapt your playbook. I will forever maintain that they were some two, three or possibly even four years late with "More Roads", and that braking cover with some of the essentials at least 24 months earlier would have been a more assured way of securing "competitive advantage". However, even if there are yet some blind alleys in what has been game-planned so far (personally the jury is still out for me where E-bikes are concerned), momentum will be Harley's friend. The most important reason to ensure that "delivering a multi-channel retail experience" includes taking traditionalists with them, is that the "New Genners"

will have something to turn to with the brand in their later riding lives. Brand values should be "forever" values, but riding needs, tastes and requirements do change, so it does indeed behove a corporation in Harley's position to ensure that they can become "more things to more people" and don't simply replace its old style monoculture with a new style of equally one-dimensional culture.

Levatich's three core essentials of "new products, broader access and stronger dealers" have within them the scope and potential for a diverse range of riding solutions to speak successfully to a diverse range of customers. In the past two decades several other manufacturers, most notably Ducati, have avowedly stated that they have been seeking to follow the Harley playbook. However, others, most notably BMW, have done the same, but while also refusing to be locked into brand constraints.

Even some five months on, I have seen nothing about "More Roads" that suggests Harley isn't in fact giving itself its own big fat dose of freedom. Rather than thinking outside its traditional box, they are simply moving forward and getting set to "think in many boxes", and any brand that has the power to become body art certainly has the power to do that successfully. Levatich is on record as recognizing that "lock step progress in all these areas matters both in the near term and in the achievement of our objectives over time". He's right. He points to the "linkage between the three growth catalysts" and that "new products will require broader access and stronger dealers to realize the full potential for the business." Absolutely. He references "bold actions" being "needed to assure our future" and that it is not a plan for a "short-term

'you can't win without being in the game'

fix to what is a fundamental issue in the U.S. industry. It is a way to optimize in the near term and create domestic and international opportunities to provide sustainable growth over time." He gets it!

He and his team just need to make sure that the investor community can raise their gaze from the unit numbers for long enough to give the company the time it needs. I have often decried the company's dividend policy, but that was at a time when it appeared that they were feeding the sharks in a strategic vacuum.

Now they are moving to take ownership of their own destiny rather relying on some magical, mythical turn in the wider motorcycle industry to help them out, the dividend is a strategy whose time has come. It not only makes sense but is one of the few tubs of fish food they have in their grasp.

It is a sad irony that as I write this, the share price is tanking, reaching seven-year lows, before the investors have even been asked to digest what is sure to have been a dire final quarter to cap an equally awful year. Let's hope Levatich and CFO Olin have plenty of good old-fashioned Pepto-Bismol to hand out when they are trying to talk up January's 2018 annuals release.

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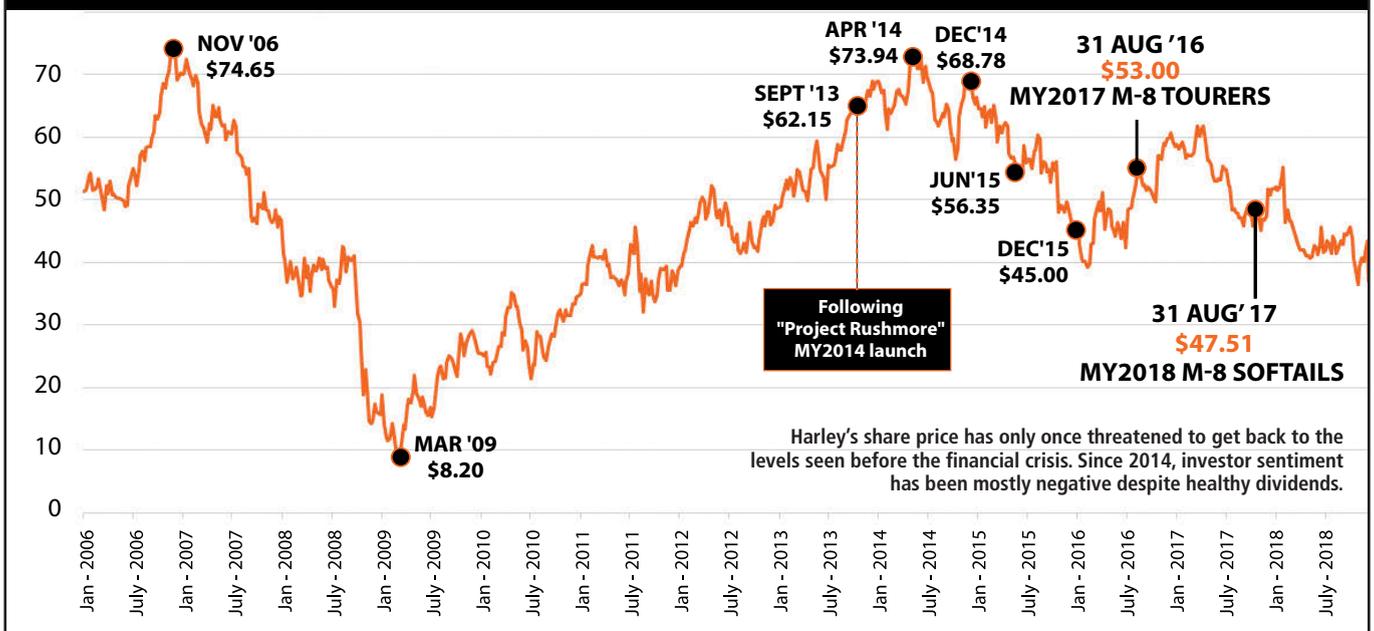
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HARLEY-DAVIDSON STOCK PRICE

LONG-TERM: JUNE 2006 TO DECEMBER 2018



<<< Continued from cover

Many analysts are now pointing to the late January 2019 full year fiscals announcement for 2018 as being a potential watershed moment for the stock market's patience. As regularly repeated, mantra-like, by

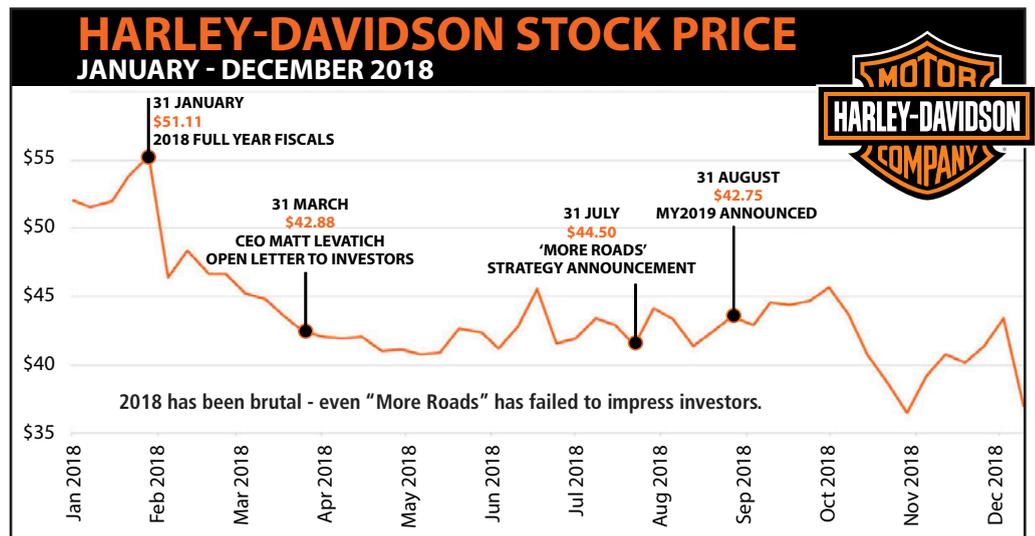
'Harley is faced with a triple whammy of pressure'

both CEO Matt Levatich and CFO John Olin, one of the key pillars of Harley's strategic planning is to keep its current "investment and return profile and capital allocation strategy intact

through 2022" - when the new models forecast in its 'More Roads' strategy document should start to boost revenue and eventually profits, rather

than drain capital. Harley remains adamant that its 'More Roads' initiatives will be self-funded by continuing to "drive revenue growth"

in the meantime and simultaneously "expand operating margins". Harley's third quarter EPS (Earnings Per Share - total dividends arising from net



H-D Market Share 2008-2017

Q3 2018 marked the seventh straight quarter, and 14th out of the last 15 quarters, that Harley's domestic sales of motorcycles fell.

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
United States (601+cc)										
Total Market New Registrations	526,000	325,500	278,500	289,900	299,400	305,900	313,627	328,800	311,710	288,802
H-D Retail Sales	218,939	162,385	143,391	150,900	161,300	167,800	171,079	168,240	161,658	147,972
United States H-D percentage Market Share	41.6%	49.9%	51.5%	52.1%	53.9%	54.9%	54.5%	51.2%	51.9%	51.2%
EMEA (601+ cc)										
Total Market New Registrations	459,400	368,000	344,800	328,500	300,400	281,800	319,801	351,700	391,936	390,619
H-D Retail Sales	40,725	36,444	37,378	39,900	36,200	36,100	38,491	43,287	45,838	44,935
European H-D percentage market share	8.9%	9.9%	10.8%	12.1%	12.1%	12.8%	12.0%	12.3%	11.7%	11.5%
Percentage of H-D retail sales:										
USA	69.78	66.93	64.56	64.49	64.71	64.74	63.84	63.58	62.11	60.95
EMEA	14.36	16.49	18.54	18.85	17.22	16.34	16.91	16.36	17.61	18.51
Total International	30.22	33.07	35.44	35.51	35.29	35.26	36.16	36.42	37.89	39.05

HARLEY-DAVIDSON TOTAL ANNUAL DIVIDENDS

Quarter	Dividend
2018	1.48
2017	1.46
2016	1.40
2015	1.24
2014	1.10
2013	0.84
2012	0.62
2011	0.475
2010	0.40
2009	0.40
2008	1.29
2007	1.06
2006	0.81
2005	0.625
2004	0.405
2003	0.195
2002	0.135
2001	0.115
2000	1.0975
1999	0.0875
1998	0.0775
1997	1.0675
1996	0.055

Harley is returning a 4.3% yield - paying out around 40% of its earnings in the form of dividends.

income expressed as a factor of the number of outstanding shares) shows that the company remains profitable and, arguably, theoretically, increasingly so. The \$0.68 EPS was a massive 70 percent up on the third quarter of 2017, with Q3 revenue having been driven up by increased shipments - which Harley claims to have done while still managing inventory carefully - compared to Q3 there were 2,200 fewer unsold bikes in showrooms as the quarter closed. Overall, third quarter domestic U.S. motorcycle retail was -9.8 percent, whereas Harley was down -13.3 percent (at 36,200 units from 41,800 for Q3 2017). Harley's 601+cc new model retail market share, which had been holding up quite well through Q3 2017 (53.1 percent and growing) dipped by 2.2 points to 50.9 percent for the third quarter, with YTD market share also down at 49.7 percent from 50.7 percent for the year-ago quarter. While international sales are up (in most markets, but especially in Europe in volume terms), the fact that CFO John Olin was able to point to the Q3 results being "in line with our plans" doesn't bode well. There will come a point where investors may run out of patience, especially if portfolio returns are being squeezed elsewhere if the 9-year Bull Run has now ended.

According to analyst blogs, there is widespread concern that, with its focus being on units, investor sentiment could turn and that Harley's focus on being in the top quartile of S&P 500 shareholder returns may prove insufficient to keep the share price where Harley needs it to be. The sharks could be about to start swimming in ever decreasing circles.

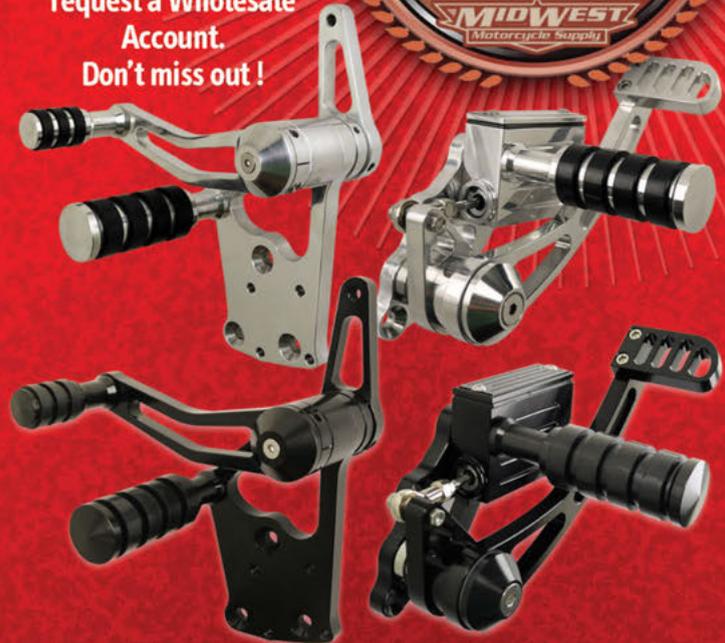
TOP 10 HARLEY INVESTORS *

Investor	Total Value (\$ m)	Percentage Held
Vanguard Group Inc	634.80	10.82
Blackrock Inc	389.36	6.64
Dodge & Cox	351.82	6.00
Massachusetts Financial Services Co	283.28	4.83
INVESCO Ltd	281.47	4.80
State Street Corp	259.10	4.42
Bank of New York Mellon Corp	254.54	4.32
Capital Research Global Investors	200.49	3.42
Barclays Global Investors UK Holdings	198.80	3.39
Select Equity Group	178.39	3.04

88 percent of shares are held by institutional investors; nearly 52% held by the ten largest.



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Freestyle Winner: Tim Dixon of Gas Axe Chop Shop with painter Leatherwood Motorcycle Works won \$1,000 and a plaque for a 2018 Custom Chopper. Tim designed and made every piece he possibly could on this build, which also won the AMD Championship at Cherokee Blue Ridge Run earlier this year.

For the wheels, Tim started with blank rims from Ledsled and then made hubs, spokes, and flanges, all welded with steel then silicone bronze, with brass sleeves made for each spoke and pressed in.

Tim told AMD that: "I made a Narrow springer with tapered rear legs, custom risers, bars and integrated an internal throttle into the handle bars and fabricated some leather grips from seat material scraps. I made the Bronze inlayed headlight, and have used a Wagner yellow bulb, and came up with a '61 corvette parking light lens for the tail light.

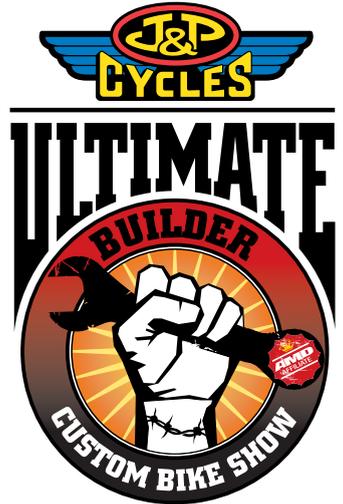
"The frame was also my design, wishbone style, with drilled solid downtubes, oval shaped neck with an oval copper badge with my logo; I hand made the split gas tanks, designed my own stainless tank fill, billet caps, oval oil tank, and copper hard line plumbing. My custom design oil filter with bronze inlay uses a stock Shovelhead oil filter and I've used banjo fittings for all the plumbing. I managed to source a vintage performance machine rear caliper and have custom designed the foot controls, hidden late model master cylinder, and a billet battery mount (under the transmission).

"My engine of choice was the 96" S&S Shovelhead style engine with Morris magneto, S&S carb, custom stainless air cleaner, 4 speed Harley transmission, 3" BDL belt drive, hydraulic clutch, Roland Sands master cylinder, and a 2 into 1 stainless exhaust. The seat was made and covered by my smokin' hot wife, in natural leather with brushed stainless insert.

"The paint is Tamco custom mixed colors with gold leaf by Leatherwood Motorcycle Works in Memphis TN; the chrome final polish was done by Atlantic Coast plating in Athens TN, with powder coat clear on the polished parts by Southern Powdercoating in Benton, TN".



Custom Retro Winner: Marco Leonetti with Chaos Cycle and painter Chris Mauro won \$750 and a plaque for a 2016 Chaos Cycle. The custom retro motorcycle hosts a 1983 Shovelhead, a variety of Chaos Cycle built parts, fender, gas tank, exhaust, handlebars and springer.



The second round of this season's Progressive International Motorcycle Shows (IMS) series was staged at the Jacob Javitz Convention Center, New York, November 30 through December 2 2018, and with it the second round of the 2018/2019 J&P Cycles Ultimate Builder Custom Bike Show (UBCBS).

Now in its ninth year, UBCBS is an elite-level custom motorcycle builder competition

featuring more than 400 motorcycles. With more than \$100,000 cash and prizes awarded across the IMS tour, it is the largest prize package in the United States. The competition will be held at all seven stops on the IMS Tour, with the championship round taking place February 17 in Chicago, Illinois. The winners of the UBCBS at IMS New York will go forward to compete at the finals, and were as follows ...



Freestyle Runner-Up: Michael Cupelli took home a plaque for his 2000 Harley-Davidson that featured a 30 inch wheel, air ride front and rear, big tire kit for rear, custom paint, open primary, custom stretch swingarm and engine work.



Custom Retro Runner-Up: Brian Phuk Dup, Evan Favaro with Speakeasy Motors and painter Chris Brown won a plaque for their 1978 Yamaha XS650. The runner-up motorcycle was simple yet funky. It had a handmade headline shroud, exhaust and stainless BMX style bars.



Custom Street Winner: Ace 9/Timka with A&J Cycles and painter Gary Deitelmeier took home \$500 and a plaque for a 2007 Triumph Thruxton hosting Speed Merchant engine covers, Motogadget speedometer, a Motoendemic LED headlight, a Luimoto seat, Öhlins suspension and powdercoating by TRG coating.



Custom Street Runner-Up: Rollin' Fast Cycle Sports and painter MPS Painter won a plaque for their 2016 Indian Springfield. The custom street motorcycle featured Rollin' Fast Speed Shop handlebars, custom paint, Ridewright fat spoke wheel, Lloydz Motorworkz air filter, Bux custom seat, custom rear end kit and LED lighting.



People's Choice Winner: Wilson Vasquez with MetalScorpio and painter Vinyl Wrap won People's Choice with a 2009 Honda RCV1000RR replica. The MotoGP inspired Honda CBR1000RR is tribute to the late Nicky Hayden.



Custom Harley-Davidson Winner: Jason Campbell with JP Customs NY and painter Xecution Style won a \$750 and a \$250 Harley-Davidson gift card with a 2015 Harley-Davidson Road Glide. The motorcycle hosts a Layframe, 30 inch front wheel with matching rear, dual 18 inch rotors, CMP turbo charger, Down & Out TOL tail section, extended tank, 3k watt audio system, front and rear air ride and custom outer fairing.



K&N Garage Builder Winner: Bishop Al T. Henry with Speedworld and painter Jeffrey Jaquez won \$500 and a K&N Garage gift card with a 2015 Polaris Slingshot, hosting 15 TV screens, 16 speakers, 5 amplifiers, 2 batteries, a modified engine and components, custom exhaust, custom interior console kit and custom upholstery, radical LED lighting, fabricated analog gauges, side aerodynamic body kit and custom rear spoiler.



Custom Harley-Davidson Runner-Up: Anthony Sansonetti with Motorworx took home a \$100 Harley-Davidson gift card and a plaque for runner-up with his 2016 Harley-Davidson Road Glide. The motorcycle featured custom bags, a Paul Yaffe stretch tank, custom outer fairing, full stereo with subs and amp, 26 inch wheel, center stand and a custom seat.



Best Street Bike Winner: Shawn Talavera took home a U Koala Bag and a plaque with a 2006 Suzuki Hayabusa 1300 R, featuring a 300 tire, single side swingarm, custom red chrome paint, custom seats, custom odometer, chrome accessories, air ride landing gear and custom rear fender light kit.



Best Chopper Winner: Rob Adams with Rob Adams RA Custom Motorcycles and painter Josh Varnum Trinity Designs won a U Koala Bag and a plaque with a 1996 custom Harley-Davidson. The motorcycle hosts a custom-built frame from a Harley-Davidson Softail, one-off handbuilt tins, an auto-clutch with suicide shift and a 300 rear tire.

NEWS BRIEFS

After a 35-year career at Harley-Davidson, respected former marketing and communications executive Steve Piehl has added VP of Corporate Strategy for Kirsh Helmets to a burgeoning list of consultancies that includes corporate communications for the Motorsport Aftermarket Group (MAG).

Cardo Systems' devices are now available to Hertz's two-wheeled vehicle renters at select European locations. Hertz Ride has announced an exclusive partnership with Cardo, with Cardo's natural voice command-equipped Packtalk Bold available for individuals or groups of up to 15 riders to be able to communicate seamlessly.

Industry veteran Allen Alvarez has sold his Daytona Twin Tec fuel injection management and tuning business. The new owner is Chris Johnson of Sanford, Florida based SCT Performance and Lucedale, Mississippi based BoostMAX manufacturer JMS Chip & Performance.

Harley was the eighth best-selling brand in the UK in October. Honda is market leader, followed by Yamaha, KTM and BMW. Triumph was 6th in its home market.

AMA President and CEO Rob Dingman has been additionally elected as President of the Continental Union of the Fédération Internationale de Motocyclisme (FIM) that represents North America. In addition, Dingman has accepted multiple leadership positions within FIM governance, including serving as chairman of the finance committee of the FIM Board of Directors as the elected representative to the FIM Board for all FIM Continental Unions, and as a member of the board's executive committee.

Indian Motorcycle was 12th in market share terms in Germany for the ten months to October (+68.17%), taking 1.01% of the 103,730 units sold in Germany (1,046 units - up from 622 units/0.65% share for the first 10 months of 2017).

Jekill & Hyde Meets BSL: "Two Companies, One Vision"

Two of Europe's more "radical" or "cutting edge" exhaust companies have forged an alliance to release a range of exhaust systems together. Dutch exhaust sound specialist The Jekill & Hyde Company and Austrian specialist BSL Products are offering five models with the best products from both manufacturers in combination to produce a selection of road legal options for Harley-Davidson Softail and Breakouts from 2011 to 2016.

The Jekill & Hyde Company supplies the electronically adjustable mufflers with three different performance modes in two versions - Shorty and Jekill Bomb - in chrome and black, with five different end caps in chrome, black, aluminum and polished RVS.

BSL Products presents five models of headers with two different heat shield designs, Smooth and Hole, in chrome and black. BSL uses annealed stainless steel tubes with 1.5 mm wall thickness and 1 3/4 inch connection width. The



larger manifold diameter is said to result in +8% increase in volume and thus a maximum exhaust flow. The interference tube for more power is included.

There is a specially designed online configurator that details the full range of options and further technical details. www.jekillandhyde.com www.bsl.at



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MEETS



Tucker Show Keynote Speaker Announced

Tucker Powersports has announced Chris Zane as keynote speaker at their 2019 Tucker Show. Zane is a veteran of the retail bicycle industry and author of the popular business management book "Reinventing the Wheel: The Science of Creating Lifetime Customers." "Chris Zane has a clear and inspiring message to share about driving business through innovative methods and ideas. He weaves his presentation with stories of success, current events and future visions, and his keynote presentation gets to the heart of today's business issues."

At age 51, Christopher J. Zane is a thirty-five-year veteran of the retail bicycle industry. His story includes getting a state tax ID number at age 12, buying his



first bike shop at age 16, and building Zane's Cycles into the largest bicycle shop in Connecticut by the age of 30. Today, Zane's Cycles is one of the largest retail bicycle stores in the United States.

"Zane's unique approach to marketing includes strategies such as continual learning, the lifetime value of a customer, guerrilla marketing, bootstrapping, community relations, cost-controlled customer service, and image



branding. He has positioned himself at the forefront of the industry by continuously setting standards in customer loyalty and creative marketing. "Zane's cutting-edge marketing techniques have been used as case studies in more than a dozen college textbooks worldwide. A sought-after speaker, Zane has presented to individual companies and at numerous conferences." Chris Zane's keynote will take place on Friday, January 25 from 9:00 am to 10:00 am.

www.tucker.com

Sources: AMD, IDN, FT, Reuters, PSB, MPN, B&B, BDN, MCN, AP, Bloomberg, MNNW

PERFORMANCE



4" Slip-on mufflers from Drag Specialties. Their louvered core and dyno tuning provide maximum performance with an aggressive tone at an affordable price. Available in chrome or black bodies with black ceramic coated billet aluminum end caps for 95-19 FL models. See your rep for more information.

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



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Hooligans, Sun, Sea, Sand, Surf and Punk

Co-staged by Roland Sands Design (RSD) and Synergy Global Entertainment (SGE), the second annual Moto Beach Classic partnered with the inaugural Surf City Blitz on October 27-28 "for an epic weekend of 40,000 guests, the greatest Punk Rock line-up ever assembled, custom motorcycles, surf contest, and moto/surf/punk rock inspired art."

Concert goers, racers, artists, surfers and motorcyclists descended on Huntington State Beach in California to celebrate all things "moto culture" with what is being billed as having been "the first true motorcycle and music lifestyle inspired festival."

Both days featured a racing line-up headlined by the two final rounds of the Super Hooligan National Championship series. Andy DiBrino and Jordan Baber had 1st and 2nd place locked in for the overall championship, but neither left off the gas the whole weekend; third place eventually going to Brad Spencer.

The dirt track was filled with racing all hours of sunlight from 12 additional support classes: 450 Pro/Am, Running of the Bul's, Vintage 2 and 4 strokes, tankshift and brakeless bikes from the 30s and 40s, a women's open class and the always interesting Run What Ya Brung. The West Coast Boardriders (WCBR) Hurley Surf and Turf competition took a unique approach to crown the winning team at the Moto Beach Classic, adding a motorcycle race to their contest format.

The GEICO lot was a free, open to the public, motorcycle entertainment area greeting all who entered the Festival. It was a great place to visit with local

Photo: Dave Johnson



motorcycle shops, check out the 2019 motorcycle models, try on new riding apparel and shop new products from a host of vendors.

BMW hosted the Salty Sprint races, giving racers a chance to rip down the 400-foot line to the checkered flag on R nineTs,

where local Kevin Duke took the #1 Bell Helmet. Del Amo Motorsports hosted the Kawasaki Gymkhana race where Nicky Rymer took home a brand new Z125 motorcycle as his trophy. Bell Helmets hosted stunt shows where big bikes got their front wheel at 12 o'clock

and shredded endless tires in plumes of smoke while spectators shouted for more. Even the kids got in on the action with the Dunlop Kids Demo Course on STACYC electric bikes, starting the love affair for two wheels as young as 2 1/2 years old.

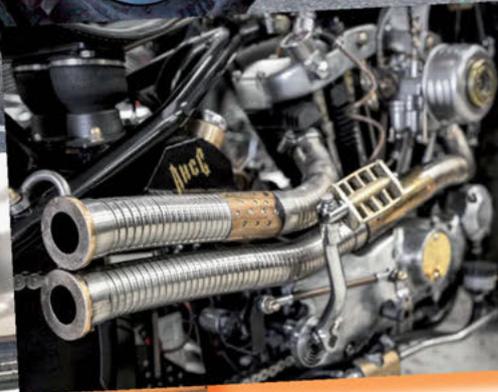


The Husqvarna Architects of Inspiration Art Show "truly brought the Moto Beach Classic and Surf City Blitz together." Art was on display from artists with backgrounds in surfing/skating, motorcycles and music. Steve Caballero, Brian Bent, Matt Hensley, Sara Rose, Warren Fitzgerald, CR Stecyk and many more were featured in one of a kind art show on the sand. Vance & Hines teamed up with Motul to deliver a stellar collection of custom motorcycles for the Moto Classic Bike Show. The eclectic gathering of rolling art spanned the gamut from road worn vintage Harleys and Indians to pristine customs from some of the industry's top builders. Bikes from Max Hazan (Hazan Motorworks), Jay LaRossa (Lossa Engineering), Oliver Jones (The Cutrate), Aaron Guardado (Suicide Machine Co.), Go Takamine (Brat Style), Taber Nash (Nash Motorcycle Company) and many more drew a consistent crowd as concert goers wandered through the first custom bike show on the beach in added amazement.

Photos: Preston Burroughs



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NEWS BRIEFS

PFF (Piaggio Fast Forward), a subsidiary of Italian Moto Guzzi, Aprilia and Vespa owner Piaggio, has opened a new 10,000-square foot second assembly and production facility in Boston. The new site will undertake research into robotics for urban mobility applications. PFF already makes the Gita, a "Follow Me" pedestrian mobile-carrier that follows people on the go (indoors or out) while transporting up to 45 lbs of equipment, luggage or commercial goods (2,000 cubic inches of cargo space - think BB8 with a trunk, rather than c3po with a backpack). "This will mean we can continue to meet our objective to create an innovative product that is an efficient, high-tech vehicle, while also delivering more functions than a simple carrying device".

Harley says it hopes to confirm where its "additional international" production capacity will be sited in the first half of 2019.

Californian wheel manufacturer Metalsport has announced that its 2D styles are now also available in two new widths - 21x5.5 and 23x5.5 - with wheel and tire packages also available.

The XG500 was the best-selling Cruiser in Australia for Q3/2018, with 694 units sold, making it Harley's best-selling model YTD and the 4th best-selling road bike/street bike overall behind the Honda CB125E, Kawasaki Ninja 400 and Yamaha MT07L. The FZBR5 was the second best-selling Cruiser (552 units), followed by the FXBB, FLFBS, FLSB and FXFBS. The Indian Scout was 6th, selling 358 units. The FLHXS was Australia's best-selling Touring bike.

Frieze H-D in O'Fallon, Illinois, has been sold to Brad Holzhauser, owner of St Charles Harley-Davidson and BIG St Charles Motorsports, both of St Charles, Missouri, and Nashville, Illinois based Holzhauser Auto & Motorsports Group. Opened in 1963, Russell Frieze was an avid Harley-Davidson enthusiast, rider and racer. Former owner Virginia (Jenny) Frieze built the current dealership in 2007. Notable as an eco-friendly dealership, it has been renamed Green Mount Road Harley-Davidson under the new ownership.

European Council: 'Motorcycle Safety Must Be Part of Road Safety Procedures'

At the most recent meeting of European ministers for transport in Brussels it was agreed that the EU should reform and strengthen road infrastructure management rules. The Council of the European Union agreed its position on a proposal from the third Mobility package by the European Commission to strengthen road infrastructure management to reduce road fatalities and serious injuries. The reform of the Road Infrastructure Safety Management Directive will extend the scope of the current rules to motorways and other primary roads beyond the trans-European transport network (TEN-T). This will contribute significantly to the improvement of road infrastructure safety across the

European Union. The directive would also cover roads outside urban areas that are built using EU funding - which is something that FEMA (The Federation of European Motorcyclist Associations) has been lobbying for. "It will become mandatory to take account of vulnerable road users such as motorcyclists in road safety management procedures." The proposal introduces a network-wide road safety assessment, which is a snapshot of the entire road network covered by the directive used to evaluate accident risk. Authorities will use the findings to carry out more targeted road safety inspections or take direct remedial action. It will become mandatory to take systematic account of pedestrians, cyclists and other vulnerable road users such as motorcyclists and other



FEMA General Secretary Dolf Willigers: "From now on road authorities will have to take vulnerable road users, including motorcyclists, into account with all decisions regarding the main roads in Europe"



users of powered two-wheelers in road safety management procedures. These road users accounted for almost half of road fatalities in the EU in 2017. FEMA general secretary Dolf Willigers said: "This is a pleasant surprise. The decision of the Council is exactly what we have asked for. This is great news for motorcyclists. From now on road authorities will have to take vulnerable road users, including motorcyclists, into account with all decisions regarding the main roads in Europe. This will lead to better road safety for motorcyclists."



Stockholm Motorcycle Expo Moves to Swedish National Arena

The modest, if welcome, growth in most of the mainstream sectors of the PTW and wider powersports market in Sweden has raised hopes for the prospects of MC Massan in January. The annual expo alternates between Stockholm and Gothenburg, with January 25-27 slated for the 2019 show, but at a new venue - the Friends Arena at Solna in the northern Stockholm suburbs - Sweden's National Arena, adjacent



to the giant Mall of Scandinavia. "Friends Arena gives us new opportunities to develop the fair for an overall experience for the visitors," says Niklas Kristoffersson, CEO of the Motorcycle Industry Trade Association in Sweden, McRF. "We believe the move will both give

a boost to the traditional audience, while attracting new enthusiasts. With its central location in northern Stockholm and with excellent transport to and from the whole region, we believe that the Friends Arena opens the show up for even more visitors from all over Sweden's most populated regions. The neighboring Mall of Scandinavia is a tourist attraction in itself, suitable for an excursion for the whole family.

www.mcmassan.se

Sources: AMD, IDN, FT, Reuters, PSB, B&B, BDN, MCN, AP, Bloomberg, MNNW

Custom Show Emirates 2019

Billed as the largest custom car and bike show in the Middle East, the 2019 Custom Show Emirates (March 28-30) will again be staged at the Abu Dhabi National Exhibition Center (ADNEC). Custom Show Emirates is a partner of SEMA USA and cooperates with major bike shows across Europe and many Arab nations. MS Artrix of Italy will compete against Transfigure Custom House from India in the Middle East Biker Build-Off - both teams will build



a bike live on stage for the title of Middle East BBO Champion! The bike show will see Arab customizers compete against European bike builders in a show that features everything from stunt shows

to international exhibitors from the UAE, Europe, Australia, China and the USA. There will also be a car show in cooperation with SEMA, "where internationally known tuners and parts suppliers will exhibit the latest in aftermarket technologies. Tuners from over 10 countries have already confirmed their attendance and will present an eccentric mix of sports and American muscle cars.

"Visitors will also be entertained with drift shows with Japanese drift cars and 4x4 drifts in the style of the Fast & Furious films, and a custom car competition with live tuning." The event is located about 10 minutes by car from the Yas Marina Circuit and Ferrari World, and Dubai can be reached in about 1.5 hours by car. Hotels and facilities to suit all budgets can be found close to the event site. customshowemirates.com



Blud Racing Lubricants Seeks New Distribution Partners for Expanded and Re-Branded Line-Up

Scottsdale, Arizona based Blud Racing Lubricants broke into the racing market in 2017 with a series of 100% synthetic oils "with one-of-a-kind formulation and technology unlike anything else in the racing world," says CEO Jefferson Green.

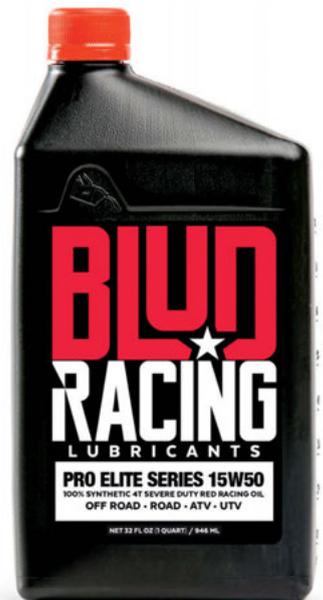
After grabbing the attention of some of the top racers across the United States, Green says they are "taking that success up a notch" and rolling out a full product line of new oils, lubricants and cleaners for on- and off-road racers. Dubbed the "Blud Racing Pro Series," the new line-up includes 4-stroke racing engine oils (in 10W40, 10W50, 15W50 - 100% synthetic) that are formulated using a "new generation base of stocks and proprietary technology specifically created for the professional racer. They deliver

outstanding clutch feel with no slippage or grabbing, and provide for a smoother operating transmission, exceptional thermal stability and enhanced protection against engine and transmission wear and tear," says Green.

Additional Pro Series products include a 100% synthetic 2-stroke racing pre-mix, suspension fluids, gear/differential oils, chain lube and penetrating lube. In addition, Blud Racing Lubricants is introducing its "Blud Racing Pro Elite Series" to protect in the most brutal racing applications. Its 15W50 100% Synthetic Severe Duty Racing Engine Oil is designed for races in heavy mud, dirt, silt, etc. and protects the clutch, runs cooler and can handle the heat. The company is also offering its

"Bludline Series" of machine care products - "Kick-Ass" degreaser, PolyClean Aqueous degreaser/cleaner and a multi-surface detailer that is said to "safely remove dirt, dust and grime without scratching the surface."

Green told AMD that "we are now ready to look to expand our distribution network. Blud Racing Lubricants is a brand born out of American Synthol - a 38-year-old synthetic lubricant company known globally for its Amerilube and Eagle brands. American Synthol is the technological leader in industrial synthetic oils. "Today, Blud is dedicated to producing and distributing the highest quality products for racers in all classes and disciplines including Motocross, ATV/Quad, Trophy Kart, Modified Kart, Kart, Pro Buggy, Turbo Production UTV,



Production 1000 UTV, road racing, and others. "Blud's current line-up of engine oils (MotoBlud, DirtBlud, BikerBlud and HawgBlud) is being re-branded under the "Blud Powersport Series" name. Though the names of the products will be changed and shortened, (i.e. MotoBlud 10W40 will now be Blud 10W40), the products will remain the same." www.bludlubricants.com

GPR Exhausts Looking for International Expansion, including USA



Italian manufacturer GPR Exhaust Systems is best known in Europe for its race and 'metric' sportbike and 'street' exhausts. All designed and manufactured in-house, GPR is well-known for its race success and is one of the longest established exhaust manufacturers in Europe - founded in 1969 the company has been celebrating its 50th anniversary. Known for precision manufacturing, advanced materials, low and mid-range RPM power and torque gains where it matters most, GPR also offers a wide range of fully

emissions compliant exhausts for Harley-Davidson applications. Visually, these are the kind of exhausts that scream "performance" - designs that have race pedigree and that are built for performance and deliver that unique "Euro-Style" performance look, that sets them aside from the mainstream of the custom exhaust design culture both in terms of looks and results.

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Conical line: A racing style exhaust available in natural stainless steel and with carbon style indelible treatment, linke pipes and protection can be in black with ceramic treatment. Euro 4 homologated.

Round Evo: "classic style with the best performance." Made from special stainless steel 304 with carbon style indelible treatment, for a customized look without any risk of color change. Homologated to Euro 4 level for noise, it provides a 4 hp power increase.



Slash line: A "best seller dedicated to the amazing Guns n' Roses guitarist", this pair of stainless steel pipes is available in chrome look or in back with ceramic paint. Euro 4 homologated.

Curtiss Launches Equity Crowdfunding Campaign and Seeks Zeus Deposits

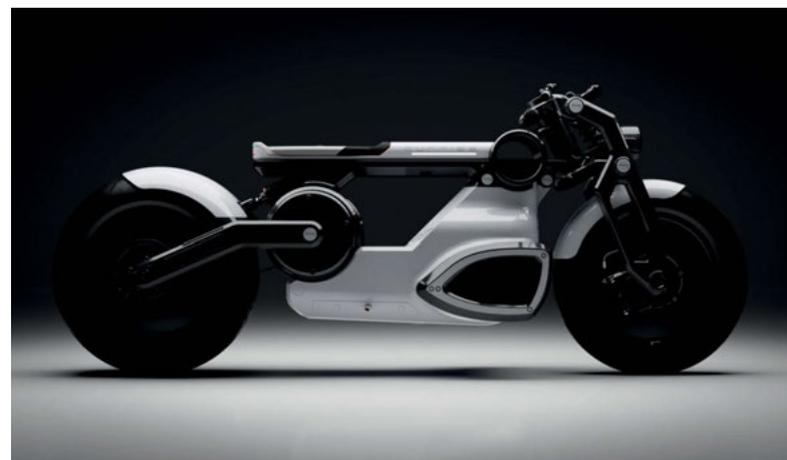
Birmingham, Alabama based Curtiss Motorcycles is launching an Equity Crowdfunding Campaign to "accelerate production of its innovative battery electric motorcycles."

It is using the Wefunder portal and opened its equity raise in November at \$0.20 per share, with investment open to the public with a minimum investment of \$1,000 USD, equating to 5,000 shares of common stock in the company.

"We formed Curtiss to lead the growing premium all-electric motorcycle market," said Curtiss CEO and Chairman Matt Chambers. "With equity crowdfunding, we're inviting our customers, followers and fans to join us as we accelerate production of our first battery electric motorcycles, and ultimately lead the electric motorcycle revolution.

"Unlike traditional brands like Harley-Davidson, Honda, BMW and KTM, we don't have a portfolio of gas-powered motorcycles (and their associated factory overhead) to protect," Chambers explained. "Our balance sheet is clear of such burdens, which frees us to pursue the best and finest solutions to sustainable motorcycling without regard to the inevitable disruption to revenue from gas-powered product lines."

The company has also announced that it is "accepting reservations for their highly anticipated all-electric Zeus motorcycle" - two new production versions, which were unveiled at the EICMA/Milan Show in November. Both will feature carved billet aluminum and carbon fiber construction and can be had in either raw or anodized black finishes. Pricing is set at \$60,000 USD for both models,



which can be reserved with a 10% (\$6,000 USD) pre-payment. Both Zeus models are slated for production in early 2020.

Utilizing a proprietary powertrain system optimized to balance power

and range, the Zeus models have a target range of 280 miles (450 km) and it is hoped they will produce 145 pound-feet of torque from a 140 kW motor.

www.curtissmotorcycles.com

Parts Unlimited and Drag Specialties Spring NVP Product Expo

Louisville, Kentucky, February 16 – 17 2019

Parts Unlimited and Drag Specialties have released more information about their 2019 Spring NVP Product Expo. Slated for the renovated downtown Kentucky International Convention Center (KICC) at Louisville, Kentucky, on the weekend of Saturday February 16 and Sunday 17, the Janesville, Wisconsin headquartered distributor says that theirs will again be the largest distributor dealer expo of the year.

Spanning over 88,000 sq. feet with more than 240 leading exhibitors, at the time of writing the company says it will be introducing 25 new brands to the Expo in "increased show space" that will allow for "larger displays to showcase the newest products from the industry's leading brands."

The Expo runs two full days with expanded hours, starting Saturday with dealer product training directly from industry professionals. "Exciting

new brands and products will be announced, along with opportunities to connect with the industry's leading brands. NVP offers some great discounts and incentives." The company says dealers should "plan to attend Saturday and Sunday, as it will take both days to see the entire show." Hospitality and additional features for the weekend will include Saturday's Happy Hour "where you can check out the fashion show featuring the 2019 Spring Collection apparel brands and Saturday evening's iconic Meet & Greet at the Sports & Social Club in the heart of downtown Louisville's 4th



Street live entertainment district." Located within a day's drive for over half the U.S. population, Louisville is described as being "one of the most walkable downtowns with premier dining and entertainment destinations."

www.dragspecialties.com



U.S. Motorcycle Ownership Among Women Now at 19 Percent

The Motorcycle Industry Council (MIC), Irvine, California, has released the results of a survey that says nearly one in five motorcycle owners in the USA is now female, compared with one in ten less than a decade ago - the data suggests that women could soon make up one quarter of owners, "which would be a major shift in motorcycling demographics."

Among all age groups, women now make up 19 percent of motorcycle owners. But the 2018 survey showed even greater female ownership among younger generations. Among Gen X motorcycle owners, 22 percent were women, among Gen Y, 26 percent were women. "As the number of Boomer and mature motorcyclists shrinks and are replaced by newer riders, we could soon be looking at a solid 25 percent of motorcycle owners being female," said Andria Yu, MIC Director of Communications. "We've seen with our own eyes many more women riders - on the roads, on the trails, on the track, with families, at motorcycling events, forming

clubs and just being part of everyday group rides. Many people in the industry have worked some 30 years to achieve this, and now the data confirms it: more and more women are getting out there and enjoying motorcycles." The MIC polled 2,472 adults nationwide for the 2018 Motorcycle/ATV owner survey. "For decades, the MIC surveys have served as the census of motorcycling and have tracked a steady growth in the percentage of women who own bikes.

"Major efforts to increase the number of women riders go back to the late 1980s when top manufacturers and distributors came together and formed Discover Today's Motorcycling, the industry outreach program built to introduce new riders to two-wheeling," said Cam Arnold, a long-time industry executive who organizes a 'Women in Powersports' networking event in New York City.

"The first DTM project in the 1980s spotlighted the historic 1916 Van Buren sisters ride across the country and garnered



much media attention. Throughout the 1990s and until today, the big brands have dedicated increasing amounts of attention to the women's market, and we've simply seen more and more positive imagery on TV, in movies and in many mainstream settings where women on motorcycles are just having fun."

The 2018 owner survey also found that women motorcycle owners spend, on average, \$574 a year on tires, routine repairs, maintenance, replacement parts and accessories and modifying equipment, compared with \$497 by men.

"Motorcycling has grown in popularity and acceptance in American culture in recent decades, which is reflected in the survey. It found that 66 percent of women motorcycle owners say their family and friends would have a positive attitude toward motorcycles and scooters."

NEWS BRIEFS

The Slingshot misery continues for Polaris with another recall. This time due to the potential for the backup camera to fail, possibly causing its voltage regulator to melt and in a classic cascade effect blowing the fuse for that circuit, which could prevent the taillight to work as intended. The fault can affect certain 2015-2016 Polaris Slingshot, Slingshot SL and Slingshot SL LE motorcycles.

The City of Sturgis released its final Rally attendance numbers in October - with the 495,000 visitors making it the second best attended 'Sturgis' of the past decade. The average age of attendees is said to have been 49 yo, with 25% there for the first time, and the average length of stay being 5 days and 50% staying at a campground. Dates for 2019 are August 2 - 11.

Harley was in fourth place in Switzerland for the first ten months of 2018, having sold 2,567 units. Indian Motorcycle (in its European Head Office home market) was 10th with 389 units sold YTD.

Zipper's Performance says it has taken the popular ThunderMax EFI electronics and merged it with a single-throat Delphi-style throttle body (with the help of some specially made parts) and developed a full conversion kit for bikes with H-D's earliest Magneti Marelli EFI systems. The kit allows you to retain the original wiring harness and gas tank, while upgrading to similar components used in the highly durable and reliable Delphi-based bikes of 2002-2005.

Staged in Chile in November, Australia took the win in the men's and women's ISDE Championship, with the U.S. men's and women's teams in second, ahead of Italy, third in the men's World Trophy and Spain third in the women's event. The Junior trophy was won by Italy, with USA second and France third.

Harley was in fifth place in market share terms in Austria for the first nine months of 2018, selling 1,043 units for a 7.99% share. Indian Motorcycle was in 14th with 118 units sold for a 0.86% share.

Sources: AMD, IDN, FT, Reuters, PSB, MPN, B&B, B&B, MCB, BDN, MCN, AP, Bloomberg, MNN

Zero 2019 – “More Power, Longer Range and Fresh Styling”

Santa Cruz, California based Zero Motorcycles’ 2019 model line-up includes “more powerful base models, brand new tech features, extended range and bold new styling - this represents the strongest line-up of motorcycles in Zero’s history.

“At Zero Motorcycles, we’ve defined the electric motorcycle industry over the past 13 years by developing a diverse range that features the world’s most power and energy dense EV tech,” said Sam Paschel, CEO of Zero Motorcycles. “Having sold more electric motorcycles annually than all our competitors combined, we



2019 ZERO DSR



2019 ZERO S



2019 ZERO FXS



continue to be the driving force behind two-wheeled electrification. This is going to be a very exciting year for Zero Motorcycles.”

Perhaps in part prompted by the rumored difficulties being encountered by Californian proto-rival Alta Motors (ever since they were kissed by the Harley E-curse), for 2019 Zero says it has focused on its dual sport line “to support the surging demand that the brand has been experiencing.”

The entry price point Zero DS ZF7.2 is “designed for those seeking the electric dual sport experience and who don’t need, or want, a larger battery.” In what Zero describes as a “major breakthrough,” the “exceptionally nimble model now boasts an impressive 35% more horsepower and an 8% higher top speed. At 96 lbs lighter than its longer-range counterpart, this model is going to be even more fun.”

The new longer-range Zero DS ZF14.4 now leverages the same battery as the premium Zero DSR to extend its range by 10% over last year. This allows the 2019 Zero DS to be configured with a range of 204 miles in the city and 97 miles on the highway.

The pinnacle bike in the dual sport line, the asphalt and dirt ripping Zero DSR, continues to be “wildly popular among riders with its massive 116 ft-lb of seamless torque. This year it has been newly outfitted with a collection of our bestselling accessories,” including a dual-sport windscreen, tank grips, hand guards and a 12V accessory socket.

“Zero was founded with an emphasis on off-road and how electric powertrain technology can transform that riding experience. Whether bombing down a fire road or quietly weaving through a forest, Zero’s dual

sport line strips away noise and complication to redefine what a motorcycle can be,” said Abe Askenazi, CTO of Zero Motorcycles. “In a word, effortless. Just you, two wheels, and a fist full of always-there torque for wherever the road takes you.”

Zero says that the upgrades to the dual sport line drove parallel improvements in Zero’s street line-up with the opening price point and lower weight Zero S ZF7.2 offering the same 35% performance jump as the base model Zero DS.

Meanwhile, the new longer-range Zero S ZF14.4 is said to travel 10% farther than last year and can be configured to deliver the line-up’s longest range with up to 223 miles in the city and 112 miles on the highway.

To expand the charging capabilities of its dual sport and street line, Zero launched a backwards-compatible accessory version of their 6kW charge tank that can now be installed at authorized local dealerships - it is compatible with Zero S, Zero SR, Zero DS and Zero DSR models dating back to 2015 and “refuels” up to six times faster than a standard wall outlet, which is said to add up to 85 miles of city range in an hour, using standard Level 2 charge stations.

For 2019, Zero says it has developed an industry-first “Long Term Storage Mode” in which the motorcycle automatically puts itself into a low-power mode to optimize battery state-of-charge and further improves long-term battery health. Zero also continues to offer its “industry-leading five-year/unlimited mile battery warranty.”

www.zeromotorcycles.com



Gringo



Gloss Copper



Dice Flames



Gloss Black



Flat Black



Gloss Coyote Tan



Gloss Sea Foam



Flat Titanium



Gloss Vintage White



Brite Silver Megaflake



Gloss Garnet

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Gringo S



Flat Black



Gloss Sierra Green



Gloss Hazard Orange



Storm Grey



Flat Titanium



Flat Red



Gloss Vintage White



Gloss Pacific Blue



Gloss White



Gloss Black



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NEWS BRIEFS

Cardo Systems and Bosch SoftTec have come together to integrate the Cardo Connect iOS and Android smartphone application into Bosch SoftTec mySPIN for two-wheelers. "The award-winning technology will enable convenient use of Cardo Connect on motorcycles and other two-wheelers for a whole new connected riding experience without compromising safety." Once the rider's smartphone has been connected to the motorcycle, the bike's display, as well as the control knobs and buttons on the handlebars, can be used to access data on the phone and control the rider's favorite apps and have a seamless interface to manage and control Cardo PACKTALK and FRECOM communication systems.

BRP has reported +13.7% revenues for Q3 at CAN \$1,394.2 million, increased net income of \$90.2 million, increased diluted earnings per share of \$0.92 (+\$0.25 per share) and says its Q3 N.A. Powersports retail outpaced the industry at +6% (+16% excluding snowmobiles). During the quarter BRP completed the 100% acquisition of Triton Industries (Lansing, Michigan - a pontoon boat manufacturer selling under the Manitou brand) and introduced the Can-Am Ryker, a new, lower price-point, three-wheeled vehicle platform.

The 2019 Republic of Texas Rally (Travis County Expo Center, Austin, June 13-16) has become the latest show in the USA to sign up as an Official Affiliate of the AMD World Championship of Custom Bike Building. The event will cover the bike freight and travel expenses for its custom bike show winner to go forward and compete at the 2020 'AMD' in Germany. The winner will be joined by 2018 and 2019 winners from the Cherokee Blue Ridge Run which is also an AMD Affiliate - the 2019 Rally will be in September.

S&S Cycle is shipping a 50 State 2:2 full exhaust system for '18-'19 Softail M-8 Fat Bob models - available chrome or black with black end caps.

Veracka Family Adds Jet-City Dealership as TMC Group Targets Selling 10,000 Harleys in 2019



Jet City Harley-Davidson in Renton, Washington, is the latest authorized Harley dealership to be acquired by Michael Veracka's 'The Motorcycle Company' (TMC). Formerly called Lawless Harley-Davidson Renton, this is the eleventh Harley dealership acquisition that the Veracka family has been involved in, but their story has deeper industry roots even than that. Dave Veracka started the family's first motorcycle dealership by opening a Kawasaki franchise in Brockton, Massachusetts, in the late 1970s. Dave's sons, Paul and Michael, grew up in the dealership and each started riding dirt bikes at the age of four. Eventually Dave was able to fulfil his dream of owning a Harley-Davidson dealership in 2003, partnering with long-time business associate Cooper Friend with their purchase of Green Mountain Harley-Davidson. In 2005 they had the opportunity to purchase Schott's Harley-Davidson located in Lewiston, Maine, and the decision was made to split them into two stores (L-A Harley-Davidson and Central Maine Powersports), taking the dealerships from 500 sold units to 1,600 units in a short time. In 2007, Paul and Michael graduated college and went to work at Central Maine Powersports to learn the business. In 2008, Paul and Michael joined the family business and moved with Dave from New England to Grand Rapids, Michigan. Despite a difficult economic downturn, they partnered with the late Ed Lemco

on Grand Rapids Harley-Davidson in 2008, and as they say, the rest is history. In 2010, the family made the journey from Michigan to Olathe, Kansas, to expand the business and take on a new challenge with the addition of Central H-D South, which opened under the new name Rawhide Harley-Davidson. Rawhide went from one of the smallest dealerships in the country to #2 in new unit volume in 2012, not an easy accomplishment, with the location in a more remote area and limited workforce availability. In 2011 the family sold Grand Rapids H-D in order to expand in their hometown market of Boston and also increase their presence west of the Mississippi River. In 2012, Avalanche H-D, Denver, CO, and High Octane H-D, Billerica, MA, were added. The next move came with the addition of Riverside Harley-Davidson in Riverside, California, in 2013 (formerly known as Skip Fordyce H-D); the second California location, Huntington Beach H-D, located in Westminster, CA, was added in 2015. Riverside Harley-Davidson went on to become the highest volume Harley-Davidson dealership in the world in 2014, and voted the 'Best Place to Work' in 2016. Huntington Beach H-D would become #4 in new unit volume in 2016, and for the first time in the history of TMC dealerships, would receive a Platinum H-D Bar & Shield award in 2016. In 2016, the Verackas expanded to the Southeast where Dave resides, with the addition of Palm Beach Harley-

Davidson, which quickly became the fastest growing dealership in Florida. In June 2017, Avalanche H-D opened up a brand-new 60,000 sq ft dealership in the foothills of Golden, Colorado. In early 2018, acquisition of Six Bends Harley-Davidson in Fort Myers increased their presence in Florida from the Atlantic to the Gulf Coasts. In the Spring of 2018 the Verackas returned to Michigan, this time to the Detroit metro area, with the purchase of Motown Harley-Davidson. The November 2018 acquisition of Jet City, in the Seattle metro area, gives the Veracka family a stake in the Pacific Northwest for the first time. TMC has access to the largest new Harley-Davidson motorcycle inventory in the world and states its ambitious goal as being to "fulfil dreams by delivering a premium customer experience, creating customers for life." "Our company allows us to take existing stores that do an exceptional job and build them into world class facilities, while often doubling or tripling the staff with top industry professionals. Providing additional training for the staff combined with increased marketing, events and inventory has proven successful across the United States. We continue introducing thousands of new Harley-Davidson riders each year to the sport." Collectively, The Motorcycle Company will sell over 10,000 Harley-Davidson motorcycles in 2019, continuing to strengthen its position as the largest Harley-Davidson group in the world.

Sources: AMD, IDN, FT, Reuters, PSB, MPN, B&B, BDN, MCN, AP, Bloomberg, MNNW

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SBS Introduces Brake Rotors to U.S.

Leading Danish motorcycle brake pad manufacturer SBS Friction is now introducing stainless steel brake rotors as part of its product range in the United States, with availability through Parts Unlimited and Drag Specialties.

The new SBS rotor range is "dedicated to riders who appreciate quality components on their bikes", said CSO Christel Munk Pedersen. "These new rotors are made in Europe with designs that are based on our extensive race and street know-how and experience". The program comprises both a standard range, with an OEM replacement with durable and comfortable braking, and the SBS Upgrade rotors that are specifically designed to increase brake feel, performance, comfort and looks.

"We have been in braking for more than 50 years, and we offer the most comprehensive brake pad range in this market. Together with the brake rotors, as well as brake shoes and accessory parts such as brake pins, we are now able to offer a very strong and attractive product portfolio, underlining our status as the brake specialist", Christel stated. The SBS Standard line has the application-specific shape, construction and dimensions to make them a true OEM



CSO Christel Munk Pedersen: "These new rotors are made in Europe with designs that are based on our extensive race and street know-how and experience"

replacement rotor. "Typically, they have the round contour that is preferred by riders who want to stay with the original visual appearance of their bike", said Pedersen.

For those who want to upgrade their braking set-up, the SBS Upgrade range features characteristics that improve on the OEM and replacement rotors. "They offer increased performance and design features that improve the capability to get friction material constantly cleaned off the rotor surface. With its SBS

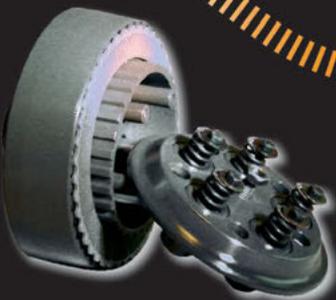



Upgrade the line also appeals to those who want to visually upgrade their bike and stand out from mainstream looks. "When it comes to quality, it has been important for us to offer a product range that matches the high level expected of our brake pads. We are known for delivering a high-quality standard with focus on

performance, comfort and durability, and we haven't compromised with these new rotors. The SBS name is thought of as a quality stamp and is our customers' and their riders' guarantee of quality". SBS is the Official Brake supplier of the American Flat Track race series.

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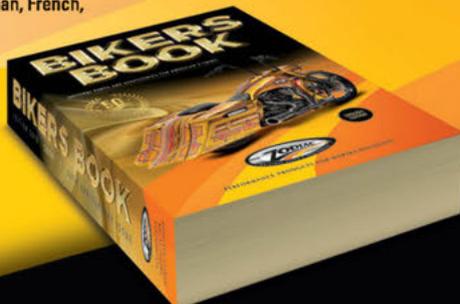
Performance Machine Scallop air cleaner.



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New Remote Accessibility Ride Command Software and App for Indian and Slingshot

Polaris Industries used the occasion of the Los Angeles Auto Show and New York IMS in November to announce an all-new software update and mobile app for the Indian Motorcycle and Slingshot's "industry-leading Ride Command infotainment system."

Indian and Slingshot models featuring the seven-inch, multi-touch Ride Command infotainment system will pair with a Ride Command mobile app and allow riders to view vehicle data, check service recommendations and log maintenance from the convenience of their mobile device. Drivers can also plan a ride route online and wirelessly transfer the route



to the Ride Command's navigation system via Bluetooth. Ride Command updates are available to current owners at their dealership or as part of a downloadable software update. The Ride Command app is available in the Apple Store and on Google Play.

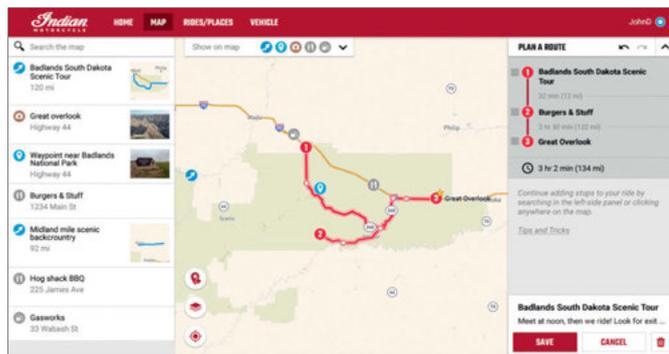
The seven-inch, multi-touch Ride Command "infotainment" system is equipped with features such as mobile phone integration, Bluetooth and USB connectivity, and customizable vehicle information screens. Additionally, Ride Command offers GPS with turn-by-turn navigation in selected models as standard equipment and can be added as an accessory upgrade.

"We continually focus on enhancing the rider experience," said Reid Wilson, Senior Director for Indian Motorcycle. "Our industry-leading Ride Command system is an easy-to-use platform that enables us to continually expand features with exciting new software updates. Pre-ride route planning and remote vehicle data accessibility are features that our riders have asked for, and we're excited to deliver these technologies." Riders can set push notifications within the Ride Command mobile app and receive alerts for important service reminders. The app also tracks rides and allows riders to conveniently share completed or planned rides with friends on Facebook. Riders can further update their Ride Command by downloading the free



2018 map updates at the Ride Command website or via a local dealer. New Chieftain and Roadmaster owners receive three years of complimentary map updates. The new Ride Command updates further expand the "ride-enhancing technologies" announced earlier this year. The 2019 Chieftain line-up and Roadmaster are equipped with three selectable ride modes and rear cylinder deactivation for improved rider comfort when traveling at slower speeds.

www.polarisindustries.com



JIMS Quality Management Procedures Now ISO 9001:2015 Certified

Camarillo, California based JIMS says it is "always striving to stay ahead of the game in quality parts and tools," and the still family owned and operated company says they have "just taken another big step in terms of quality by becoming ISO

9001:2015 certified." This new certification states that JIMS is operated to an internationally approved standard that specifies requirements for quality management systems. "JIMS uses the standard to demonstrate their

ability to consistently manufacture products and services that meet customer and regulatory requirements. "This was not an easy task, but JIMS

believes sometimes you need to do things the hard way in order to establish the level of quality that you're looking for."

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Electric 'Easy Shift' Speed Shifter Kits



This 'Easy Speed' shifter kits by **Pingel** electronically suspends the ignition system, allowing the transmission to smoothly



shift up (at partial or full throttle) or down with just the push of a button.

There is no need to use the foot shifter and the clutch is used only when starting or stopping. It works for normal street riding or full-throttle shifting and is perfect for riders with bikes that require a lot of hand strength to pull in the clutch lever - the OEM shifting ability is retained after installation.

It includes a dual-button handlebar control, a shift cylinder plated with a lustrous chrome finish, bolt-on shift cylinder support bracket and a state-of-the-art control module that sends a quick signal from the handlebar control to the shift cylinder, an electronic ignition kill module and step-by-step instructions with photos for easy installation.

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Rusty Butcher Signature Series Shocks

Mark Atkins (@MarkTheButcher) is the face behind Rusty Butcher, a premium clothing and leather goods brand. Growing up, he started riding motocross at three years old and racing at four - and it was only a matter of time before his obsession with Harleys and his love for jumping absolutely anything on a motorcycle came together. Now he's "all grown up", has Mark grown out of it? Nah, not a bit! These days Mark is widely regarded as an innovative free riding and dirt track racer on Harleys, and, exclusively available from Boise, Idaho based distributor HardDrive, FOX worked closely with Mark to develop the Rusty Butcher Signature Series Street Performance QS3-R shocks. They have what is described as a "high-performance Rusty Butcher-developed ride tune," aluminum piggyback reservoir, advanced high-flow deflective disc "velocity sensitive" damping and made in a 1.5" 6061-T6 aluminum type III hard anodized body with 5/8" low friction, super-finished



hard chrome shaft. Features include a matt black spring and billet preload adjuster and spring seat. They are said to be fully rebuildable and revalveable and available for Sportster models from 1988 up to 2014.

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Aeromach 'Skrappa' Pegs for Scouts

Charlotte, North Carolina based motorcycle parts manufacturer Aeromach USA, LLC is now shipping its 'Skrappa' rider pegs for 2015 and newer Indian Scout motorcycles. The pegs are made from CNC-machined billet aluminum. A



row of replaceable grip lugs helps keep the rider's feet on the pegs. They are available in flat black finish and "black chrome" powder coating. All the required hardware is supplied in stainless steel.

Aeromach manufactures a wide range of billet aluminum motorcycle accessories including mirrors, handlebar risers, grips and other accessories for Indian, Harley-Davidson, Victory and metric cruisers. Aeromach is also the North American distributor for Highway Hawk motorcycle accessories from Dutch specialist Motolux.

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Upgrade for Indians

The latest addition to Three Rivers, Massachusetts based Mustang's growing Indian Motorcycle portfolio "ditches the classic chrome studs and leather fringe for updated sporty styling plus a host of rider-friendly features."

Available for all '14-later Chief, Chieftain, Springfield and Roadmaster models, the new 2-up Mustang Wide Tripper features a "streamlined one-piece design that places riders slightly lower and further back compared to the stock seat."

The low-cut driver area is said to sit the rider comfortably "in" the motorcycle rather than "on" it, offering easier ground reach and commanding control. A high-quality expanded vinyl cover, offered in black or distressed brown, provides the

appearance of leather with added durability to withstand harsh elements. The handsewn covers feature a unique diamond-stitch design for a true off-the-shelf custom appearance.



Available with or without a fully adjustable and easily removable driver backrest – one that is said to provide fully tailored lumbar support with



its fore/aft and up/down positioning. The built-in driver backrest receiver is mounted directly to the baseplate, offering easy tool-less installation and removal.

Mustang says that all its seats are handcrafted and shaped with a proprietary controlled-density polyurethane-based foam that "requires no break-in period and retains its shape after years of use. The patented foam compound provides even weight distribution and support across the Wide Tripper's 13" wide driver area and 10" wide passenger area."

MUSTANG MOTORCYCLE PRODUCTS
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EZ 240 Conversions for 2018 and up Wide Frame Softails

Lonny Spiva's Fullerton, California based Heartland USA is now shipping its new EZ 240 conversion kits for 2018 Breakout, Fat Boy and FXDR Softails with an OEM 240 rear tire.

A reversible install, this 2018 wide frame Softail rear fender conversion kit "is the

most complete on the market," according to Lonny, and as with all Heartland conversion kits, it is no lightweight, plastic wannabe. The kit comes complete with unpainted and pre-drilled 11" wide steel fender, 11" steel rock guard, slotted billet aluminum struts for optional passenger, a custom solo seat in



leather and all the required high-grade hardware. The fenders are available in three lengths. The 'Wild Heart' is the shortest, the 'Heartbreaker' is the medium length and the 'Heartlander' the longest - with or without a plate holder that has a built-in cat-eye LED light. The slotted struts are designed to take Heartland's exclusive 'Second Seat' option and come in chrome, satin chrome, gloss black or 'TuxCut'. The struts are also available with built-in LED light as an option.

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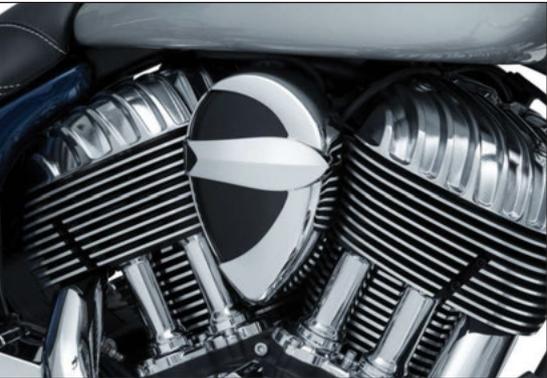


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Kuryakyn additions

John Shope – “Vantage” Signature Series



Kuryakyn and long-time collaborator John Shope of Dirty Bird Concepts fame have introduced a second Signature Series collection for Indian Motorcycle models.

Produced exclusively by Kuryakyn, the ‘Vantage’ Signature Series by John Shope “showcases the distinct vision and style that made Dirty Bird Concepts a household name among the world’s top custom bike builders.



“Following the development of the Sprint Signature Series for midsize Scouts, Kuryakyn designers and Shope shifted focus towards Indian’s heavyweight platforms. The new ‘Vantage’ Signature Series reflects Shope’s trademark precision-sculpted lines and smooth, flowing contours. All components come ready to bolt on and ride, out of the box, with durable cast aluminum or high-impact injection-molded ABS construction. Finish options include chrome or black. The ‘Vantage’ air cleaner cover is “built to perform with its high-flow design and included washable and reusable Kuryakyn-designed K&N filter element. The



modular aluminum cover incorporates a satin black base and contrasting chrome or gloss black outer trim. Openings around the perimeter of the cover provide additional airflow while black stainless steel

screen inserts block debris and add aggressive styling; chrome or gloss black for ‘14-‘19 Indian models (except Scout).

Said to be following “similar styling cues, the ‘Vantage’ horn cover’s smooth, sculpted two-piece design provides contrast and dimensional depth. Available in gloss black as a direct replacement on all ‘14-‘17 Chief, Chieftain, Roadmaster and Springfield models; ‘18-later models require Kuryakyn’s separately available horn cover adapter.

The ‘Vantage’ dash console replaces the shorter factory console and vinyl trim for seamless coverage down the center of the tank. The clean design “enhances the tank’s shape and incorporates “knockout” covers for models with console-mounted ignition buttons, as well as power saddlebag locks and heated grip switches. Cast from A380 aluminum and offered in chrome or satin black for ‘14-‘19 Chieftains and Roadmasters (except ‘18 Roadmaster Elite).

The ‘Vantage’ headlight bezel “completely transforms the outer fairing with its sharp, clean lines and formed headlamp visor. The durable and lightweight high-impact satin black ABS construction holds up extremely well to dings and debris without adding noticeable weight to the front end. It will reuse the factory hardware on ‘14-‘18 Chieftain, ‘19 Chieftain Classic and ‘15-‘19 Roadmaster models; available in chrome or satin black.

‘Dillinger’ Collection



The new Kuryakyn ‘Dillinger’ collection “showcases tough-as-nails industrial styling through a variety of accessories available for Sportster-specific and multi-fit applications. “Signature ‘Dillinger’ design cues incorporate unique pass-through styling with rugged modular construction and contrasting finishes that blend smooth and textured surfaces. Finish options include satin black or satin silver with zinc dichromate plating on all visible socket head cap screws to add distinctive contrasting elements.

‘Dillinger’ footpegs are available with male-mount splined adapters as direct replacements for most H-D models, or without splined adapters for a variety of fitments using Kuryakyn’s model-specific adapters. The all-aluminum construction features a raised top surface for traction and unique pass-through design to produce a lightweight and sturdy foundation for secure footing. Complementing the look is



the ‘Dillinger’ shift peg, available as a direct replacement for all H-D models.

Available for a variety of H-D models with 5-3/4” headlamps, the ‘Dillinger’ headlight trim ring is a direct replacement for stock, cast from durable lightweight aluminum. The grilled design can be run horizontally or vertically.

‘Dillinger’ levers are cast from high-quality aluminum with a slotted and ergonomic design that offers comfortable, controlled pullback. Fitment is available for all ‘14-‘19 XL Sportsters, with applications for ‘96-‘17 H-D models with cable-operated clutch currently in development.

The ‘Dillinger’ handguards add aggressive styling, block wind in cold-weather riding and protect hands from debris. Modular



construction from a combination of injection-molded ABS and aluminum offers a lightweight and durable handguard option that uses the mirror-stem bolt and mount on ‘04-‘19 XL Sportsters for easy installation.

The fixed-mount ‘Dillinger’ luggage rack for Sportsters will “handle virtually any type of luggage and features a rigid design with slight rise at the tail to help keep loads securely in place.” Made from durable stamped steel; includes mounting plates that install discreetly between the fender struts and rear fender. Additional ‘Dillinger’ products currently in development are slated for early 2019 release.

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It has to be said, but when we first saw the run test video that Orkonyi Károly (Hungary) submitted for 'Speedster King' a couple of weeks before the 2018 AMD World Championship, it may be our imagination, but it did look like he was engaging first more in hope than expectation!

But then again, isn't it always thus for every new build that has been brought forth from nothing but the imagination, creativity and craftsmanship of any and every 'builder'?

And a "rider" it certainly is!

Widely admired for its swoopy 1930s retro meets science fiction gallery grade avant-garde styling, it was one of three Eastern and Central European custom builds to populate the top four in 2018, and were it not for the extraordinarily high quality of the field compared to many other years, it may well have been placed even higher by the competitors than its well deserved third place. From the rigid frame to the 1700 cc V-twin engine, almost every part that could have been handmade is an original one-off design, lovingly handcrafted for

the bike and yes, that does indeed include the drivetrain - from the crankshaft and the centrifugal clutch to the planetary gear 3-speed transmission and Marusius front end, with all the machining done in-house by Zoltan Balint - leaning heavily on his day job, training and experience as an industrial and agricultural parts and product designer and engineer. With the possible exception of a Suzuki 15" rear spoke wheel, where parts have been sourced, they certainly haven't been 'off-the-shelf', and they are not what any of us would normally describe as "stock".

For example, check out the 19" front wheel from a 1950s/'60s/'70s Hungarian made Pannonia motorcycle and the cylinders and heads - modified from a 1970s Soviet austerity era East German Robor LO 3001 truck!



HP+ and 'Race Series' M-8 Cam Chest Kits



Oceanside, California performance specialist Feuling Parts has these cam chest kits for M-8s to "bulletproof your engine with maximum reliability." Available in their HP+ or Race Series kits, CEO Luke Leatherman says they are quieter and result in smoother engine operation, increased oil pressure, 42% more scavenge volume with port sizing, matched passages and holes to the engine case and 68% more oil volume to the crankshaft and connecting rod bearing.

Said to deliver 15-25 degree cooler engine temperatures, 15-30 degree cooler oil temperatures and 10-30 more PSI of oil pressure, the kit reduces wet sumping, blow-by and oily air cleaners.

Heavy duty .165" wall one-piece pushrods reduce valvetrain harmonics and increase valve lift with test results showing +2 HP gain and 2 ft/lbs of TQ gain to the rear wheel on Milwaukee-Eight engines (plus as much as 50% reduction of engine sump oil level). Specs for the water-cooled oil pumps include 30% more pressure gear volume over stock and 53% more scavenge gear volume over stock; for the oil-cooled engine oil pump 27% more pressure and scavenge gear volume over stock. An optional Feuling X ARP bolt kit is available for the high flow camplate and HP+ or RS oil pump combo.

The kits include the Feuling high volume oil pump, high flow billet camplate, Reaper series camshaft, hydraulic roller lifters, fixed length pushrods, Timken/Koyo cam bearing, rocker arm studs and nuts, gaskets, O-rings, ARP cam/crank fasteners,

washers, moly lube and Loctite.

The kits are available in three different camshaft options. The 405 "is a true workhorse, producing a wide powerband, increasing torque and hp throughout the entire rpm range when compared to stock and will respond well with slip-on mufflers and/or complete exhaust systems and a high flow air cleaner (rpm range 1,700 - 5,700).

"The 465 Reaper is an accelerator, producing solid bottom end performance with substantial gains above 2,800 rpm when compared to stock; this cam will also respond well with increased bore and/ or

compression (rpm range 1,850 - 5,950).

"The 521 Reaper grind has aggressive pulling power with a "nasty" sound, shines in 114" and larger cubic inch engines. This cam will respond well to ported cylinder heads and increased compression ratio. High lift valve springs are required, and a high flow exhaust and air cleaner are recommended (rpm range 2,250 - 6,250)."

The HP+ Series kits include the HP+ oiling system consisting of billet 6061 aluminum high volume oil pump, high flow camplate and HP+ hydraulic roller lifters; for 2017 and up oil-cooled M-8 models.

The Feuling 'Race Series' kits include a 'Race Series' oiling system - the billet 7075 oil pump, 'Race Series' lifters, high flow billet 7075 aluminum camplate; and billet 7075 aluminum oil pump, which is said to be 50% harder and stronger than the factory pump, holding tighter tolerances under temperature.

'Race Series' hydraulic lifters have a full .200" of total travel designed with a slower bleed down rate to handle heavy valve spring pressures, increase engine rpm before valve float and feature increased roller clearance for steep ramped camshafts and clearance for the M-8 front exhaust camshaft lobe flange.

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2-Into-1 Systems with Three-Step Headers

Designed to increase horsepower and torque while providing "an aggressive, low-frequency sound level," these 16-gauge **Khrome Werks** 2-into-1 exhausts feature high flow three-stepped (1.75" to 1.875" to 2") header technology. A 2.5" collector features a 4.5" diameter, 16-gauge HP-Plus muffler with 2.5" inlet.

A removable 1.5" absorptive baffle with 3" reverse cone outlet maximizes torque; the baffle is wrapped in stainless steel wool and high-temp fiberglass for a rich mellow tone and have 2.50", 220°, 16-gauge heat shields and 18 mm and 12 mm O2 bungs

welded into the primaries.

They include OEM-style muffler clamp and mounting hardware. They are finished in Khrome Werks' award winning 'Eclipse' proprietary, high-temperature black chrome electroplated finish, chrome or black, with billet tip or slash cut, for '17-'18 FLHT, FLHR, FLHX, FLTRX, and FLTRU.



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Kit includes Stealth Air Cleaner 170-0354A which is exempt from emissions tampering regulations under CARB EO# D-355-24.



2019 'Lane Splitters'



Fast growing Californian hard parts to G&A specialist Biltwell has updated its popular 'Lane Splitter' helmet program for 2019 with new features and colorways.

The 'Lane Splitter' is crafted around Biltwell's proprietary injection-molded ABS outer shell and features a shock-absorbing expanded polystyrene EPS liner (inner shell) with hand stitched interior padding, cheek pads and BioFoam chin bar cushion for comfort.

Generous vents in the chin bar get the air flowing and the outlet in the back lets hot air escape. The Lane Splitter's anti-fog shield boasts extremely accurate optics and simple hinge mechanics for glove-friendly style and easy removal for replacement or cleaning - a brass peg and hole configuration on the left side of the shield offers speedy opening and secure closing.

Mesh pockets are included in the ear recess for aftermarket drop-in communication systems. The outer shell has a hand-painted finish; the removable liner is in hand-sewn brushed Lycra with contrasting diamond-stitched, quilted open-cell foam padding; the injection molded anti-scratch polycarbonate eye port shield has aluminum hinge covers and mounting hardware.

The 'Lane Splitter' meets DOT and ECE safety standards.

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Custom Heated Grips

Made with durable high-performance Kraton rubber, these custom heated grips by Avon Grips feature a soft serrated texture for superior grip. Finished with black anodized aluminum or chrome, they fit cable and throttle-by-wire applications; the inside length is 4.6".



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CLUTCH KITS

- Includes friction plates, steel plates and heavy duty springs
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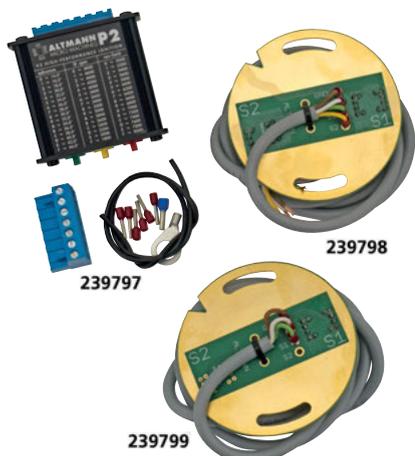


CLUTCH SHAFT ARM

- Redesigned to provide better clutch separation, smoother shifting and ease in finding neutral
- Fits 2014 & later Indian Baggers

Recent Zodiac additions

Altmann AMM-P2 Dual/Single Fire Ignition



This completely adjustable ignition system with 32 bit architecture and precision has 256 selectable advance curves and 16 different rev limits. When there is already a cam sensor with a single pick-up, this ignition will work in Dual Fire mode with any Dual Fire (two-wire) coil; with two pick-up cam sensors, the ignition works as Single Fire - Single and Dual Fire sensor plates also available. It works on Shovelhead, Evolution Big Twin, Evolution Sportster through 2003 and Buells through 2007.

Fuel Doors and Dash Inserts



Brass Balls Cycles "offers the next level in style and customization." These fuel doors and dash inserts are offered in black anodized or natural brushed aluminum finish with removable real carbon fiber or hammered copper inlays.

Bitubo Cartridge Type Front Fork Dampers



Cartridge type forks are found in most state-of-the-art sports bikes because they provide better handling characteristics and offer more tuning possibilities. Italian suspension specialists Bitubo have created these complete and easy to install fork cartridge kits that are also able to lower the front of the bike by up to 30 mm; optional Bitubo fork cap covers in chrome or black finish.

Available for the 39 mm forks in 2010 thru 2015 XL1200X Forty-Eights; '07-'08 VRSCDX and VRSCDXS Night Rod; '07-'10 XL883R Roadster; the 49 mm forks in '16-up XL1200X Forty-Eight; the 49 mm forks in '08-'17 FXDF Fat Bob; the 49 mm forks in '14-'16 Touring; 49 mm conventional forks in '18-up FXBR and FXBRS Breakout and the upside down forks in '18-up FXFB and FXFBS Fat Bobs.

Ciro Adjustable Passenger Comfort Peg Mounts

These mounts work perfectly with stock H-D passenger boards or footpegs and are fully adjustable to suit any passenger's height. Supplied as a pair of mounts for left and right; footpegs not included. Fits '93-up Touring and Trike models; available chrome or black.



Le Pera KickFlip Solo Seat for Touring



Full length solo seat with maximized back support and ample seating area. Fits all 2008 to present Touring models. Features Le Pera's Marathon Foam for maximum stability and comfort. Available with Basket Weave, Diamond, pleated stitching.

Manual Advance Ignition Distributors

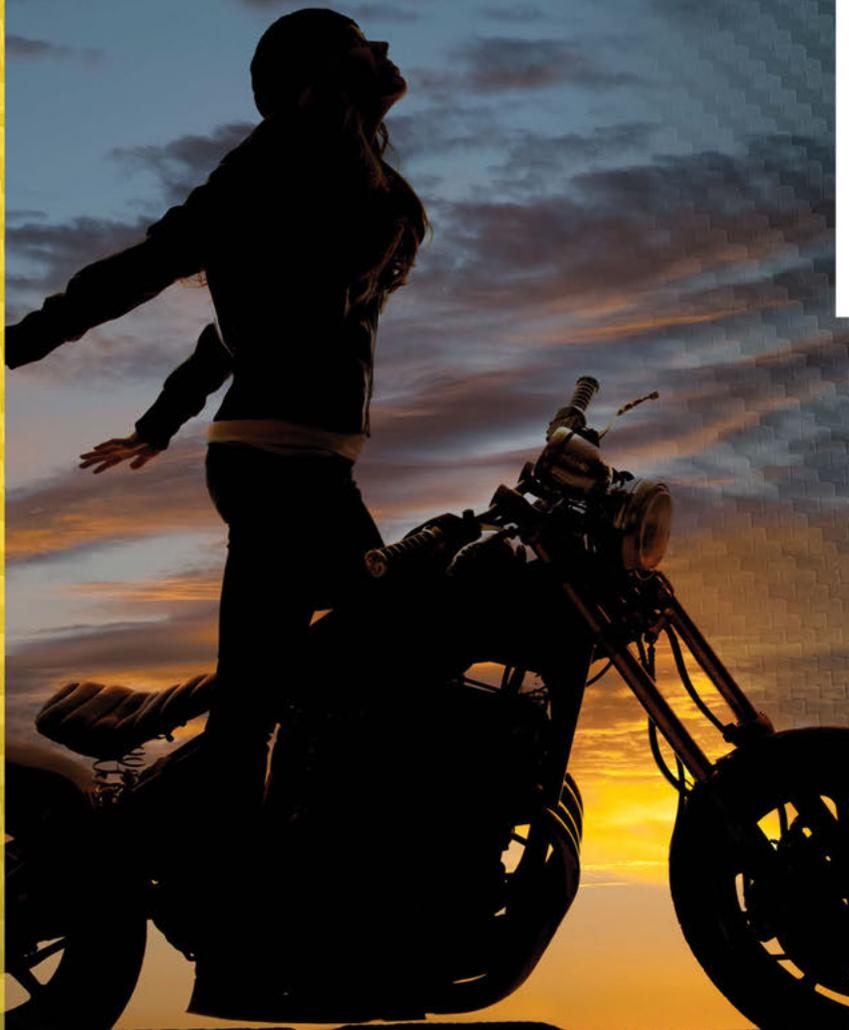


Complete OEM style distributors, fully assembled with natural alloy finish base with shaft and gear installed. Includes mount kit and gasket; for '36-'40 E and EL, '41-'47 F and FL; '47-'52 E and EL and '47-'64 F and FL.

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2-into-1 for 2017 and Up Touring Models

Asheville, North Carolina based Rinehart Racing has updated its 2-into-1 system for the latest Milwaukee-Eight equipped Touring models.

The company says that it is "designed to combine serious performance boosts and the trademark Rinehart sound into a sleek and sophisticated package that beautifully accentuates Harley's Milwaukee-Eight engine. The stepped header technology efficiently scavenges the exhaust, allowing the engine to operate at peak performance. "This system provides powerful low-end torque without sacrificing top-end horsepower, making it the best performing 2-into-1 in the industry. The smooth aesthetics start with a half-megaphone, half-straight muffler body, while precision

laser-cut heat shields and collector heat shield complete the look." Available in chrome or black with chrome or black standard end caps, Rinehart says it also accepts a wide range of 4" end caps, including all its

Moto Series and Eagle Beak varieties. It is compatible with 2017 and up Touring models, including the 2019, but does not fit Tri Glide or Freewheeler models.

RINEHART RACING
Asheville, North Carolina, USA
Tel: 877 264 8282
www.rinehart racing.com



Hydraulic Brake and Clutch Lines

Ventura, California based specialist Barnett Clutches & Cables' all new hydraulic brake and clutch lines are designed to match Barnett cables. They are available in Classic Stainless braid, Platinum Series bright silver, black with chrome fittings and Stealth 'black on black', for standard and ABS applications. Available in stock and full custom lengths to fit Harley-Davidson, Victory and Indian models through 2018, those in a bind can use Barnett's "HELP ME" 24 hour rush service on brake and clutch line kits - ideal for those up against a customer deadline!



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Nash 1.25" 'Smart Gimp Hangers' with 1" Step-Down



To satisfy "trending requests", Nash Motorcycle is now offering 1 1/4 inch 'Smart Gimp Hangers' with a 1" step-down base and grips. These bars will fit any 1" application (also available in 1-1/4" base) and are created from the original gimp hanger design, but they have rounded corners like an original ape hanger. They are available in 10, 12, 14, 16, 18 and 20 inch sizes. The dimensions are 13" at the base, 5.5" step-down, 35" grip to grip and a 7" pullback. These bars have been lathed down on both sides to



be able to support hydraulic clutch systems. They come pre-drilled/dimpled in black, chrome, raw or copper finishes. They can be prepared for internal throttles or TBW; black or braided stainless steel cable kits available.

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Ness Stamped Steel Fenders - Rapper, Profile and Pro Steel Short

Arlen Ness Enterprises has added to its popular replacement and custom fender program with three new stamped one-piece 14-gauge steel designs that are available for selected Harley and Indian Motorcycle Tourers and Big Twins.

The 'Rapper' is a "curvaceous" full-length design that wraps the tire "to perfection". They allow enough clearance for oversized 14" brake rotors and ship with direct bolt-on black anodized billet bracketry.

The 21" fenders measure 5.90" wide and accept all 130/60-23" tires; the 23-inch measures 6.30" wide and accepts all 130/60-23" tires. Fitment is for Indian and Harley, including '99-'13 and '14-'18 FLT and 2018 Softail FLFB/FLSL/FLDE/FLHC.

The 'Profile' is a 21" medium length stamped one-piece 14-gauge steel design for '06-'17 FXD and 2018 Softail FXBB/FXBR/FXLR and '13-up FXSB; also available 23" for '13-'17 FXSB and '18 FXBR Breakout.

Two versions of the performance inspired stamped one-piece 14-gauge steel 'Pro Street Short' are seen here. The 5.90" wide 19" and 21-inch, and 6.30" wide 23" version are available for selected Touring and Softail applications, including '99-'13 and '14-'18 FLT, '13-'17 Softail FXSB, and '18 Softail FLFB/FLSL/FLDE/FLHC/FXBR.

The unique design of the 39/49 'Pro Street' allows a 3.50" x 21" wheel with a 120/70-



Rapper

21" tire in a 39 mm narrow glide or 49 mm mid glide fork for "an amazing look". Direct bolt-on black anodized bracketry makes install easy.

Fitments include 39 mm '88-'05 FXD/FXR, 39 mm '88-'18 XL, '06-'17 FXD and 49 mm '18 Softail FXBB/FXLR.

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Motorcycle Storehouse Additions

Arlen Ness Billet Mirrors



CNC-machined from forged aluminum, these are "great examples of why Arlen Ness still stands taller than all the rest." Chrome-plated or black anodized finish. All mirrors include installation hardware for Harley, Indian, metric bikes and Victory.

Available in chrome and black in three styles, the 'Diamond' is DOT sized, the '10-Gauge' is 5.45" wide x 2.5" tall and made from forged aluminum, while the 'Deep Cut' is an open 3-D design mirror with stainless pivot hardware.

Covingtons Dimpled Covers



Covingtons' designers "captured the classic dimple in a series of CNC-machined billet aluminum covers in a chrome or black finish - a perfect addition for a refined touch of custom with bolt-on installation ease."

Handlebar master cylinder covers are available in chrome or black for '14-'19 Touring models, '09-'13 and 2019 Trikes, '06-'17 V-Rod (brake), '17-'19 Screamin' Eagle and Touring models with hydraulic clutch.

Covingtons Milwaukee-Eight cam covers include required mounting hardware for '18-'19 Softail, '17-'19 Touring, in chrome or black. Additionally, point covers for '18-'19 Softail and '17-'19 Touring models are available in chrome or black.



Cult-Werk Touring Rear Custom Fender Conversion Kit

This is a complete rear fender conversion kit from the Austrian designer and manufacturer and installs over the stock rear fender to give the bike an instant makeover. The fender is ABS construction, machined on modern 5-axis CNC machines for a "100% perfect alignment." The kit includes fender, mounting hardware and two integrated LED taillights and two turn signals. For installation the saddlebags should be removed, after which the fender installs directly over the stock fender and mounts with the stock hardware of the seat.

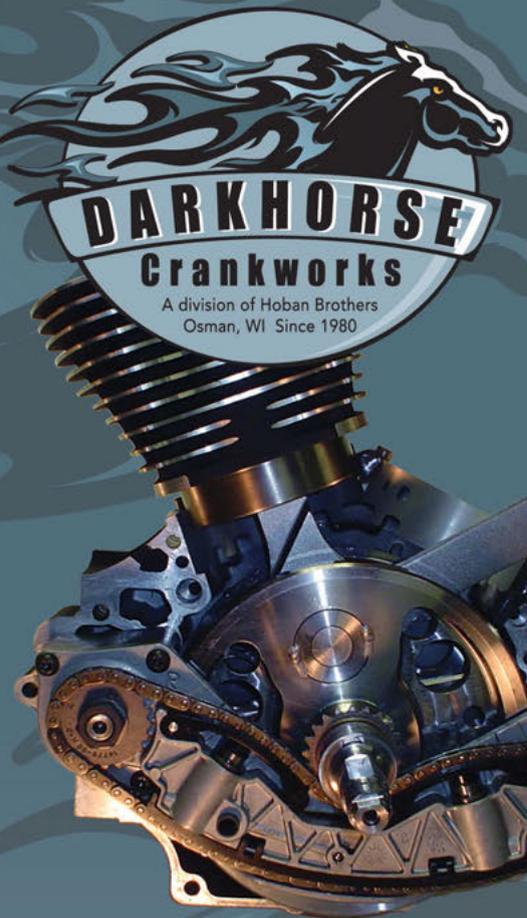
Available for '14-'18 Touring models, in paintable (matt black) or gloss black finishes.

Bullet Atto DF - Taillight, Brake and Turn



With an overall length of 14 mm, a metal housing diameter of 10 mm and lens diameter of just 7.8 mm, the Bullet Atto DF by Aachen, Germany based Kellermann is an ultra-small turn signal that redefines miniature. In combination with their proprietary Extranz Extreme Optical Transparency technology, the high-output power LED delivers a massive light output relative to the tiny dimensions. High quality, ECE compliant, M5 x 6.5 mm threads; multi function signal - taillight, brake and turn - in one black housing unit, with clear lens.

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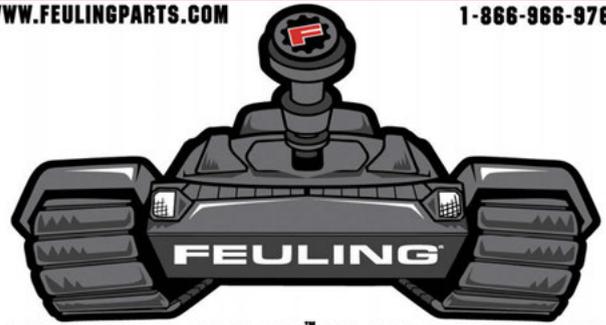


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1 1/4" Buffalo Bars



These chrome, gloss black or flat black 6" radius T-bars are slotted and notched for Throttle-By-Wire options, with 6" end rise, 31" overall width, 9" center width and 6" pullback.

Square Sissy Bar and Side Plates



Measured from the first bend on the leg to the top of the bar, this 10" H x 9 7/8" W gloss black square sissy bar, with matching side plates, is made from 9/16" solid steel for '18-'19 FXFB/FXFS models. The side plates features an easy bolt-on on design that does not require drilling.

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EZ-ON Solo Seats



The EZ-On features an internal rubber mount/stud system to allow for easy installation and removal without the use of tools. These 21 1/2" L x 12 1/2" W seats come in a smooth, smooth solar reflective, scorpion stitch and scorpion silver stitch options; fit '18-'19 FXFB.

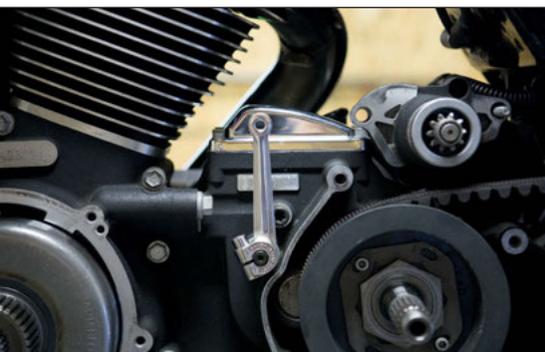
Truss Style Shift Lever

Haslett, Michigan based Baker Drivetrain has released a new truss style shift lever. Described as a "big step forward in both function and form," the stock shift lever has cast splines which are prone to stripping, but Baker says that the broached splines, made just like the gear splines in its transmissions, will stand up to the rigors of daily use. The Baker truss style shift lever features design cues inspired by the structure of



connecting rods and highly stressed airplane levers, "so they're as tough as they look." Along with the original truss style shift lever, which fits anything with a Baker shifter pawl, Baker Drivetrain now offers it for 1986-2018 stock H-D applications.

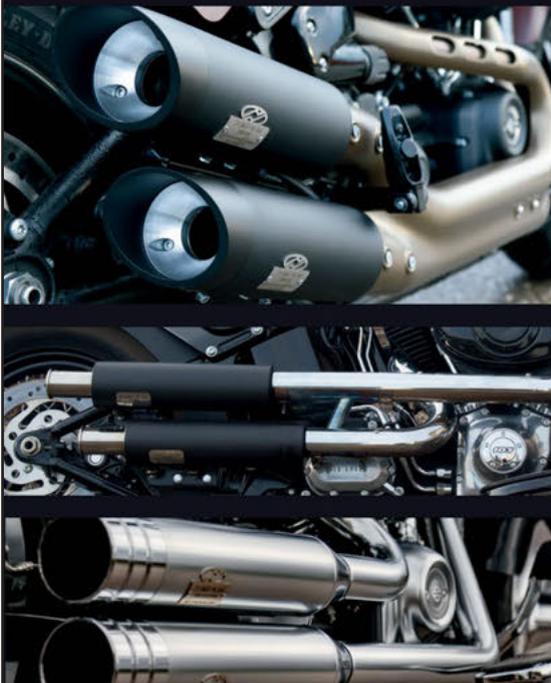
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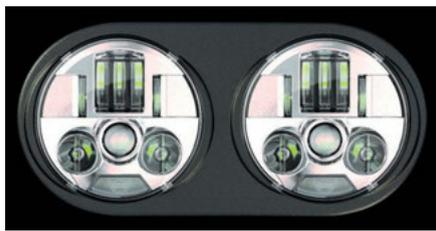
Youngsville, North Carolina based lighting specialist Custom Dynamics has added to its range of available options for Harley models with this new plug and play ProBEAM headlamp application for 2013 and earlier Road Glide models with OEM 5.75" dual headlamps.

CEO Dave Pribula says that Custom Dynamics' ProBEAM headlamps "offer the latest in engineering innovation with a modern and sleek design." The low beam consists of six high power advanced optical D lenses and a DRL; the high beam keeps the low beam illuminated and adds four additional advanced optical D lenses with six projector lenses "for an incredibly wide optical pattern, producing an ideal beam pattern with illumination down the road as well as on either side."

Made from a heavy duty, light weight die-cast aluminum, the low profile housing requires no trim ring and offers a plug and play installation. ProBEAM headlamps are SAE, DOT and ECE compliant, are backed by the Custom Dynamics Lifetime LED Warranty and available with a chrome or true black finish and durable long life polycarbonate lens. The kit includes fairing mounting plate and support bracket.

Also available is this Dynamic Load Isolator for 2018 Softails uses the latest technology to isolate the motorcycle's Body Control Module (BCM), allowing for the use of almost any aftermarket lighting product or electrical accessory. A simple plug and play install, it provides output banks for five separate grounds, two accessory/run outputs, left turn signal output, right turn signal output, brake output, integrated right turn/brake output, and integrated left turn/brake output. An optional 4-pin trailer harness (sold separately) can be wired to the DLI output providing a completely isolated plug and play trailer lighting hook-up.

The DLI electronically isolates all outputs from the vehicle, there are no relays or other mechanical devices that are subject to mechanical failure. A short circuit on any accessory connected to the DLI



outputs will have no impact on the vehicle, all outputs are 100% isolated from the inputs to help protect factory warranty, prevent BCM codes and avoid damage to the vehicle from non-compliant aftermarket accessories.

It is recommended for use with Custom Dynamics' plasma rods, LED license plate frames, or any aftermarket lighting product or electrical accessory when installed on 2018 Softails. It can also be used in conjunction with Custom Dynamics' Magic Strobes brake light flasher to add 10 adjustable brake flash/strobe patterns to the brake, right turn/brake, and left turn/brake power outlets.

A separately available CanBus adapter (one per turn signal) allows stock rear turn signals to be removed for custom applications.



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CustomAccess Seats for H-D

Spanish accessories brand CustomAccess has introduced a series of rider and passenger single-seat, passenger seat and two-seater saddle options. The single seat is available in four styles - Old School, Tulsa, Columbia and Hot Rod.

They are mounted with springs and the support is made of steel. The passenger seat is available in two variants, the plain 'Taco' and the diamond-stitched 'Saltillo' (seen here), both with foam padding. The two-seater has compact dimensions and diamond-shaped padding, with a larger surface area than stock and is available in two models - 'Pasadena' (available in two heights) and 'Austin'. The seats are made of high-quality synthetic leather and supplied with all necessary hardware.

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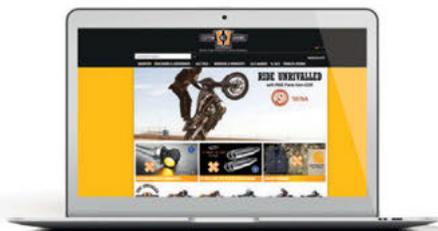
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Pickard Product Update

Complete 23" Pro Touring Kits



Richardson, Texas based Pickard USA's complete Pro Touring kits are a front end package that is described as including everything needed to install a 23" front wheel.

"Dealers can choose a Jade front wheel and one of our fender styles, and we'll package the rest. Our tank stretch package includes a tank stretch kit, extended dash and pop-up gas cap.

"The fiberglass Mini Swag Bags are 4.5 extended saddlebags made by us in-house at our manufacturing facility. They ship primed and ready for paint. The 4.5 extension allows for additional storage space - these bags come with no exhaust, single or dual exhaust cut-outs. They use factory lids and come with hardware for easy installation.

"We've made it a simple one-stop package, so you know everything fits and works properly. Our experts save you time to make you money." Pickard also offers a wide selection of bodyworked, primed and ready for paint fenders for dealers to choose from. Kits also available for 26" and 30" front wheel installs.

Classic FL Front Fender

The classic FL fender is designed for builders wanting to keep the factory look. "We took the stock FL fender and stretched it straight down for a clean and timeless look. The classic FL is perfect for any big wheel bagger or custom style Deluxe or Heritage Softail."



'Meat Head' Fat Front Fender

Pickard says it has developed the only true bolt-on front fender for 21/180 mm fat front tires. "Other Harley wide tire kits require special cut fork cans, triple trees, and a fender with the sides cut out for tire clearance. The 'Meat Head' saves you hundreds of dollars by eliminating all the time and labor for disassembling the front end for a fat



tire conversion. Besides the look of a fat front tire kit, this set-up rides exceptionally smooth and nimble.

Fat Boy 'Cho-Low' Softail Rear Fender



Pickard USA's new 'Cho-Low' stretched Softail rear fender for custom Fat Boy conversions comes in a smooth as well as pocketed version for those looking to run a license plate frame.

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Premium Sintered Metal Rear Brake Pads

These premium sintered metal brake pads are made by **DP Brakes** (the originators of sintered brake pads) exclusively for Drag Specialties and specifically for H-D applications. Described as "more durable than the stock brake pads," the pad backing plate features a high-tech ceramic heat shield that keeps



heat away from the caliper piston and brake fluid. DP sintered brake pads are internationally noted for their quality - producing no brake dust, no noise and no brake fade (not for use with plated rotors). Seen here for '18-'19 Softails.

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OptiMate 1 DUO

Lithium starter batteries are said to be the coolest, lightest batteries available and able to deliver way more cranking power than lead-acid batteries, which is all true. But one thing they both have in common is the need for maintenance when the engine is not running – when the motorcycle is parked or stored, short or longer term.

In fact, what a lot of people don't realize is that a lithium battery, for all its advantages, needs charge maintenance more than a lead-acid one, and there are two main reasons why.

First, the amp-hour capacity of the lithium battery is typically a third of the equivalent lead-acid battery; it runs down faster due to parasitic drain from the vehicle electrics. Second, once it has run down low, it needs special charging to bring it back to life, so it is best to avoid it discharging in the first place!

The cells in a dead-flat lithium battery are in a weak and sensitive state and in need of a slow, controlled charge to recover to a level (typically 9V-10V) before the battery can once again receive high charge current. Receiving a burst of high current via jump starting or bump starting can cause the weakest cell in that flat lithium battery to overcharge and fail – and overcharging is fatal for lithium batteries.

Even though motorcycles and lithium batteries are rather hi-tech pieces of equipment, when it comes to charging, riders usually just want the easiest solution. Martin Human, the CEO and CTO of TecMate, says "most riders do not know and,



unfortunately, many do not care, what type of battery is in their motorcycle.

"All they care about is the engine starts when they want to ride. Most (fortunately) know they should maintain the battery to achieve that, but then it must be easy for them, and these days the smart money is spent on a fully automatic, multi-purpose charger that can charge both 12V lead-acid and 12V/12.8V/13.2V lithium (LiFePO4) starter batteries.

"That is what we designed the new OptiMate 1 DUO to do – make it easy! All the rider has to do is simply connect the charger to the battery. The OptiMate 1 DUO automatically determines what the battery needs and adapts its charge program accordingly.

"Best of all, the maintenance program is 24-7-365, meaning riders can safely store their motorcycle for days, weeks or even months. The OptiMate 1 DUO will keep guard over the battery, protecting against excessive drain from the vehicle, which is especially important for those small lithium batteries."



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Improved 'Hoglite' Swingarm

Lexington, North Carolina based C&S Custom says it has enhanced its high-performance, lightweight, aerospace-quality 'Hoglite' swingarm for late-model Dyna models from 1991-2017.

The company says that a 10 lb reduction in unsprung weight is achievable by replacing the stock swingarm with the 'Hoglite' unit – in addition to giving the engine and transmission less weight to drive, David Garwood, Owner, points to suspension improvements as another benefit that comes from reducing the unsprung load "since suspension-related problems are caused by inertia.

"The greater the weight means the higher the inertia. By keeping the unsprung weight low, the shocks and springs don't work as hard to keep the tires on the road.

"It's recognized that road handling characteristics are enhanced by reducing a machine's unsprung weight. We manufacture with specially extruded 6061-T6 aircraft-quality aluminum that is engineered with the highest structural integrity on the market."

The 'Hoglite' swingarm comes with swingarm, hollow tube rear axle, axle adjusters and axle nut.

Options include extended length swingarms, air tank, N.O.S. bottle bracket and spherical bearings. External treatments include thousands of powdercoat colors, chrome and contrast cut. Upgraded bearings and bushings are offered for maximum performance and extended life on all wearable parts.

Garwood says that all 'Hoglite' Dyna swingarms are direct stock replacement or custom built to a specific application. The axle blocks are CNC-machined from solid billet aluminum and allow for factory belt or chain adjustment. The axle blocks will accommodate 3/4", 25 mm, and 1" axles. Optional axle blocks from stock chain adjustment to 5" over. The shock tower placement can be modified to accommodate aftermarket shock lengths; brake stop positions can be modified to work with most aftermarket brake systems.

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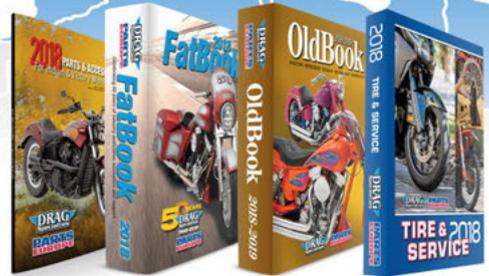


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Dyna pictured with "Pleated" style.
FXR pictured with "Gripp Tape" style.
Bagger pictured with "Diamond" style.
Sportster pictured with "Basket Weave" style.
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Moto Professional aluminium oil cooler

with smoke tint windscreens, the range includes a 'Bikini cowl' headlamp mask for 2016 and up XL 1200 X/CX and the popular 2018 and up FXBB 'Street Bob' and a DX style fairing in short or tall versions for 2006 through 2017 Dyna models. Also seen here are a 'T-Sport' style fairing for 2018 and up FXBB in short or tall, tinted or clear (short); a frame mount style front spoiler for 2018 and up Softails and a 'Bikini fairing' kit for 2018 and up FXBB. Additionally in CCE inventory at its German warehouse, this black aluminum oil cooler by Moto Professional is a universal fit for custom applications, and these stainless steel Allen socket head screw kits by 'Screws4Bikes' are available for applications such as side covers, inner primaries, header mounts, point covers, lifter base, transmission side covers, timing and rocker box covers for models such as 1970 – 1976 FL and FX Shovelheads, 1987 and up Touring and selected Dyna, Softail, V-Rod and Sportster series and applications.

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Late Model Heel Guards

Carl Miles founded HEEL GUARD some 15 years ago and since then has brought a sizeable selection of these innovative products to the market. Recently introduced, the models shown here are bolt-ons for late model Harleys. These latest guards are said to provide "the same comfort, convenience and safety factors that have made them popular with riders worldwide." HEEL GUARD model 1710R (right side) in chrome turn-out style fits Harley-Davidson 2018 and later Deluxe Softails. Model 1810RB (right side), black powdercoat turn-out style fits 2018 and later Heritage Classic and Slim Softails. Left side models 1711L and 1811L are also available. HEEL GUARD, USA, www.heelguard.com



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Authentic Seventies Cool with the 'Cougar'

Dock66 Motorcycle Parts may be best known for its hard parts and accessories, but the company also offers dealers access to a riding gear program that includes branded products such as the 'Cougar' open face helmet seen here.

Owner Frank Muschalla says: "The 'Cougar' is a real classic for riders of choppers, bobbers, retro or vintage motorcycles. To offer a convincing and authentic, cool look, an open face helmet has to have a slim shape and minimalistic upholstery. Of course, for safety reasons the helmet should be ECE approved, and the 'Cougar' combines all these criteria.

"It is safe, being ECE 22/05 approved, and fits close to the head, just how an authentic 1970s style jet helmet should be."

The outer shell is made of seamless ABS with a high level of protection. Lining is made from black, high-density EPS (Expanded Polystyrene). A 'klick' fastener makes it easy to lock the strap of a goggle in place and the total weight is just 1,100 g.

The 'Cougar' is available in flat black, flat white, flat gold and olive green with a white stripe. Sizes from



S to XXL. The helmet comes with three buttons to fix a visor or bubble visor. Matching bubble visors made from solid polycarbonate are also available at Dock66.

DOCK66 MOTORCYCLE PARTS
Duisburg, GERMANY
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www.dock66.de

'Gauntlet' Fairing

Memphis Shades' 'Gauntlet' fairing for 2018 FXLR is a unitized quarter fairing with a matt black finish inside, and Class A gloss black finish outside.

Features include a smoked windscreen and ABS headlight bezel. The "Factory" finish looks great as is, or it can be painted easily. Custom fit, model-



specific mounting kits feature Memphis Shades exclusive trigger-lock mounting system - which enables easy installation, on and off without tools.

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Indicators for Indian and Harley Models

New from WUNDERKIND-Custom are these 3 into 1 combination "2Stripes" indicators with indicator/brake/rear light function, shaped to fit perfectly into the oval strut indentation as if fender



and aftermarket indicator were made from one piece. Thanks to the small size and the black surfaces, the rear and the new "2Stripes" appear like one unit, making the OE part a thing of the past.

Further advantages are that the cables are hidden in the fender struts, and should a new E-tested LED unit need replacing, then this can be done separately without exchanging the whole housing. Supplied according to model with fitting material for Indian Scout/Scout Bobber/Scout Sixty, H-D Softail Breakout '14-'17, H-D Softail models from '18, H-D Fat Bob up to '13 and H-D Street Bob Superglide.

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BC Junior 900 and BC Bravo 2000+



Italian battery charging and maintenance manufacturer BC Battery Controller, a specialty division of Forelettronica, has two chargers available for authorized and aftermarket V-twin dealers. Thanks to HRL2V adapters, they connect directly to the on-board SAE connector and are fully automatic "Connect and Forget" technology systems.

The BC Junior 900, the most compact battery charger in the BC Battery Controller range, with a maximum charging current of 1 amp, was developed for battery care on all motorcycles, scooters, ATVs, snowmobiles and PWC. The company says its 8-step charging algorithm makes it ideal not only for battery recharge and maintenance, but also for the recovery and desulfation of deeply discharged and heavily used batteries (starting from 1.25 volts).

It can also be used for the slow charging and maintenance of batteries with a capacity up to 100 Ah, like the ones that are usually mounted on cars. The BC Bravo 2000+ is a digital smart battery charger and maintainer ideal both for motorcycles and cars with batteries up to 100 Ah. Provided with a microprocessor and an 8-step charging algorithm, it can recover deeply discharged batteries and charge, desulfate, analyze and maintain all 12V lead-acid batteries.

Features also include an automatic battery and alternator test procedure, guided step by step by the instructions on the LCD display. They ship with a waterproof battery cable with eyelets and a cable with insulated clamps and are backed by a five year warranty.

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'Super Villain'



Californian seat manufacturer Le Pera's 'Super Villain' is a "truly unique seat that will change the look of your customer's bagger and turn heads." Said to have all the style of the popular 'Villain', the 'Super Villain' "packs extra support and comfort for longer rides. This is a great seat for adding faux embossed leather seating or a simple accent color stitch. We also have the 'Villain' Daddy Long Legs available that will move taller riders back by 2" for increased leg room."

Available in smooth, pleated, diamond and a variety of other options, the 'Super Villain' has a 14.5" width at the front of the seat, 11" at the rear.

Still handcrafting all their seats at their North Hollywood, California headquarters after nearly 45 years as the market's design leader, all Le Pera seats feature a powder-coated steel base plate, a specially poured high density "Marathon" molded foam foundation and double-stitched, handcrafted cover with bonded polyester thread for durability.

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RBTS Module for Scouts

Jeff Zielinski, owner of Oreland, Pennsylvania based NAMZ Custom Cycle Products says "we have received many calls from customers and industry professionals alike about attempts to customize the lighting on Indian Scouts.

"Our new Run-Brake-Turn Signal (RBTS) module, rear, red LED kit and front running light module is unlike the RBTS module for Scouts, as that converts the rear signals to all three functions.

Our brand new module talks to the bike, letting it know all is OK even though you removed the OEM taillight and replaced it with whatever version you choose. We wire it up using the OEM turn signal connectors, so you can simply reconnect with ease. No codes and 100% plug and play".

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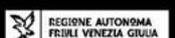
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NEWS BRIEFS

Royal Enfield, S&S, Cayla Revas Set New Bonneville Record

In a move that is reminiscent of the Anglo-German 'Tire Wars' of the 'Fat Rear End' boom of 20 years ago, Metzeler has responded to the fanfare that has greeted Avon's new 'Cobra Chrome' custom tire launch with the addition of the 'CruiseTec' to its own custom tire line-up.

Tucker Powersports has announced a Dealer Workshop schedule to run at its January 24/25 Fort Worth show. Topics include the changes affecting the dealer advertising landscape, merchandising a store to maximize wallet share, leveraging the used market and capturing a share of the growing UTV market.

Harley-Davidson has declared a cash dividend of \$0.37 per share for the fourth quarter of 2018. The dividend is payable December 28, 2018 to the shareholders of record of the Company's common stock as of December 14, 2018.

The 2019 (41st) Dakar Rally will be wholly staged in a single country for the first time - departing from the Peruvian capital Lima on January 6 and returning to finish there on January 17 after 10 stages and 5,000 km, 70% of which will be across sandy dunes.

Own a Kalashnikov? Would you like to? Best known as an armaments company, the Russian manufacturer is in several other industries, including the motorcycle market - the Moscow Police Force has announced that it is soon to go emissions-free with Kalashnikov E-bikes.

If anybody is still in any doubt about Royal Enfield's domestic U.S. middleweight ambitions, then they simply aren't paying attention. With their new air-cooled 650 Parallel Twins about to start hitting dealerships at a sub \$6k price-point sweet spot, neither should anybody be in any doubt about whether or not the machines are going to actually be, you know, "any good"!

Royal Enfield teamed up with 18-year-old motorcycle racer Cayla Rivas (Fresno, California) to set a new land speed record at the Bonneville Salt Flats at the end of August. The fully custom-built bike showcased the new Continental GT 650cc twin engine, which was tuned and designed by U.S. based S&S Cycle.

The chassis was developed by Superbike chassis manufacturer Harris Performance in the UK. Harris is one of the most successful race and performance chassis businesses in the history of the motorcycle industry, and Royal Enfield bought them three years ago as a first stage in realizing its ambitions to be able to produce

convincing new models and more powerful models.

By the end of the week-long speed trials, Cayla, the daughter of former NHRA motorcycle racer Chris Rivas, hit a jaw dropping speed of 159 miles per hour on the measured mile, setting a new record for the class with a record return run of 157.03 mph (pending FIM certification). This will be the 13th record Cayla has set since the age of 12, and her new top speed.

Backed up by team Royal Enfield, Harris Performance and S&S Racing, Cayla entered the naturally aspirated 750cc class, initially in a bid to reach 130 mph. By the end of the week she had set a 157.145 mph record (after blowing the engine twice).

With S&S Cycle backing the engineering team at the Royal Enfield Technology Center in the UK, expect to see Royal Enfield stake an early claim to leadership of the burgeoning "Battle of the Middleweights" that is destined to play out in the next decade; and remember, the GT 650 and the even lower priced retro styled Interceptor 650 are likely just a market



entry start-point for the world's oldest and highest unit volume continuously produced motorcycle brand.



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