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

2018 Domestic US Harley Sales -10.2%, Lowest Since 1998

MAR 2019
ISSUE #236

No doubt in an effort to distract attention from a disappointing 2018 full year, and an especially bad final quarter, one that saw the company undershoot its 4Q and original 2018 forecasts, Harley-Davidson sought to focus on the limited positives, the value it says it is continuing to return to shareholders and the "milestones" it says it has already met in pursuit of its 'More Roads' strategy document when reporting their 4Q and 2018 FY (January 29th, 2019).

In reality, the headline news was of worldwide retail sales of Harley-Davidson units down by -6.1% (228,051 units), the lowest since 2010 (the only year that has been lower since 2001), with 4Q at -6.7% (39,311 units).

International retail sales were flat for the year at +0.4% (95,183 units) and have been essentially flat for five years, but with domestic 2018 retail sales down to 132,868 units (-10.2%), their lowest since 1998, international sales were 41.74% of the total (as Harley

continues to pursue a 50/50 international/domestic sales split).

In other news, President and CEO Matt Levatich has now confirmed that, as widely trailed, production of models for Europe and selected other international markets (such as China and the ASEAN markets) will be based out of the new Thailand plant that came on stream in 3Q 2018 (capacity expansion is already underway there).

Levatich said that "in 2018 we

“ we met our 'More Roads' milestones ”

delivered value to our shareholders through improved earnings and cash from operations. The challenges we experienced during the year reinforced the commitment we have for our 'More Roads to Harley-Davidson' accelerated plan for growth. Our plan addresses the challenges of today and the opportunities we see for growth ahead, and we are energized by the momentum we are building. New and

different people, riders and non-riders, are taking notice of Harley-Davidson and the thrill of riding.”

On a full-year basis, the U.S. 601+cc industry was down -8.7 percent and Harley-Davidson held market share of 49.7 percent. Harley-Davidson's full-year Europe market share was up +0.5 percentage points to 10.3 percent. Revenue from the Motorcycles segment was down in the fourth quarter, but up for the full year compared to 2017. Operating margin as a percent of revenue decreased in the quarter due to restructuring charges, incremental tariffs and higher recall costs. Motorcycles and Related Products segment (Motorcycles segment) revenue grew +1.1 percent compared to 2017.

"During 2018 we met or exceeded all of the 'More Roads' plan milestones we set out to achieve. In the U.S., we finished the year with 52,000 more Harley-Davidson riders than one year ago. The groundwork for an exciting future is being built in real time, and that's clear for riders today and Harley-Davidson riders of tomorrow. We are igniting a cultural movement for

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Hugh Charvat INTERVIEW

TUCKER SHOW



J&P CYCLES
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Tim Dixon of Gas Axe Chop Shop fame scooped the \$10,000 top prize and 'King of the Builders' title at the Chicago championship round of the J&P Cycles UBCBS competitions which had been staged at the seven rounds of the 2018-2019 IMS series

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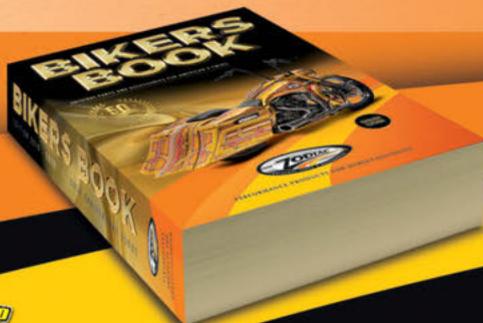
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If Harley thinks the \$30k Livewire and allowing Private Equity to own dealerships is a panacea to its ills, Robin Bradley says think again and that "they'll have their ass handed to them"



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Robin Bradley interviews Hugh Charvat and finds a natural born leader, who has done his research, is undaunted by the challenges and who has an instinctive empathy for the powersports industry



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A selection of vendor company and product news from Tucker's January Fort Worth, Texas expo, accompanied by the always forthright thoughts of equally newly minted Senior VP Sales & Marketing Greg Blackwell

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Hello Darkness, Harley's New Friend?

Last year I called out Rich Duprey, the brains behind respected Wall Street blog 'The Motley Fool' ("Who's the Fool?" - AMD January 2018). I disagreed with Duprey for calling for a change of Harley's CEO.

Blaming the CEO for all the firm's ills was inappropriate and the timing of such calls, as it turns out just five months before Harley went public with its 'More Roads' strategy, was foolhardy. It was clear that Harley was finally about to transition from having a plan to have a plan into the golden sunlit uplands of actually, you know, having a plan.

So, while I would also disagree with Duprey's recent remarks about the 'Livewire', I do wholeheartedly agree with what he has said about how Harley has turned its dealer policy upside down, and especially where inviting private equity into dealer ownership is concerned.

In drawing attention to the change Harley has made in now allowing Private Equity (PE) firms to own its dealerships, and saying that "Harley is not the same business it was," he is spot on.

Duprey went on to say that "it's a longstanding Harley-Davidson policy that private equity firms can't own a Harley motorcycle shop. The bike maker has always encouraged a family style of ownership and demanded its owners be on site to deliver one-on-one customer service. The company's dealer policy manual specifically states, 'a dealer owner(s) sets the tone for the entire dealership, and we believe it is critical to the Harley-Davidson experience that there is an individual owner who is onsite and actively involved in the dealership operations'. That meant dealers were focused on growing sales and winning customer loyalty so they return for maintenance and repairs and to buy gear.

"For that reason, dealers couldn't own more than six dealerships, so they weren't spread too thin. And if they wanted to buy another dealership, they had to be in the top 33% for dealership performance to be considered."

The difference between owners and investors is that whereas owners are driven by increasing sales, investors are driven by increasing profits. The two are not necessarily the same and can even be mutually exclusive. Yes, of course, all dealerships need to make money, and should make money, but the ability to do so, the extent to which it can be done consistently, is subject to so many cyclical variables that are beyond the store owner's control.

The dealership owner's endgame is more riders/customers, because he or she is in it for the long haul; the investors endgame is his or her exit strategy - getting out with the investment being worth acceptably more in the timeframe concerned than it was at the start of the process, that is the PE 'product', pure and simple. To paraphrase Paul Simon, a company that sees the 'Sound of Silence' and embracing PE as its short-term fix is in danger of making friends with darkness. When Harley first went public with the 'Livewire' project (2014- in search of E-bike brand acceptance and a crowd sourced future strategy), Scott Wine, CEO of Polaris, was asked if, despite their Brammo partial acquisition and subsequent promising Pike's Peak and IOM Derring Do, Harley had caught Polaris asleep at the wheel? His response was insightful. He stated that it was simply hard to see profits from E-bikes at that time and the lack (to date) of such an initiative (under the Indian brand or otherwise) for a product for that 'space' remains telling. And this from a

company whose mainstream powersports dealer network could be an immensely effective tool for such a product.

To put E-bikes in context, the 28 markets and 380m plus riding age consumers that (currently!) make up the European Union (which is widely accepted to be at least a decade ahead of the USA in terms of its E-bike and Urban Mobility market acceptance) was only worth 7,378 units in 2018.

'More Roads' stated that Harley would "inspire new riders by extending heavyweight leadership and unlocking new markets and segments." Well, Livewire will get the attention of the 'New Gen' audience, for sure, but so will the unreachable price-point. It is a \$15,000 motorcycle with another \$15,000 for the logo.

'More Roads' also called for "stronger dealers" who will "drive a performance framework to improve dealer financial strength and the Harley-Davidson customer experience," and for Harley to ensure that it is still able to "keep current riders engaged."

Well, if PE was the solution that Harley had hidden in its locker, in the long run they are going to 'have their ass handed to them'. Especially where the existing core market is concerned. Core Bar 'n Shield brand values were supposed to be a generational gift, handed down from father to son to grandson, but Harley is now in serious danger of flushing the last vestiges of those values away - the traditional owner/operator dealership model was the cathedral of loyalty and brotherhood in which those values were sustained.

At a dealer webinar in December it was revealed that not only can a dealer now buy as many as 10 dealerships (albeit still having to be a top performer), but with private equity also being now able to invest in dealerships, individuals no longer need to be majority owners, and the owner no longer has to be onsite at the dealership.

As Duprey states "essentially Harley-Davidson is encouraging absentee ownership of its shops" and that although "the motorcycle company says it is not trying to adopt the auto dealership owner model" it is nonetheless "allowing private equity firms to buy dealerships" and that will only accentuate the auto dealership "profit-at-all-costs mentality, as streamlining, cutting costs and squeezing margins out of every corner takes precedence over good employee, customer and community relations. PE firms also typically invest in a business with an eye on an exit strategy, not the lifetime commitment that many Harley dealers make."

Furthermore, Harley's thinking is clearly confused and conflicted. One of the major profit streams for dealers is PG&A. But opening an Amazon store front and allowing consumers to buy direct from Harley's own website pulls a fair sized carpet from under the feet of these "stronger" dealers and their improved financial strength. Harley is stealing the chocolate from the checkout!

"\$15k for the logo"



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<<< Continued from cover

motorcycling," said Levatic. Through 2022, the 'More Roads' strategy aims to deliver on key goals, including new products (keep current riders engaged and inspire a new generation of Harley-Davidson riders); broader access (meet customers where they are and how they want to engage with a multi-channel retail experience); stronger dealers (drive a performance framework to improve dealer financial strength and the Harley-Davidson customer experience).

The company believes its accelerated plan will drive revenue growth and expand operating margins and expects to fund strategic opportunities while maintaining its current investment and return profile and capital allocation strategy.

On a full-year basis, earnings per share (EPS) was up year-over-year on positive revenue growth. The company says it "achieved all stated 2018 milestones associated with its 'More Roads to Harley-Davidson' accelerated plan for growth."

Full-year 2018 GAAP diluted EPS was \$3.19, up +5.6 percent; year-ago GAAP diluted EPS was \$3.02. Excluding restructuring plan costs (including manufacturing optimization) and the impact of incremental tariffs, 2018 diluted EPS was \$3.78. Full-year 2018 net income was \$531.5 million on consolidated revenue of \$5.72 billion versus net income of \$521.8 million on consolidated revenue of \$5.65 billion in 2017.

However, fourth quarter 2018 GAAP diluted EPS was \$0.00; year-ago GAAP diluted EPS was \$0.05. Excluding restructuring plan costs (including manufacturing optimization) and the impact of incremental tariffs, fourth quarter 2018 diluted EPS was \$0.17. Fourth quarter 2018 net income was only \$0.5 million on consolidated revenue of \$1.15 billion versus net income of \$8.3 million on consolidated revenue of \$1.23



billion in 2017. Despite the growing pressure on margins and net profitability during the year, Harley-Davidson repurchased \$382 million of shares and paid dividends totaling \$1.48 per share, up +1.4 percent versus the prior year. Cash from operations was up over \$200 million, or +20 percent, compared to 2017. The Financial Services segment finished the year with record earnings of \$291.2 million, up 5.8 percent.

Harley-Davidson sales revenue and production data... 4th quarter 2018

Income statements in \$1,000s (except share)	THREE MONTHS ENDED		NINE MONTHS ENDED	
	2018 Q4	2017 Q4	2018 Q4	2017 Q4
Net sales revenue	\$955,633	\$1,047,045	\$4,968,646	\$4,915,027
Gross profit	\$263,577	\$320,599	\$1,616,850	\$1,642,697
Total operating income	\$3,743	\$99,200	\$713,523	\$882,081
Net income	\$495	\$8,314	\$531,451	\$521,759
Diluted earnings per common share	\$0.00	\$0.05	\$3.19	\$3.02
NET SALES REVENUE				
H-D Motorcycles	\$738,167	\$789,970	\$3,882,963	\$3,765,620
Parts & Accessories	\$142,168	\$167,170	\$754,663	\$800,702
General Merchandise	\$58,444	\$71,236	\$241,964	\$262,776
Other	\$7,623	\$8,720	\$50,380	\$46,743
MOTORCYCLE SHIPMENT DATA NOTE: H-D MOTORCYCLE SHIPMENT DATA IS NOT THE SAME AS RETAIL REGISTRATIONS				
United States	24,376	26,475	132,433	144,893
Exports	19,113	20,723	96,232	96,605
Total H-D	43,489	47,198	228,665	241,498
PRODUCT MIX				
Touring	17,817	19,353	101,942	99,745
Cruiser	16,578	19,651	78,529	87,344
Sportster/ Street	9,094	8,194	48,194	54,409
Total	43,489	47,198	228,665	241,498
RETAIL SALES OF H-D MOTORCYCLES:				
United States	20,849	23,195	132,868	147,972
Canada	1,350	1,318	9,690	10,081
EMEA Region	7,353	7,460	46,602	44,935
Asia Pacific Region	7,244	7,720	28,724	30,348
Latin America Region	2,515	2,449	10,167	9,452
Total	39,311	42,142	228,051	242,788



H-D Market Share 2009-2018

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
United States (601+cc)										
Total Market New Registrations	325,500	278,500	289,900	299,400	305,900	313,627	328,800	311,710	288,802	263,750
H-D Retail Sales	162,385	143,391	150,900	161,300	167,800	171,079	168,240	161,658	147,972	132,868
United States H-D percentage Market Share	49.9%	51.5%	52.1%	53.9%	54.9%	54.5%	51.2%	51.9%	51.2%	50.4%
EMEA (601+ cc)										
Total Market New Registrations	368,000	344,800	328,500	300,400	281,800	319,801	351,700	391,936	390,619	397,669
H-D Retail Sales	36,444	37,378	39,900	36,200	36,100	38,491	43,287	45,838	44,935	46,602
European H-D percentage market share	9.9%	10.8%	12.1%	12.1%	12.8%	12.0%	12.3%	11.7%	11.5%	11.7%
Percentage of H-D retail sales:										
USA	66.93	64.56	64.49	64.71	64.74	63.84	63.58	62.11	60.95	58.26
EMEA	16.49	18.54	18.85	17.22	16.34	16.91	16.36	17.61	18.51	20.43
Total International	33.07	35.44	35.51	35.29	35.26	36.16	36.42	37.89	39.05	41.74

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Arlen Ness: Procross Rims & Front Brake Rotor, Hub Kits, Jagged Rear Brake Rotor, Oval Micro Mirrors

Barnett: Scorpion Clear Derby Cover

Custom Dynamics: ProBeam LED Headlight, LED License Plate Frame

Drag Specialties: Predator III Seat (customized), Pop-up Gas Cap, Brake line & fittings, License Plate Side Mount, Bottom Mount Headlight Assembly & Mounting Block

Joker Machine: Master Cylinder Covers, Stalker Shift Linkage Rod, Rat Eye Turn Signals

Ken's Factory: Vanquish Rocker Box and Cam Covers

Check out more details on this bike at various rallies and events throughout the year; or log onto dragspecialties.com/bike-builds to view the complete parts list.

Legend Suspension: AXEO Front Fork Suspension, Air-A Rear Suspension

Pirelli: Night Dragon Front & Rear Tires

S&S: Quickee Pushrod & Cover Kit, 550C Cam Kit, Sidewinder Spring Kit, Lifter Guides

Speed Merchant: Brushed Skid Plate

Thrashin Supply: P-54 Slim Foot Pegs, TSC Shift Peg

Trask Performance: V-Line Moto Handlebars & Grips, Assault Risers, Billet Clutch Basket, Assault Charge Air Cleaner*, Assault 2-1 Stainless Exhaust*

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NEWS BRIEFS

Tucker V-Twin Exclusive Distributor of Letric Lighting Co.



Indian Motorcycle has announced it is to accelerate the July 2018 announced plan to manufacture Scout models for Europe at its Polaris ATV/UTV facility in Poland. The intention is to "reduce the impact of the retaliatory tariffs on motorcycles imposed by the EU in response to the Trump administration's aluminum and steel tariffs." The facility in Poland will assemble CKD kits (Complete Knock Down) shipped there from its Spirit Lake, Iowa motorcycle manufacturing and assembly facility.

February saw the return of the Harley-Davidson edition F-150 pickup in a collaboration with Fox Factory Holding subsidiary Tuscany Motor Co - a specialist in special and limited edition Fords. The formal special edition collaboration between Harley and Ford ended in 2012, but from its inception in 2000 some 70,000 Harley F-150 specials are said to have been sold.

To put Harley's Livewire ambitions in context, in 2018 the 28 markets that (currently!) make up the European Union (which is widely accepted to be at least a decade ahead of the USA in terms of its E-bike and Urban Mobility market acceptance) was only worth 7,378 units (according to full year data from Brussels based international motorcycle industry trade association ACEM). Indeed, total electric PTW registrations, which includes E-Scooters, Mopeds and 'PedElecs', were only 47,179 units. While both figures were up substantially over 2017 in percentage terms (+44% and +51% respectively), the still low volumes suggest that beyond ride share, leasing and city rental schemes, take-up and market acceptance still have a long way to go before anybody can expect to start making reasonable profits and ROI from the sector.

US non-farm payrolls shows that US firms created 304,000 jobs in January, according to the US Labor Department. Average hourly earnings rose by 3.2%. However, the job numbers for December have been revised down from 312,000 to 222,000 and data also shows the number of Americans claiming unemployment benefits has reached its highest level in more than a year.



Created by leading electrical component manufacturer NAMZ Custom Cycle Products (Oreland, Pennsylvania), the new LED lighting product line is available exclusively from Tucker V-twin. One of several new exclusives added by Tucker in recent weeks, the Letric line features over 150 parts. Created and

tested in just a few months, the program made its debut at the 2019 Tucker Dealer Show, Fort Worth, Texas in January. CEO Jeff Zielinski (seen here, left, with Midwestern-based Sales Manager Mark Fossler) said that "the Letric line includes premium Plug-n-Play LED motorcycle lighting with a vast array of

offerings for V-twin models including headlights, taillights, turn signals, and accent lighting. Even more, Letric Lighting products boast anywhere from a one-year to industry-leading Lifetime Warranty."



AMA 2019 Vintage Flat Track National Championship Series

The 2019 AMA Vintage Flat Track National Championship Series schedule features 13 rounds, including the series' first visit to Plymouth, Ind. The schedule includes three rounds on Half Mile tracks and eight rounds on short tracks, before wrapping up with the series' final rounds at the 3/8 Mile Plymouth Speedway in Plymouth, Ind. "With the addition of the two rounds at Plymouth Speedway, our Vintage Flat Track competitors will be challenged by three types of tracks in 2019," AMA Track Racing Manager Ken Saillant said. "It's great to see so many of yesterday's flat track motorcycles brought back to life to compete in this championship." The 2019 season gets underway with three races at 2019 Daytona Bike Week and visits venues in eight states, including a round at the 2019 AMA Vintage Motorcycle Days, featuring Honda. The series recognizes national champions in period-correct classes

that reflect the storied history of AMA flat track competition. Class champions are recognized as AMA National Champions and awarded AMA No. 1 plates. www.americanmotorcyclist.com



2019 AMA Vintage Flat Track National Championship Series Schedule

March 9	Oglethorpe Speedway, Pooler, Ga. (Half Mile)
March 11	Volusia County Speedway, De Leon Springs, Fla. (Half Mile)
March 12	Volusia County Speedway, De Leon Springs, Fla. (Short Track)
May 4	Trail-Way Speedway, Hanover, Pa. (Short Track)
June 14	Square Deal Riders, Harpursville, N.Y. (Short Track)
June 15	Square Deal Riders, Harpursville, N.Y. (Short Track)
July 6	AMA Vintage Motorcycle Days, Ashland County Fairgrounds, Ashland, Ohio (Half Mile)
Aug. 3-4	Mid-America Speedway, Indianapolis, Ind. (Short Track)
Sept. 1	Illinois State Fairgrounds, Springfield, Ill. (Short Track)
Sept. 21	Oakland Valley Race Park, Cuddebackville, N.Y. (Short Track)
Sept. 22	Oakland Valley Race Park, Cuddebackville, N.Y. (Short Track)
Oct. 12	Plymouth Speedway, Plymouth, Ind. (3/8 Mile)
Oct. 13	Plymouth Speedway, Plymouth, Ind. (3/8 Mile)

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



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NEWS BRIEFS

Harley has had to recall certain '16-'19 Street XG 500, 750 and 750A ('17-'19) models - brake caliper corrosion may cause brake drag, which can increase the risk of a crash. The NHTSA says some 12,871 units may be affected. The brake calipers may corrode internally after exposure to certain driving environments such as coastal regions or road salt. Harley will install new front and rear brake calipers free of charge.

A survey by the Munich, Germany based Ifo economic institute has found that the business climate index in Germany is at its lowest level since 2014. It means that business morale has fallen for the sixth consecutive month and indicates that the German economy is on course to grow only +0.2% in the first quarter.

Six motorcycle manufacturers have announced a collaboration to increase on-road rider safety in the United States through data driven approaches and collaboration with relevant stakeholders. American Honda Motor Company, BMW Motorrad, Harley-Davidson Motor Company, Indian Motorcycle Company, Kawasaki Motors Corp., U.S.A. and Yamaha Motor Corporation, U.S.A. have teamed up to form the Safer Motorcycling Research Consortium (SMRC). The organization was formally incorporated in Washington, DC, as a 501(c)(6) non-profit entity to develop strategies to advance and integrate on-road motorcyclists' safety through data driven research and collaboration with relevant stakeholders.

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

Euro 4 S&S 'Grand National'

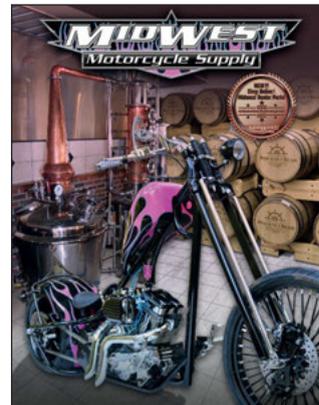
Exclusively available through Parts Europe/Drag Specialties in Europe, S&S' Euro 4 homologated mufflers "will exceed the expectations in terms of torque, power and sound. A race catalytic system helps to improve the performance." S&S Cycle has been on the gas for six decades, but the last five years have seen the Viola, Wisconsin based manufacturer heavily focused on high-performance exhaust systems. The popular 'Grand National' muffler line and the classic slash-cut version are now available as Euro 4 homologated slip-on-mufflers -

in show chrome or ceramic coated black for 2018-19 H-D Fat Bob, Street Bob, Low Rider, Softail Slim, Deluxe, Breakout, Fat Boy and Heritage Classic - and exclusively available to dealers in Europe through Parts Europe. www.partseurope.eu www.sscycle.com



Midwest 2019 Catalog

Pevely, Missouri based distributor Midwest Motorcycle Supply has released a new print catalog for 2019, with the highlights including a slew of new products in the popular Ultima Motorcycle Products program. Additions to the Ultima range for 2019 include Twin Cam Parts and an extension to the company's line of Shovelhead engines with a new three-piece crank assembly and availability in four finishes - natural, black, blackout and polished. The Twin Cam additions include ignition coils (also available for 107" and 114" M-8), Twin Cam pistons, pushrod tube kits, speed rods, cams, valve key lock sets, sprocket spacers, thrust washers for crankcase main



bearing, counterbalance shaft bearings and more. Best known for driveline parts, assemblies and complete engines and

transmissions, the Ultima program also includes cycle parts and accessories, with 2019 updates and additions to the range such as more Ultima Wheel applications (including cush drive), handlebars and forward controls, black brake calipers, chrome and black mufflers and dual exhaust systems. Last fall saw additions to the Ultima engine program including 113" and 127" EFI 'Competition Series' engines for Delphi set-ups, and a 'Builder Value' stock replacement mild cam 100 incher. Additionally, a new Dealer Portal is now live for online orders, with the option to request a wholesale account. midwestmcddealerexpress.com

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Tim Dixon Scoops 'King of Builders' Title at J&P UBCBS Championship Round, Chicago

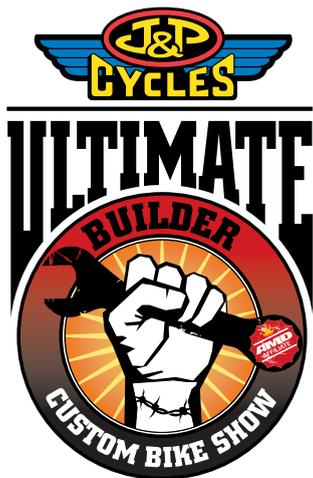
The Progressive International Motorcycle Shows (IMS) series, featuring the 2018-2019 J&P Cycles Ultimate Builder Custom Bike Show (UBCBS), reached a crescendo at Chicago on February 17 with the final in the seven-event series featuring the championship round.

The championship round Freestyle class saw the win and 'King of the Builders' crown and \$10,000 cash prize being taken by Tim Dixon of Gas Axe Chop Shop, Ten Mile, Tennessee, with the bike that saw him take the win at New York earlier in the series - a Shovelhead powered ground-up new build hardtail chopper with Springer front end that oozes class, detail and authenticity in equal measure.

Second place was taken by Wayne Burgess with his radically raked, hot rod themed 2006 Shovelhead.



The championship round Freestyle class saw the win and 'King of the Builders' crown and \$10,000 cash prize being taken by Tim Dixon of Gas Axe Chop Shop



Custom Chopper." Winners were selected based upon "creativity, craftsmanship and building ability" by a panel of judges that included Show Director Bob Kay, Kevin Dunworth (Loaded Gun Customs, Selbyville, DE), former UBCBS champion Kyle Shorey (Shadetree Fabrications, Southlake, TX), Mark Cresswell (organizer of the annual Cherokee Blue Ridge Run) and Max Ness.

At the time of his New York win, Tim Dixon, who collaborated with painter Leatherwood Motorcycle Works, told

AMD Magazine that he had made every piece he possibly could on this build, which also won the AMD Championship affiliate custom bike show at the Cherokee Blue Ridge Run in September 2018, scooping Tim the chance to return to the AMD World Championship in Germany in October 2020 for a second straight time. For the wheels, Tim started with blank rims from Ledslid 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: "I made a narrow springer with tapered rear legs, custom risers, bars and integrated an internal throttle into the handlebars and fabricated some leather grips from seat material scraps. I made the bronze inlaid 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 handmade the split gas tanks,

Now in its ninth year, the J&P UBCBS is an "elite-level custom motorcycle builder competition featuring hundreds of builders across the IMS tour, cultivating the custom scene and offering builders a chance of thousands in cash and prizes across the tour". Those prizes included a Harley-Davidson motor, a pair of Arlen Ness wheels, an HMC lift, Michelin tires and more.

"It is a pleasure to witness the most breathtaking custom motorcycles from across the nation displayed throughout the J&P Cycles Ultimate Builder Custom Bike Show competition," said Bob Kay, Director, J&P Cycles Ultimate Builder Custom Bike Show. "The builders' hard work and passion is evident through the sheer creativity and artistry that each bike encompasses. This year's reigning champion, Tim Dixon, stood out in the championship round with a 2018



Freestyle runner-up was taken by Wayne Burgess and Connery's Custom Paint with a 2006 Shovelhead, hot rod themed digger called "Nancy." The motorcycle hosted a polished Shovelhead, diamond-cut heads, custom exhaust, Mooneyes control pedals, taillight, front rotor, brass accents and more.

The Road Hawg™ WTK Kits

Hawg Halters Inc. is proud to announce the **Road Hawg™ Wide Tire Kit Program** has just added 2 New WTK kits for 2019. The HHI Road Hawg™ Wide Tire Kit is now available in 21" x 5.5" and 23" x 5.5" widths.

These New Wide Tire Kits will be available in both early and late model applications to fit most of the V-Twin Touring Bikes. Featuring a Chrome, Black or Phantom Cut HHI/Renegade Wheel, HHI Hidden Axle Kit, US-made Steel Fender, and time-tested X-23™ or X-26™ Bolt on Triple Tree, these kits will deliver a powerful combination of styling and performance!

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Custom Retro winner Anthony Robinson of Anthony Robinson Gasoline & Coffee won \$1,500 and prizes with a 1966 Triumph T-100 hosting a 500 cc parallel twin, engraved with an open primary belt drive.

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 wife Angie 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 Harley-Davidson winner Eric Bennet of Bennett's Performance Inc. took home \$2,000 and prizes with a 1977 Harley-Davidson frame. The water-cooled engine was the front engine out of the Jammer Streamliner that set the AMA record at 276.376 mph on the Bonneville Salt Flats in October 1978.



Custom Street winner Juan Rodriguez won \$1,500 and prizes with a 2004 Suzuki Hayabusa, featuring a 300 fat tire kit, custom paint with airbrushing, LED lights, front and rear air suspension, molded front windscreen, custom front fender, polished frame, custom front rotor, chrome everywhere, plexiglass grade bar with LED lights and custom seats.

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TUCKER SHOW 19



MAG'S PETROLHEAD

At the Tucker Dealer Expo at Fort Worth, Texas in late January, AMD sat down with new Motorsport Aftermarket Group (MAG) CEO **Hugh Charvat** and found a man at ease with the challenges and opportunities he faces, and is determined to take the first steps on a road that should see MAG successfully draw a line under its recent past.

Charvat brings a rare combination to one of the market's hottest of hot seats - a blue chip business resume and a genuine passion and enthusiasm for powersports and motorsports of all kinds. He has extensive experience in leadership roles at companies providing aftermarket products in the automotive and truck business. In his most recent role at APC Automotive Technologies (APC), he led an organization with more than \$600m in annual revenue, 1,500 employees and nine locations in North America. Before APC, he was Chairman, President and CEO of Schrader

International and had global responsibility for Schrader Electronics, Schrader Valve Group and Plews Edelman.

At the time MAG Chairman Bob Pieser announced Charvat's appointment, he said that he was "blown away" by the answer when he asked him what was in his garage. "Beyond his work resume, he's got a genuine passion for having fun on two and four wheels. He owns a Suzuki SV650 and a GSF1250S for track day fun, along with a selection of sports cars. His interest in fast cars isn't just casual. He's been both a competitor and instructor in sports car racing, having competitive licenses with SCCA, the BMW Club and the National Auto Sports Association and been a national





instructor for SCCA for both open wheel and production classes.” Charvat has been a motorcycle rider from a very early age. “When I was very young, my Dad got hold of a mini bike frame and I watched as he put a 50 cc engine into it, and with very little else by way of brakes or anything, that became my first bike. I learned to ride, and more importantly how not to crash, and then my first bought bike was a Yamaha 80 cc dirt bike.

“I progressed up through 125 and 250 and then in the mid ‘80s [Charvat is 53 years old] I started road racing with a RZ 350 two stroke and loved that. Then I progressed to motorsports and I’m still a weekend racer whenever I can find the time.”

Asked for his assessment of the challenge he was taking on when accepting the MAG job, he said he’d done his research thoroughly. Being no stranger to how private equity generally operates he said that “the Lacy (LDI) acquisition from Leonard Green and Partners was fairly typical of its kind. The company had been leveraged with debt at the time of the deal, but through the filing they were able to wipe the balance sheet clean. The new owners have been very mindful to make sure history doesn’t repeat itself and that, on emergence from the filing, the business hasn’t been overburdened with debt again.

“So that is positive. But then you have to look at the reasons why the business failed. Yes, you had the overall downturn, but coming out of the downturn motorcycle sales have continued to be mostly flat to down

“people buy from people”

ever since. Our consumers have still not, really, completely started to open up their wallets and spend on helmets, apparel, hard parts and accessories again like they did.

“I don’t think anybody can look to the market to start doing them any favors. We are not going to be seeing any unbelievable rebound with people starting to buy new motorcycles like crazy again, tomorrow. Now, with that said people are buying motorcycles, but they are buying used - so that is a dynamic that suggests that the future for businesses like MAG, like Tucker, is brighter than might otherwise be thought.

“But in that context, you look at what puts a business like MAG and Tucker, with that potential, into bankruptcy,



and you have to say that some pretty poor decisions had been made.” Charvat’s remarks when we met him, and his open, transparent and honest appraisal of the history he’s inherited, and the challenges the group faces (self-inflicted and otherwise), came as a breath of fresh air.

“I don’t know any of the prior owners or managers so I’m not talking about the individuals concerned as I did not meet any of them, I do not know them, but decisions were taken without any consideration or understanding of what the collateral damage could be. “For example, you take a business like MAG, with some legendary brands like Vance & Hines, Performance Machine, Kuryakyn and the other business units MAG owned, and you look at combining them, and with a powerful distribution business like Tucker into what you could call ‘vertical integration,’ and that looks to have a certain logic.

“In a conference room, on a white board, that may well look like it made a lot of sense, but while you have a lot of very bright people working in private equity, very few of them are what you’d call experienced as individual business operators.

Interestingly, Charvat sees more to the subsequent issues than a simple matter of ongoing market decline. “I’m sure that when the decisions were made, on an income forecast level they may well have thought that this is what the future may well look like. But what they didn’t appreciate were the nuances of the distribution industry. At the end of the day people buy from

people. While you have dealers who see Tucker as a great supplier and partner, you also had those who weren’t buying from Tucker. This ‘vertical’ concept allowed dealers to start seeing Tucker as a competitor.

“The moment you mandate that you can no longer buy a particular product direct or through an alternate distributor of choice, but have to buy it from Tucker, that just incenses them. So they decide to go and buy an alternate product, or from another supplier, and you chase that business away, all because you were trying to chase this ‘vertical’.

understanding. An understanding of how those products are taken to market, and what their appeal is to the various corners of the market, was completely missed. The questions were never asked or, if information was volunteered, people were just not necessarily heard.”

Good point, well made. Anybody who has been witnessing the hemorrhaging of talent of the past few years will be aware that there has been a great deal of messenger blaming for what turned out to have been valid and even prescient messages.

“So, when I looked at all that, and you

“the new owners have been mindful to make sure history doesn’t repeat”

Was it simple naivety or worse? “Some of the decisions that were made to try and force this ‘vertical’ were inherently flawed, or at least somewhat short-sighted. Combined with that, some decisions that were made on the manufacturing side to try to pull some business footprints together, just weren’t ever going to work either. Yes, you’re bending and cutting metal, but they were and are completely distinct products.

So, was it a failure of trying to drive manufacturing by ‘spreadsheet’?

“I think there was a lack of

come back to where we are now, today, the opportunity that we now have is look very carefully and selectively at what we can do to unwind some of the decisions that were made in a way that allows us to restore some of the relationships, maybe outside of Tucker, with other customers.

“But that maybe also allows us to go back and ask how do you leverage the relationships you restore with these dealers. We really have walked away from servicing some of them, either through not having the inventory, or





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not having the right kind of inventory, we have lost a lot of dealers' confidence.

"So, we have to be very thoughtful about the products we push through Tucker, or elsewhere, or offer dealer direct. Key to this will be building up the team, adding established market knowledge and understanding. In the past 90 days we've already brought in the likes of Greg Blackwell, a well-known and respected industry veteran, we've brought back John Potts who was very well known on the Vance & Hines and Performance Machine side of the business. We've also just announced two further

admirable in the face of adversity, this year it felt like a weight had been lifted.

Not one to bury himself in spreadsheets or stay cloistered and anonymous, Charvat is clearly a natural born leader of men and women who wants to be visible and accessible to the employees he leads. His own enthusiasm and passion is infectious. In a very short period of time it appears to have filtered through the company and injected a new lease of life into a team that, let's be honest, has certainly been up against it in a variety of ways in recent years.

"vertical integration may have looked good on a white board"

appointments at Tucker - an internal promotion to the new VP Sales post, Jason Potter, former Western Region Sales Manager, and brought back another well thought of team member as VP Marketing, Jim Barker.

"Taken with other hires such as Greg Heichelbech at Kuryakyn and Mustang, the team already looks very different to the one the business had a year ago. I think this speaks well to the start we have made, to our preparedness to make the necessary changes and our determination to meet the challenges."

Indeed, seeing MAG alumni Terry Vance being embraced by a new management culture that sees a former industry leader and legend such as him as an invaluable asset also speaks to that determination.

Charvat is a very engaging character. He is obviously enthused about the

As the conversation continued, we got to discussing the relationship between the MAG brands and LeMans/Drag Specialties, their primary distributor prior to the LDI acquisition in 2014, and the somewhat uncertain or at least apparently confusing evolution of those relationships since the association with Tucker was established.

For Charvat the key word there was "relationships". He told us that, moving forward, the MAG brands would indeed seek to sustain and develop their relationships with other distribution channels "on a selective basis". He accepts that the suggestion, in the months following the acquisition, that an organization such as Drag Specialties, which had significant history with the brands and significant 'skin' in that game, would now buy its Vance & Hines inventory (for example) through its primary competitor, from this new 'vertical', rather than direct from V&H as it had been doing was naïve at best. Charvat sees that assumption as exactly the kind of mistake that he would now seek to correct.

"This was another example of the lack of understanding of the relationships that already existed at the time and their importance in the powersports industry," Charvat said. "There was the mistaken belief that an organization like LeMans, a player like Fred Fox, would simply roll over and think that buying from their primary competitor was fine.

"That was never going to be the case. That was quite justifiably perceived as a threat and could only destabilize the very valuable brand relationships that had been so carefully built, and that

"these are just the first steps"

position he's taken on, and highly motivated by the passion of the employees he has met, and they by his. Compared to the 'vibe' at the past few Tucker shows, while the professionalism and positivity of the Tucker team has always been



had already existed for so long. So while I can't go into all the details yet, in part because some of that still needs to be worked out, I can tell you that we will be working on unwinding some of those decisions and looking to restore a platform for relationships that are better for all concerned - better for the other distributor and therefore better too for the brands, and above all better for the market's dealers too.

"We will need to approach each of the issues we are faced with, each of the challenges and each of the prior decisions on an individual basis, on their specific merits. Since those decisions were made the market itself, the retail environment, has continued to evolve and we have to be realistic and cognisant of that, as all distributors and businesses have to be. But for sure there can and will be changes and better ways of building better relationships and, as I have indicated, where that involves unwinding prior decisions, we'll do that if there is a better outcome available.

"Our path to market, our channel strategies need to be based on what is best for all concerned, including the end consumer. But Tucker is not going to be selling on Amazon, for example, and we are going to be as rigorous as possible in enforcing a MAP policy. If a dealer insists on buying brand direct and wants to have an online business of their own, then fine, but they are going to have to play by the same rules that the big boys do.

"Above all, Tucker has to focus on doing what is essentially a simple task, and doing it well. Tucker is in the box moving business. While there is subtlety and nuance surrounding doing that well we have to recognize the reality that dealers no longer run deep inventory and look to their distributor of choice to absolve them from the need to do so.

"Our job is to make sure that the inventory is where the dealer needs it to be, when he needs it there, and that it is the right kind of inventory. Simple. Fred Fox has been the past master and our job is to be the best possible competitor he can have. If the powersports industry has two or more great distributors doing a great job

then everybody wins - the consumer, the brick and mortar shops, the vendors, the brands and, as a result, the distributors themselves.

"The secret sauce, if there is one, is how do you help your dealers to be as successful as they can be, in an evolving marketplace. If we can figure out that recipe, if we can help them to want to do business with us, to be able to do business with us, then that is how we earn their business, respect and loyalty. Our job is to make sure our dealers want to buy from us rather than another guy by being a better partner. That is the secret ingredient,

"inherently flawed decisions"

but the objective itself is actually pretty simple.

"A big part of that is the value we can add to the simplicity of the logistics. The differentiators that enable the dealer, in turn, to make the sale, and do so more often. Logistics is such a straightforward proposition these days that pretty much anybody should be able to do it well. The added value that will make the dealer want to choose us as his supplier of choice will be the sales support that we can deploy at scale to help them make that sale.

"That value proposition is incredibly important and that will be our differentiator. Vendors could do it themselves, but they cannot be geared to do so. They can't have a sales force of 120 or more people, but we can, on their behalf, on a shared resource basis for all our vendors, and that means our class-leading independent vendors just as much as the MAG brands. The dealer then can draw on the kind of resources that make the difference in making the sale. Resources that the vendor simply can't deliver, but that can make all the difference to the dealer's ability to prosper."

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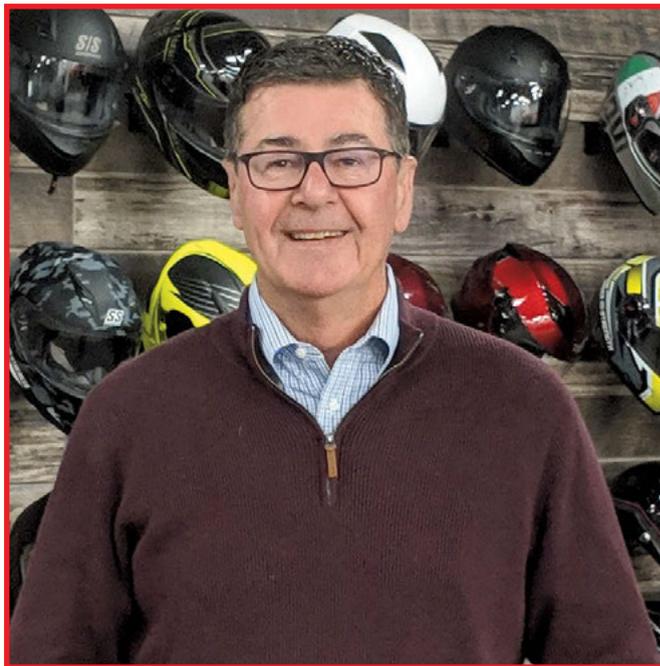


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Tucker Show

AMD attended the recent Tucker Dealer Show at Fort Worth, Texas (January 2019) and to accompany our review of vendor company and product news we spoke with newly minted Senior VP of Sales and Marketing **Greg Blackwell** to get his take on how the company draws a line under the past few years and builds a platform from which to win back dealers and take sales from their competitors ...



When it was announced that industry veteran **Greg Blackwell** had joined Tucker as the new Senior VP of Sales and Marketing at Tucker, the general reaction among those who knew Greg, and knew about his background, was that this was a powerful signal of intent.

There was some surprise that a former senior LeMans, Drag Specialties and Parts Unlimited executive of many years standing would be invited to take a similar role at their primary distribution rival. It has certainly succeeded as a way to flag a change of culture.

It was surprising to many given the controversy that first greeted the announcement of the "merger" between a MAG that included several of LeMans' top selling brands and

their primary distribution. In early 2014 that announcement was news the market, still traumatized by and in recovery from the impacts of the financial crisis, had to work hard to digest.

Given the multiple difficulties that have confronted Tucker since the relationship with MAG was announced in 2014, it is an appointment that can only be interpreted as a positive signal for Tucker, and therefore a positive signal for the market.

For Blackwell though, once he got to meet the new MAG board and understood their thinking and direction of travel for the distribution business, the decision became an easy one.

"The Board very quickly sold me on what the new ownership wants to achieve, how it wants to do things differently and avoid the mistakes that

have been made in recent years. The ownership understands that MAG and Tucker need a board that is well-stocked with industry experience and understanding, which it now has, and needs an equally experienced new management team that can draw a

agree with their desire to see the businesses in the Group being operated by people with as much industry experience and knowledge as possible. In my experience, the powersports market is unique, one where that experience is crucial,

"the board sold me on what the new ownership wants to achieve"

line under the past five years, including the filing, and move the business forward practically and realistically.

"That they see me as somebody who can contribute to that future makes me very proud. But fundamentally, I

especially so with dealers. "When dealers meet a new sales rep for the first time for example, they immediately want to know what their market experience or knowledge is, if they have been a racer, are a rider, have a technical grasp and so forth. If



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that is important at the dealer level of the business, then so it has to be equally as important at the top of the organization they are representing and asking the dealer to buy from. "Of course, there is also a need for outside experience and skillsets, but there has to be a balance. To

Nickel. TR was one of 15 distributors we had as Metzeler Pirelli, and I still have a lot of friends here from those days, people I used to go out on the road with and who are still here at Tucker, who bleed Tucker. "I look at what they've been through and I think 'that's a true passion for

"my own dealings with Tucker go way back"

encounter an ownership team and a Board that 'gets that,' and is seeking to ensure that it achieves that balance and the credibility that gives, can only be good for everyone. "From a personal point of view my own dealings with Tucker Rocky, as it was, go way back to the days when I was the 'Metzeler' guy in the industry, to the days of Joe Piazza and Bob

your company,' and with the ownership and the leadership I see people who understand and value that passion and who want to harness it. In coming here, I have encountered a company that wants to get back to greatness, and who understand what it is going to take to achieve. "So those two things made me decide that I wanted to be part of the team



Roland Sands Design: One of the leading brand development case studies in excellence of the past decade, whether it is bikes, parts, accessories or apparel, the RSD brand stands for cutting edge aspirational design that reaches across the generations and speaks 'New Gen' like no other; www.rolandsands.com



BikeMaster: Tucker's BikeMaster program includes one of the widest ranges of workshop equipment, service items and accessories available. From its versatile 1,100 lb capacity center jack to an adjustable motorcycle dolly, ultra-high performance fully synthetic engine oils, lithium-ion battery charger/maintainer, tire change stand with bead breaker, sealed design motorcycle chains, and heavy duty Moto Tubes, parts, accessories, chemicals and more; www.bikemaster.com



Kuryakyn: Now under the leadership of former H-D, Triumph and BRP man Greg Heichelbech (seen here on the left), recent new products from the legendary Somerset, Wisconsin based accessory specialist have included a major update to its Hypercharger ES program for M-8 Softails and an innovative lighting collaboration with market leading Bullet and Micro custom LED specialist Kellermann; www.kuryakyn.com



Vance & Hines: Recent new products from the Santa Fe Springs, California based manufacturer include 2-2 Staggered Big Shots with Power Chamber for M-8 Softails; hand TIG-welded 304 stainless steel 2-1 'Upsweep' for M-8 Softails; Pro Pipe 2-1 system for M-8 Softails with V-profile header, welded collector heat shield and 4 1/2 inch stepped megaphone; and 'Code: Read' - a smartphone diagnostics tool that allows DTC read and clear and real-time live sensor data view; www.vanceandhines.com



Burly Brand: A brand aimed specifically at 'New Gen' consumers that has grown steadily under the discerning guidance of MAG's Sean Delshadi - from Hex air cleaners, MX style footpegs, handlebars and cable kits to sissy bars, an easy clutch, seats, foot controls, canvas luggage, suspension, fairings and lighting; www.burlybrand.com



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S&S Cycle: Recent new products from the Viola, Wisconsin home of 'Proven Performance' include a carbon fiber version of the iconic Teardrop air cleaner; a 50-state legal Sidewinder 2-1 with stainless steel header and 4.5" muffler for Twin Cam and M-8 Tourers; a choice of complete M-8 cam chest kit options; and a 50-state legal and CARB compliant 'Grand National' 2-2 full system with hidden crossover for 2018 and up M-8 Fat Bob Softails; www.sscycle.com



National Cycle: Recent new products from the Maywood, Illinois based manufacturer include a choice of three aerodynamically tuned 4.5 mm Quantum hardcoated polycarbonate VStream windshield options for Indian Chieftain and Roadmaster models, and a return to inventory for the popular Heritage line of Beaded Heavy Duty windshields with the Heritage and classic styles available for immediate shipping - including the much sought after red and blue Beaded Heavy Duty windshields with separate components. Available options include the National Cycle 5-bolt three-piece beaded construction pattern and vintage style OEM 7-bolt pattern hardware; www.nationalcycle.com



Maxima Racing Oil: With inventory now additionally being held locally for dealers and their distributors in Europe, Maxima has developed a well thought out V-twin oil and lubricants range for custom shops and authorized dealers that includes 'Oil Change in a Box' and custom oil filter program options for M-8 and earlier Harleys; www.maximausa.com



Mustang Seats: Along with Kuryakyn, the Three Rivers, Massachusetts based seat manufacturer is part of MAG's Accessories Group, under the leadership of Greg Heichelbech. Recent new designs include an updated addition to its popular Fastback series - the all-new HighTail Fastback for '06-'17 Dyna and '08-'19 Touring models, with marine grade fiberglass seat pan and additional diamond stitched option available as part of the Dave Perewitz Signature Series by Mustang; plus the Wide Tripper for all '14-later Chief, Chieftain, Springfield and Roadmaster models; www.mustangseats.com

that makes Tucker the 'Good Guys' again." Blackwell's first significant role in the powersports industry was as President of Metzeler Pirelli in North America, a role he had for nine years. He then spent 14 years at LeMans, initially as a pioneer of the Brand

He followed that by running PG&A for KTM North America, then got a call from Motovan, Canada owners Mike and James Paladino. They had completed buying MTA Distributing from Larry Popp and wanted Blackwell to head up the headquarters operations they were

"make Tucker the 'good guys' again"

Manager role, and then for many years as VP Sales and Marketing. Blackwell's twin passions are motorcycles and bicycles, and after LeMans he managed to scratch an itch to return to his native California working for the Accell Group, one of the world's leading bicycle, parts and accessories distributors.

transferring from Louisiana to California. After three years as President at MTA, and Blackwell is now faced with what will be one of the biggest challenges of his life - to make Tucker an effective competitor for the market leading distributor he did so much to build



Avon Tyres: The big news from the British custom tire market leader was of the launch of the next generation Cobra, the Cobra Chrome, and associated sponsorship of the Freestyle class and winner at the 2018 AMD World Championship of Custom Bike Building, staged at the hugely popular INTERMOT Customized, Cologne, Germany, in October; www.avonmotorcycle.com

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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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Memphis Shades: Recent new products from the Rossville, Tennessee based specialist include additions to its Road Warrior fairings for Touring, Softail, Dyna, Street and Indian Scout applications; Batwing, Gauntlet, Bullet and Café fairings; popular Memphis Fats and Slim windshields; spoiler windshields for FLH fairings and a wide range of options for Sportsters, Indian, Victory and leading metric cruiser models; www.memphisshades.com



Sport Chrome: The big news from the Westminster, California based chroming to wheels to accessories specialist is of a new partnership with Tucker V-Twin for its 'Reinforcer' wheel program. CEO Jon Reed told AMD that "beyond the 'Reinforcer's' pleasing aesthetics, these wheels are designed to allow the owner to optimize its factory-equipped braking system. Made specifically for [but not limited to] all 2014 and up Street Glide and Road Glide models, the 'Reinforcer' immediately gives the bike that sought-after stance of a 21" front wheel"; www.sportchrome.com

into the powerhouse it became on his watch. So how does he think he is going to be able to start doing that? "Well, one of the most important first stages is to rekindle our relationships with our

use the experience they have. "I think they need leadership, and the team to provide that is being assembled. In Hugh Charvat we have a new CEO for the whole of MAG who is the real deal, he 'gets it,' he's an

"we just need to let them do their jobs"

vendors, our dealers and our sales teams. We have a lot of really smart people, who are passionate and who want to be able to love their company again. "I believe they have been in a state of turmoil with the changes that have gone on for the past few years. We just need to help them to do their jobs and

enthusiast as well as a smart operator, and he and the new management team, board and ownership partners are all on the same page. We all know what we want to do, what we need to do and there is a plan to get us there. "The people here at Tucker have had a blurry windshield for the past few years. Coming into the company the



BMC Air Filters: Almost 20 years of experience gained from successful cooperation with the most prestigious teams in Formula 1 and MotoGP makes BMC a "global leader in the design and production of high-performance air filters". To mark its entry into the Harley-Davidson filters aftermarket, the company has released a limited edition run of 99 individually numbered titanium mesh filters with a hand-laminated autoclave cured carbon fiber custom cover and CNC-machined one-piece machined alloy backing plate. The multi-layered synthetic gauze (no oil needed) is an easy maintenance, airflow-friendly technology that is said to deliver state-of-the-art filtration capability; www.bmcairfilters.com



Le Pera: The North Hollywood, California seats specialist had a big year in 2018 with three stylish new designs - the 'Streaker' for Sportsters; 'KickFlip' for '06-'17 Dynas and the 'Sprocket' Solo for '08 and up Baggers - selected options include 'Smooth', 'Diamond' and 'Pleated' stitch finishes. All Le Pera seats have 46 years of handcraftsmanship invested into every detail and feature a powder-coated 16-gauge steel base plate, a specially poured high-density "Marathon" molded foam foundation and double-stitched handcrafted cover with bonded polyester thread for durability; www.lepera.com



Daytona Twin Tec: Following the sale by Allen Alvarez, new owner JMS Chip & Performance (of Debarry, Florida, with Vice President Brad Grissom seen here on the right), has big plans for development of the product line with a slew of new products in the making for later this year; www.d-tts.com





TTS: Steve Cole and his Glendale, Arizona based TTS Power Systems (The Turbo Shop Inc.) is among the best-known V-twin diagnostics and tuning specialists in the industry. His TTS MasterTune2-HD system for V-twin models provides ECM calibration development, toggling between modified MAPs, correct speedo calibration or change primary ratio. Adjustments include AFR target, spark advance front and rear, knock control, injector sizing, engine displacement, rev limit, EITMS settings and more. VTune3-HD calibrates VE tables, Spark tables and EGA correction tables and combines inputs from the DataMaster or FlightRecorder to create a fully custom and optimized calibration; www.mastertune.net



Arlen Ness Enterprises: Recent new products from the Dublin, California based parts and accessories specialist include the 'Method' line of patent pending polycarbonate window air cleaners, handlebar dampening kits, risers and fork braces; Ness 10-Gauge covers for Twin Cams and M-8 models; Rapper, Profile and Pro Steel Short stamped steel fenders (for Harleys and selected Indian applications); an ABS fairing with smoked plexiglass windshield for a fabrication-free easy install on Scout models; www.arlenness.com



Drift: Exclusively distributed in the powersports market by Tucker, the class-leading Drift Ghost 4K camera with rotating lens and direct live streaming is the 'insiders tip' as the best quality, best specification specialty action sports camera on the market. Founded in 2009 by e-commerce entrepreneurs Robin Parker and Sab Jhooti, UK based Drift Innovation is a business that is often to be found topping independent ASC reviews. Internationally recognized for their quality and technology, the Drift product range is a genuinely motorsports-friendly and genuinely innovative program that provides the specialty retailer with "better quality and more features than competing products at a lower price-point and higher margin"; www.driftinnovation.com



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



Epic Moto Co: New to the Tucker V-twin program this year, Epic Moto Co 'Naked Series' racer kits are simple, bolt-on solutions that allow a Bagger to be converted into a "badass racer and back again in record time". Designed by Chris Eder, they fit any post 2009 Harley touring bike with simple tools and are fully reversible modifications without frame changes, so the warranty is preserved - lightweight designs in modular kits; www.epicmotoco.com

one thing that has been clear is that something needs change - the company failed after all. Part of that change is bringing in new people - people with the knowledge and experience needed for this market place; people who can make the changes and reorganize the company for the future, and do so in the ways

is. "That understanding means we can refocus on our number one priority - the dealer. We have to remember that they are the number one priority, and that is what I am selling to the reps - that it is important for them to re-engage with our dealers. "Here at the show I am listening to

"they've had a blurry windshield for too long"

needed to get it back to being a sales organization. "We have to recognize and understand what has gone before, but we also need to move on. We are a new company now, and we are already in a better position than we were a year ago, especially in terms of inventory, and the new ownership understands just how important that

our vendors and learning what it is they need from our sales force, and what tools our sales teams need to be more effective for our vendors. I think the team selling system we have here is interesting, it means the sales teams, and therefore their dealers, have good support systems enabling them to deliver access to everything that Tucker can be for them, and help



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CruzTOOLS: Now under new ownership, CruzTOOLS was launched with a tool kit for Harley-Davidson motorcycles over twenty years ago. Since then it has developed hand tools and tool kits for most powersports vehicles including street bikes, dual-sport, adventure and off-road motorcycles, ATVs, UTVs, snowmobiles and personal watercraft; www.cruztools.com



Andrews: Recent new products include 31 and 34 tooth belt drive pulleys for all '17-'18 M-8 models and additional M-8 camshafts with "more torque and horsepower". Andrews' General Manager Mike Pederson says "the new M462 cam is a perfect choice for heavy touring bikes with the 107" or 114" M-8 engines, while the M464 cam is an excellent choice for CVO 117" engines; www.andrewsproducts.com



Battery Tender: Recent new products from Deltran, the Deland, Florida based specialist, include a versatile, selectable AGM/lithium charger; further upcoming highlights for 2019 are slated to include a weather resistant motorcycle cover with sewn-in solar panel for battery maintenance; www.batterytender.com



Feuling Parts: Recent new products from the Oceanside, California based performance components specialist include of slew of additions for M-8 engines, such as HP+, 'Race Series' and Reaper brand cam shaft kits; oiling system kits that include the latest version of the legendary Feuling oil pump and a range of M-8 cam chest kit options; www.feulingparts.com

them to make the most of all the opportunities their area offers. "Going forward I am sure there will be ways we can finesse these systems, and this will be among the changes and improvements I'll be looking at. At present, I am emphasizing to the

good and improve it still further, we also need to see the mistakes that were made for what they were and change direction. "We are in a difficult market and have very good competitors. If we are going to achieve the growth we think we

"back to being a sales organization"

sales reps that we need to be selling the whole catalog to create the ultimate experience for our dealers, because dealers need to exploit all the opportunities available to them. "We need to look at everything we are doing and how we do it and change the way we are doing business. We need to identify what's

can create, we have to realize that there's only one place that growth can come from at this time, and that is from our competitors. We simply have to be better than them. "Tucker used to be a worthy competitor. I know this, it was my competitor. So, my goal here? To make Tucker a worthy competitor again."



Freedom Performance: Well known for its 'True Dual' headers, the Corona, California based manufacturer's popular 'Combat' slip-ons and 'Radical Radius' exhausts are available as E-marked versions in Europe through Zodiac International; www.freedomperform.com



Avon Grips: Recognized for their ergonomics, durability and comfort, Avon Cushion Grips are built around a core bar that creates air pockets inside the grip body to dampen vibrations and help eliminate hand fatigue and stress; www.avongrips.com



Two Brothers Racing: Recent new products from the Santa Ana, California based manufacturer include an XL 'GEN2' 2-1 featuring hand TIG-welded reverse cone megaphone in 100 % stainless steel construction with welded end caps and proprietary spiral wound stainless steel, plus a new Shorty Turnout 2-1 black polished stainless steel full system for 2017-2019 M-8 Touring models; www.twobros.com



Antigravity Batteries: Described as a "game changer" when it was unveiled a year ago, market response to the new RE-START Li-Ion battery has been enthusiastic. The Gardena, California based specialist has addressed one of the central challenges posed when wanting to embrace the advantages of Li-Ion battery technology over conventional lead acid and AGM formats with built-in jump starting "making being stranded by a dead battery a thing of the past" - simply press the RE-START button located on the top of the battery to access the battery's reserve energy, then start the vehicle and drive away. There will also be a remote key fob button available, which will allow the rider to trigger the RE-START feature without having to remove the seat or a fairing to access the battery. They are "the most technologically advanced motorcycle/powersports batteries ever built," says CEO Scott Schafer, "the first lithium-ion powersports batteries with a full Battery Management System (BMS) that actively balances the lithium cells while protecting the battery from overcharge, over-discharge and overtemperature conditions"; www.antigravitybatteries.com



James Gaskets: New M-8 gaskets are available from the Carson City, Nevada based manufacturer in addition to Big Twin transmission gaskets and gaskets and seals for most Harley applications right back to 1936; www.jamesgaskets.com

K&L Supply: From shop lifts and accessories to jack stands, wheel vises and clamps, tire changers and wheel balancers to workshop equipment, tools and supplies, the San Jose, California based specialist is "solution city" - check out its specialty range of Harley shop tools, carb and fuel products and ignition and electrical items; www.klsupply.com

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'Stubs Café'

The North Hollywood, California seat specialist had a big year in 2018 with three stylish new designs - the 'Streaker' for Sportsters; 'KickFlip' for '06-'17 Dynas and the 'Sprocket' Solo for '08 and up Baggers, with selected options include 'Smooth', 'Diamond' and 'Pleated' stitch finishes.

There's more to come from them in 2019, and seen here the 'Stubs Café' for '08-'19 Baggers "is everything a seat like this should be and absolutely nothing more!"

The 'Stubs Café' features a tapered tail section, old school accent piping, just the right amount of gap between seat and tank, deep angled back support with 12.25" wide driver seating, two optional passenger seating widths. It too is available in 'Smooth', 'Diamond' and 'Pleated' stitch finishes.

All Le Pera seats have 47 years of handcraftsmanship invested into every detail, and feature a powder-coated 16-gauge steel base plate, a specially poured high-density "Marathon" molded foam foundation and double-stitched handcrafted cover.



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Fox Shocks for Dyna/FXR

Described as offering "model-specific optimized ride tune," these gas-charged monotube or remote reservoir version Fox shocks are exclusively distributed by Boise, Idaho based HardDrive.

Fully serviceable and rebuildable, they have a 1.5" 6061-T6 aluminum type III hard anodized body with internal floating piston and advanced high-flow deflective disk, "velocity-sensitive" damping and a 1/2" low friction, super-finished hard chrome shaft.

Featuring hand-adjustable spring preload and a Carbon Black spring, the monotube shock is available in stock 12.5" or 11.5" inch lowered height. The remote reservoir shock is available in stock 12.5" or 13.5" raised height and features adjustable compression.

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"Motorcycle fenders don't have to be fat, ugly or made of plastic material," says Frank Muschalla of Dock66 in Germany. "They are one of the favorite custom changes that riders like to make, so more than any other part riders should be able to express their personality and style of choice in their chosen fender design."

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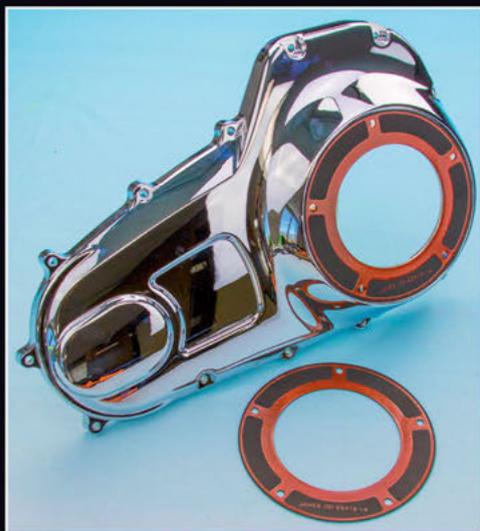
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JIMS Adds More M-8 Tool Essentials



Camarillo, California based specialist JIMS has been busy adding more workshop essentials to what is already one of the most comprehensive V-twin specific tool and workshop equipment programs in the industry.

Alternator rotor tool



Removing or installing the high output alternator rotor on M-8 engines requires a unique tool, and "trust us" the company says, "those magnets don't budge easily! Using pry bars or striking with a hammer can not only damage the rotor housing, but the magnets as well."

Designed specifically for the task, "this tool easily removes and installs the alternator

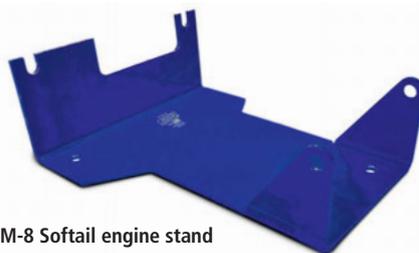
rotor while protecting the rare earth magnets within it."

Known for the most complete range of model specific engine stands, this JIMS stand is designed specifically for M-8 Softail Engines - made from .1875" (7 gauge) steel and powder coated in JIMS signature blue for durability.

Also seen here, this JIMS countershaft 1st scissor gear alignment tool is described as "essential for installation of the countershaft 1st scissor gear in M-8/Cruise Drive transmissions." It is installed before the scissor gear is removed to maintain alignment of the gear halves under spring pressure, ensuring that the scissor gear teeth mesh correctly with the mainshaft first gear.



Scissor gear alignment tool



M-8 Softail engine stand

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

RPW 'Villain' Scout mufflers



North Bend, Oregon based exhaust manufacturer Rogue Pipe Works USA (RPW) has released 'The Villain' - a "tough looking and sounding" new muffler made specifically for the Indian Scout/Scout 60/ Bobber. "These slip on mufflers complement the bike's design with a strong sporty look, a deep rumble and some added horsepower," says company President Debra Petersen. Built with a removable baffle and optional end caps, "The Villain is bound to turn heads." It is available in a black ceramic or chrome with black ceramic or chrome end caps. RPW USA, www.rpwusa.net

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MSI - "Our Biggest Wheel Blank Ever"

Southgate, California based MSI has released what it describes as its "biggest wheel blank ever - the 3D 34 incher." Weighing in at 210 lbs. (wet), MSI says "it takes two guys to get this wheel on a pallet to ship." Forged and machined from "prime" 6061 aluminum, "these behemoth wheels are manufactured here in California. It took over a year to make sure the tooling was accurate and met the Tire and Rim Association standards. "Manufacturing these wheels takes much longer than the normal sizes, so we have a



limited quantity on hand." Seen here are the already offered 21", 26", 30" blanks, now with the new 34 incher. MSI says it offers 28 wheel blank sizes in 2D and 3D formats, with rotors, pulleys, sprockets and hubs available, and that it also stocks a wide selection of tires from Vee Rubber and Shinko.

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DP Quiet and Dust Free Upgrade Brakes for 2019 and Earlier H-D models

DP Brakes, the "pioneer and long-time industry leader in sintered metal braking technology," is offering brakes that are an upgrade to the original equipment for 2019 and earlier Harley-Davidsons. "Quiet and dust free" are the big claims DP makes for the popular front and rear sintered brake pad formulations, with Larry Mills, President of DP Brakes North America, saying that "Sportsters, Dynas, Softails and FLHs can all be equipped with DP brakes. "Our fitment list covers Harley's dating back to the early 1970s. We have also added fitments for all the new Street Glide trikes, Street models, Sportsters and the Softails with new calipers," stating that "DP brakes are fitted as original equipment on all Performance Machine (PM), HHI (Hawg Halters) and Arlen Ness calipers, and they are very popular with those dealers who service police bikes and H-D rental

companies worldwide. Situations where good performance, durability and service cycles are a key requirement. "Extensive Dyno and highway testing results have repeatedly proven that DP brake pads have shorter stopping distances and improved overall performance. Customers will experience fade-free performance under all conditions. In addition, they are quiet, dust free and non-abusive to the rotors."

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Barnett Clutch Kits for Evo Applications



included to complete the unit.

All Scorpion clutches are designed to fit into the stock type clutch basket. "The versatility of the Scorpion makes it an excellent choice for stock to big inch motors, and ideal for Baggers, two up riding and pulling a heavy load. In addition, the lock-up pressure plate is also available separately as a retrofit to existing Scorpion clutches.

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Our thanks to Ventura, California based Barnett Clutches & Cables - the first vendor to respond to last month's AMD announcement that we will be looking to highlight product throughout the year to celebrate the 35th anniversary of Harley's now "officially venerable" Evo platform.

Depending on the application, these Barnett clutch plates for Evo models are made with Kevlar or the company's exclusive carbon fiber friction plates. They feature a 'segmented' design, which is proven to increase oil flow and allows the plates to run cooler for longer life and smoother, more consistent performance.

In addition, the carbon fiber friction material has a very high tolerance for heat, "making it an ideal choice for street or track." Barnett drive plates are

made from tempered steel and quality checked for flatness. All complete clutch kits are pre-measured to for proper stack height "to ensure smooth, reliable performance right out of the box." Available for 1941 to present Harleys.

Also seen here, Barnett's Scorpion low-profile lock-up clutch features a redesigned billet aluminum lock-up pressure plate that is designed to fit under the stock primary cover on '90-'97 Evo Big Twins, without the need to change or modify the cover.

As with all the company's Scorpion clutch designs, the surface area is greatly increased, and lever effort is kept to a minimum. Three different coil spring sets provide a wide variety of spring pressure options allowing the rider to tune the clutch for stock to 200+ hp applications. A steel inner hub is also



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VStream Windscreens Available for Indian Chieftain/Roadmaster



Riders of the top-of-the-line 2014-up Indian Chieftain and Indian Roadmaster now have an upgrade option "that lets them experience a new level of windscreen performance." National Cycle's popular VStream Windscreens are now available for these models. Made in three different heights to fit riders

of any size, even passengers will notice the improvement. VStream gets its name from its unique, patented shape. The advanced "V" profile and dimensional contours push the wind vortex out and away from the rider's helmet, resulting in a peaceful, quiet riding environment. These windscreens are made from tough 4.5

mm Quantum hardcoated polycarbonate. This high-quality material, along with the state-of-the-art manufacturing techniques in-house at National Cycle's Maywood, Illinois headquarters, "provides outstanding clarity, impact strength and scratch resistance unmatched by any windscreen maker worldwide.

"Quantum hardcoated polycarbonate is the material of choice for serious motorcycle riders. It is 10 times more abrasion resistant than FMR hardcoated polycarbonate, and 30 times more than windscreens made from commonly used "aircraft plastic" or acrylic. But it doesn't end there. These VStream Windscreens are also pre-treated at the factory with National Cycle's RainZip, a specially formulated and highly effective rain repellent that gives a clear view of the road ahead in any kind of weather. VStream Windscreens are easy to install and protected by a 3-Year Warranty against breakage.

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Right to left: N20703 low, 11.25"; N20704 standard, 14.25"; N20705 tall, 17.25"





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Drag Specialties Additions

Reusable Air Filter



Drag Specialties is now offering a reusable air filter for 2019 M-8 Softails. 100% washable and reusable, it features four layers of pre-oiled, surgical-grade cotton and an epoxy-coated wire mesh to maximize filtration. The body is made from sturdy polyurethane which, unlike rubber, won't crack or curl and, ultimately, compromise performance.

Clutch Shell



Drag Specialties has expanded its selection of clutch shells to fit '04-'19 Sportsters. "Our clutch shell is a high-quality replacement that includes the starter ring gear, center bearing and snap rings."

Custom Battery Cable Kits

An economical and versatile replacement, these custom cable kits allow dealers to cut and create



battery cables to their own specifications. Kits are available in either black or clear wired cables. 25' of cable means there is plenty of slack to work with and create multiple cables. Each kit includes terminal sizing at 1/4, 3/8, and 5/16 as well as black and red heat shrink. Additional cables, heat shrink and terminals are available to purchase separately.

Predator Seats



Now available for '18-'19 FXFB Fat Bob models, these custom-molded polyurethane foam seats come in two styles - functional and affordable automotive-grade vinyl or solar-reflective leather which reduces seat temperature by as much as 25°F. Predator seats have a carpeted base and are compatible with all Drag and most Harley sissy bars.

Solenoid Cover Starter Button



These chromed aluminum solenoid cover starter buttons eliminate the need for a handlebar starter switch, to give a cleaner look by relocating the starter button to the end of the starter. They are compatible with most '91-'17 OEM and aftermarket starter motors.



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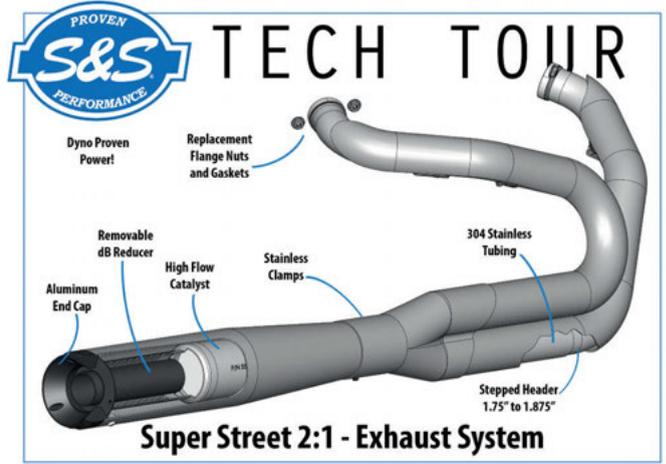
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S&S Cycle Additions



S&S Cycle, the Viola, Wisconsin based masters of "Proven Performance" had a huge 2018 in new product introduction terms and with 2019 only a few weeks old it shows no signs of letting up any time soon. S&S Marketing VP David Zemla has the scoop ...

Updated XL Big Bore Kits



These updated Big Bore Kits for Sportsters are the result of a long, hard look at the already extensive, popular and "solid" product line, and represent a more affordable solution for riders of a bike that, by definition, is a price point purchase. So, the solution is a more price point appropriate series of components, with each kit still featuring "the same high quality liner wrapped in cast aluminum and including high compression pistons, rings, clips and gaskets. "Our Hooligan Kit still includes 482 cams, premium tappets and all of our XL kits are available in 1200 cc or 1250 cc." Available for most 1986-2019 XL models.

M-8 SuperStreet 2-into 1 Exhaust System

"Making real power and looking great are often mutually exclusive in the exhaust market. Short tract, shield free systems kill bottom end and melt the

boots, while others in the space have a history of questionable bracketry and construction. "This is where the folks at S&S Cycle have figured it out with their latest SuperStreet two into one system. S&S doesn't build anything unless it makes power and the SuperStreet does exactly that with 86 hp (+15%) and 110 lb./ft. torque (+10%) out of the new generation of M-8 Softail models. "Add to that the perfect length and angle, clearing bags, passenger pegs and forwards, plus an adjustable exhaust note via the dB reducer insert and you have the trifecta of power, looks and sound." Available with S&S designed high flow cat (49 state legal) or as a race-only version in ceramic black or chrome. "Horsepower (and torque!) are our jam and we never let off the gas. Our latest big bore kits for the M-8 powered H-D models are now rolling out of the building en masse ready to transform your bike into the monster it was meant to be!"

124" Big Bore Kits for 2018-19 Big Twins



"We love power (and torque!). Raw unadulterated thumping, the kind of power that makes the heart skip a beat - the very stuff S&S Cycle does best." This obsession with hp and torque is further proven out by the company's latest efforts for M-8 powered models. This bolt in 124 cubic inch (that's over 2000 cc) Big Bore Kit "is just this side of being a monster - taking the stock 107 ci engine from a respectable 92 hp to a tire melting 125+ hp (and that's with stock heads and throttle body!). "We can't wait to roll the throttle on one of these things! If you're a touring guy running two up and

realize torque is what really matters then how about 135 ft lbs of pure twisting force (a +22% increase over stock) that will transform your next, throttle onto the highway move into an authoritative launch." The S&S Big Bore kit is also available for 114 ci models, and pushes them to a solid 12.8ci - both versions come in at 11.1 compression.

Iconic Teardrop gets a Stealth Makeover



Born in 1975 and arguably the most recognized big twin air cleaner on the planet, the classic S&S Cycle Teardrop looks as much at home on a knuckle as it does on a 2019 Bagger - and S&S says it just made it even better.



Easy to install, easy to clean and in most cases CARB approved, the Stealth Air Cleaner has long been a staple for high performance induction (up to 6 hp gain on the M-8), but Zemla says that the one thing it was missing was the full size teardrop cover (several exposed filter styles and a mini version of the teardrop are still available for the Stealth) . "So, we have rectified that by mating our best air cleaner platform with our most popular air cleaner cover, creating the Stealth Teardrop. A tribute to the classic lines of the teardrop that look so right on the side of the bike, combined with the high-tech and high-flow Stealth back plate/air filter to bring the best of both worlds together." CARB approved and available for all 1999-2019 Harley-Davidson Big Twin models with an easy install, cover only kits are also available for all existing S&S Stealth systems.

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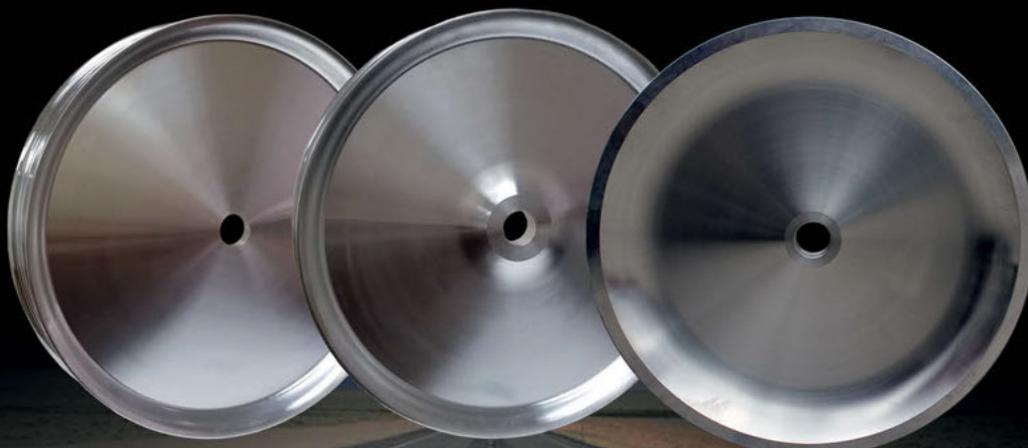
*Kits include either throttle + idle control cables or pre-terminated throttle-by-wire extensions, clutch cable or hydraulic clutch line, DOT brake lines, copper crush washers, hardware, and terminated turn signal & switch wiring extensions.

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Weld-On Hardtail Kit for Sportsters

New from well-known Dutch classic and custom frame maker Guus Hoogland of VG Motorcycle fame is this hardtail kit for Sportster models 1980-2003.

With this weld-on hardtail rear section, the OEM wheel base measurements remain, so it takes the standard size tire and wheel fitment, and the OEM brake can be used. This hardtail kit requires some grinding and welding and includes a battery tray for OEM battery and strap (but not the battery!), and the stainless steel oil tank is available as an option.

VG Motorcycle specializes in replica frames for older bikes and can make pretty much every Harley frame 1936-1957 and even the 1958-1964 Duoglide frame.

For Guus, this 1980-2003 Sportster hardtail is a rare venture into the world shaped by the Beatles, NASA, color television and E-starts, but he has carried forward the design



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Comp-S for Street 500/750



Santa Ana, California headquartered TBR (Two Brothers Racing) has introduced a new H-D Street 500/750 'Comp-S' full exhaust system that has been developed "to surpass what is offered on the market today."

Described as being engineered "to complement the quality and performance of Harley Davidson's products, these handcrafted systems deliver unparalleled sound and performance for the ultimate race experience." Dyno tuned for "maximum performance", features

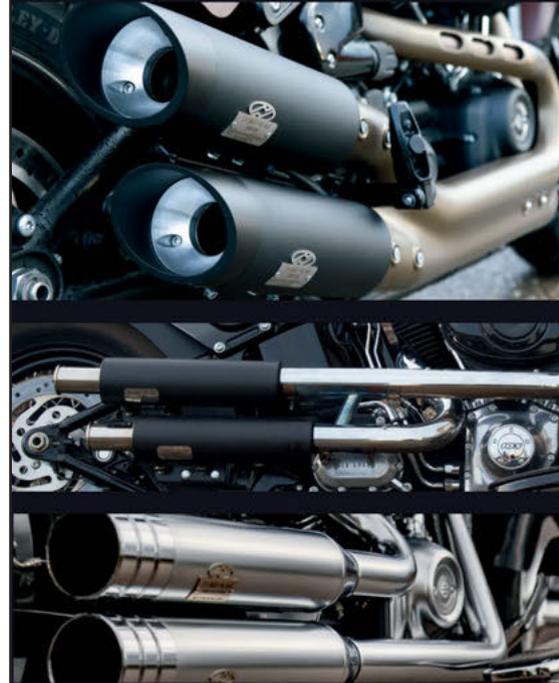
include stock head pipe fitment, quick and easy install, hand TIG welding, Cat Delete and an "aggressive" sound. They are available in ceramic black, and TBR says the system delivers "top-end horsepower improvements."

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BMC Air Filter Elements



The Italian BMC 'The Red Filter', as used in Formula 1, Le Mans, MotoGP and WorldSBK, is designed as a no hassle fit upgrade for the OEM paper air filter element. Manufactured with a metallic mesh which contains multiple cotton layers of oiled filtration material, the proven construction allows improved

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air flow - for stock to all-out performance applications. To further help prevent small impurities enter the engine, filtration oil is used to create a 'sticky' barrier which allows air flow but helps retain small particles of up to 7 microns. The company says that "all filters are precision made and continuously checked during production for the highest obtainable quality." Filters are washable and reusable. There are options available for selected S&S Super B&D and E/G applications.

Vans X Cult waffle grips



Vans sneakers are well known for their distinctive and effective 'waffle' style tread, and now a collaboration between Cultcrew and Vans has resulted in a range of motorcycle grips, made with the same classic 'waffle' sole texture. A small dome in the center "makes these grips fit like a glove." The overall length 125 mm; a throttle sleeve is not included and must be reused or purchased separately. They are available for both 1" and 7/8" (22 mm) diameter handlebars in black or gum.



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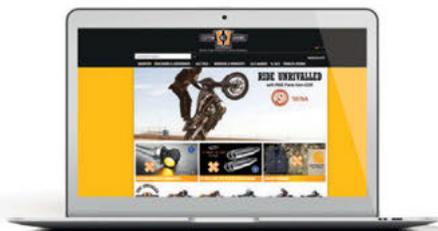
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A New Player in the Rider Comms Space

Among the highlights at the WPS (Western Power Sports)/HardDrive National Sales Meeting at Boise, Idaho, in January was a new communications system from UCLEAR.

Being touted as a "revolutionary" step forward in rider communications and safety, the new 'Motion' Series is a massively updated program that has been largely kept under wraps until this year. It is now available to authorized Harley-Davidson dealerships and custom V-twin shops from the WPS/HardDrive network in the USA and through Kimpex in Canada.

Describing it as a "leap forward for communication, sound and safety," UCLEAR Brand Sales Manager David M. Kuck told AMD "we listened to the industry and to our customers, built all-new systems around their feedback, and added in a few new patented inventions of our own. Besides these amazing new comm systems, we've also just published a new MSRP MAP and Amazon policy, based on dealer feedback, to protect the massive sales opportunity that we believe UCLEAR represents for WPS and HardDrive 'Brick and Mortar' dealers."

The Motion 6 and Motion Infinity helmet communicators introduce Bluetooth 5.0, an all-new DynaMESH intercom network, trainable voice commands, EZ intercom pairing, motion and impact sensors, longer intercom distances, longer battery life, wireless firmware updates, and are fully ruggedized and weatherproof.

Industry firsts are said to include the first ever unlimited-rider mesh intercom with multi-hop auto switching, buttonless gesture controls and the USAFE impact sensor, which can alert your contacts with your GPS location if you've been in an accident. This is a version of a facility that all new motorcycles will need to be equipped with before too long - certainly within the next decade.

"These units are built to perform on any helmet and in any riding condition on the planet from the North Pole to a rainstorm at the Equator, and to be easier than ever to use. We're especially excited about the USAFE feature, which could save riders' lives. We're expecting major growth in all riding segments with the Motion Series in 2019," says David.

USAFE uses an advanced accelerometer, a triaxial crash sensor, built in. It can measure impact forces to detect and measure hard impacts. If you are unresponsive and have a connected GPS enabled mobile device, USAFE can alert (up to 3) emergency contacts of your situation and GPS location. They are contacted through both email and text via the connected phone and the USAFE contact database, and include a custom message, rider contact information, satellite view of the crash site, and a list of medical facilities near to the crash site.

Additionally, the first emergency contact receives an auto-dialed phone call. USAFE requires no subscription and is included in the Motion Infinity helmet communicator to help injured riders receive care as quickly as possible. "In the near future we may



also be able to use this technology to relay G-Force data to medical caregivers. But the benefits of the system don't stop there," said David. "Without giving too much away to our competition, I can exclusively confirm to AMD that we plan to continue to update the capabilities of USAFE, and add to the medical data we can instantly share after an impact is measured. The hardware is already there, so as we augment our software capabilities, owners with USAFE enabled devices will receive those capabilities via wireless updates."

"Then there is DynaMESH - the first ever unlimited-rider mesh intercom network combined with multi-hop automatic switching. It pairs with mesh and non-mesh units and auto-reorganizes as group riders change positions. This ensures stable and constant connections over the longest distances allowed by the FCC.

"There's more. UCommand allows the rider to control the Motion Series unit by natural voice and control Apple Siri or Google Voice - the rider can train his or her own voice commands to be recognized by their choice of service in our mobile app.

"Another first is our exclusive Gesture Control - this sends out a sensor beam from the Motion Series unit allowing simple hand gestures to command the most common features such as volume and pause/restart music - even if wearing winter gloves - and fits to any helmet, not just those that are described as comms-prepared."

The intercom distance is up to 1.2 km (3/4 mile) per person and the battery life of the unit is up to 18 hours on average. The product includes the CLEARLink MobileApp and easy wireless firmware updates, music sharing, music/intercom overlay, call conferencing, private vs group intercom toggling, universal pairing compatibility, advanced and fully user-adjustable ABF noise cancellation, a graphic equalizer to tune and balance the speaker output and PULSE PRO 2.0 ultra-premium speakers with dual boomless MEMS mics.

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Kuryakyn 'Phantom' collection

Another recent new Indian Motorcycle accessory collection from Kuryakyn, the 'Phantom' Collection includes a "fully coordinating set of controls designed specifically for Indian Motorcycle, as well as multi-fit components that offer a wide variety of universal fitment applications."

Mirrors and Bar End Mirrors



Foot Controls



'Phantom' mirrors are made from premium forged aluminum and are available in traditional control housing or bar end mounting set-ups. The mirror heads on both options measure 2 3/4" tall x 4 3/4" wide and utilize convex glass for enhanced field of vision. A machined stainless steel ball and nylon socket provide smooth pivoting for easy adjustability and secure positioning. 'Phantom' bar end mirrors are universal for most 7/8" or 1" handlebars with hollow bar ends. Traditional 'Phantom' mirrors are available as direct replacements for Harley-Davidson applications (except XG models) and can also utilize Kuryakyn's model-specific adapters for installation on Ducati Scrambler, Indian, Triumph, Victory and select metric models.

Available in chrome or gloss black finishes, 'Phantom' foot control components are constructed from "premium aluminum alloy with durable EPDM rubber pads that will not harden, crack or wear over time. Signature design cues include pass-through styling and sleek angular housings that complement a variety of bikes."

'Phantom' driver floorboards are direct replacements and give the classically styled Indian Chief, Chieftain, Roadmaster and Springfield models "instant attitude". A sweeping tapered design delivers a modern look and offers riders ample foot room and a solid foundation for stability, traction and vibration-dampening comfort - complementing the aggressive look, the 'Phantom' brake pedal pad is also a direct replacement.

'Phantom' mini boards and 'Phantom' footpegs both accept Kuryakyn's wide range of model-specific splined adapters for fitment on a variety of Harley-Davidson, Indian, Victory, Triumph and metric models. 'Phantom' mini boards can be used in both rider or passenger footpeg mounts and offer forward, middle and rear mounting locations for the splined adapters, so riders can dial in their preferred placement. The 'Phantom' shift peg is available as a replacement for the stock shift lever on all Indian Big Twin models and can also be used to replace the shift peg and rear brake peg on all Scout models as well as select Victory Cruisers.

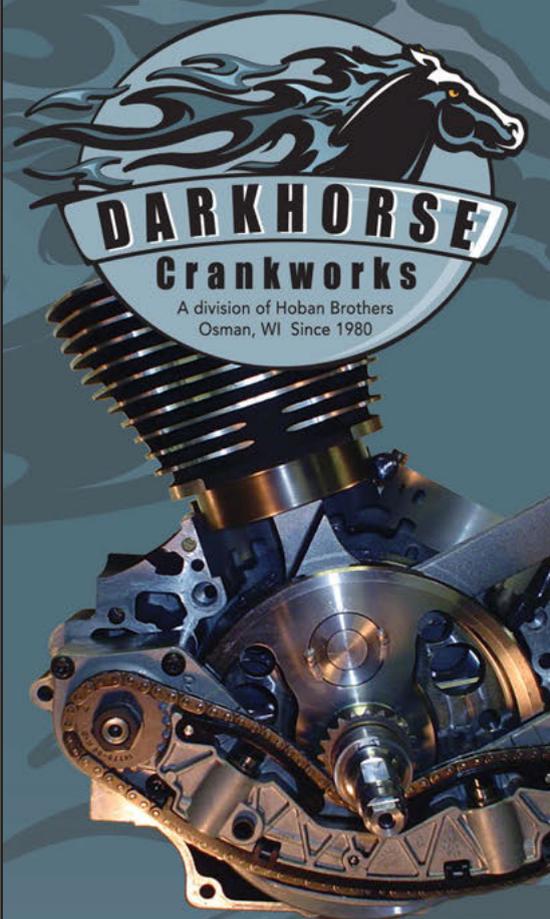
Levers



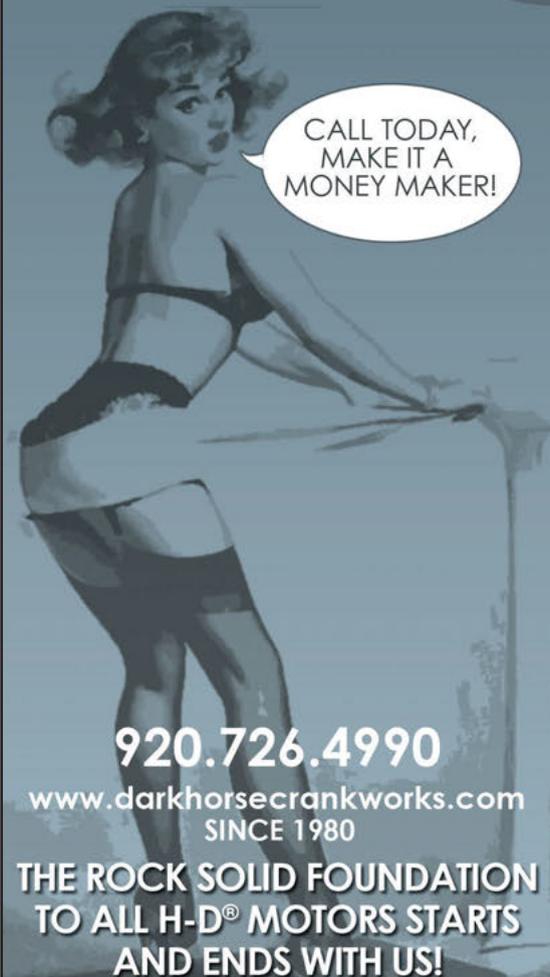
Available as direct replacements for '14-'18 Indian Big Twins, 'Phantom' levers feature dished styling that offers maximum leverage when actuating the clutch or front brake. Premium aluminum construction with smooth, sculpted design qualities provide a significant step up in style compared to stock for a clean, custom look.

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Letric Lighting LED Inserts

Oreland, Pennsylvania based NAMZ Custom Cycle Products has unveiled a new LED lights program, exclusively distributed by Tucker V-Twin.

Owner Jeff Zelinski says that "we are all about providing the very best electrical products for motorcyclists, which is why it is only fitting that we have finally released our very own LED product line, Letric Lighting Co. We have been asked for many years to produce our own lighting, since we already have the industry's original and leading lighting module brand, Badlands Motorcycle Products.

"Last August, Tucker asked us to come up with an 'exclusive' lighting brand for them, and Letric Lighting Co. is the response. In a few short months, over 150-part numbers were created, tested and on display at the annual Tucker Dealer Show in Fort Worth Texas in January."

The products range from LED turn signals to accent lights and headlights. The lights are backed by anything from a 1-year to an industry leading lifetime warranty. "Our Bullet LED Inserts are available in 3 styles - 'Standard', 'Premium' and 'Deluxe', all boasting a lifetime warranty and industry leading designs."

"Deluxe" LED Inserts



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M-8 'Loose Cannon' Slip-Ons

Waynesboro, Virginia based Firebrand Design President John Peck says that the company is "building on the success of our 'Loose Cannon' series, by bringing our unique style and sound to the M-8 Softails with a new line of Slip-ons." Available for the Fat Boy, Slim, Street Bob, Low Rider and Breakout, Firebrand 'Loose Cannons' "should be the first upgrade when customizing one of the new Softails," says John.

"The secret to their sound and performance lies within the race-inspired, stainless core baffles. The straight through 2" perforated core and dual layer packing work together to create a synergistic combination, perfect for the new Softails. They have been designed with our signature flash-suppressor end treatment to complete the package."

Hand crafted entirely in the USA, and distributed exclusively by HardDrive, the new Loose Cannons "continue to uphold Firebrand's reputation as industry leaders in

fit and quality" and are available in both chrome and black ceramic finishes. Features include a 3" body with signature flash-suppressor end treatment, race-inspired high-performance baffles with dual density muffler packing, "aggressive, deep sound and increased performance." An easy to install quiet insert is available separately.

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Zodiac Additions

Kustom Tech Chopper Sprocket Brake Kit



With brake caliper and rear sprocket on the same side, this sprocket brake kit comes with billet aluminum 2-piston caliper, a stainless steel bracket, 51 tooth stainless steel rear sprocket/disc brake rotor, welding tab and hardware. Sprocket disc has 2" (50.8 mm) internal diameter for use on '84-'99 wheels. It works with most rear master cylinders and is available polished or black.

Hardtail Conversion for Stock Sportster Frames



These rear frame sections allow for an easy and quick conversion of stock Sportsters into a hardtail chopper. Made out of bare steel, most versions require grinding and welding on the original frame.

Zodiac 'Beefy' 1 1/4" Z-Bars with integral LED Lights



These handlebars work with the normal cable style throttle as well as throttle by wire, as found on '08-up Touring, '16-up Softtail and

selected CVO and SE H-D models. They take all controls designed for regular 1" bars, but these are beefed up to 1 1/4" (3 cm) diameter. Drilled for internal wiring and featuring flush mounted LED turn signals with amber LEDs and smoke lens, they are available in chrome, matt or gloss black in 6, 8, and 10" rise.

Ciro Road Blades for Road Glides



This set of die-cut flexible LED strips is made specifically for Road Glide applications and features bright white LED running lights, paired with amber turn signals.

Tire and Suspension Air Pumps



These billet aluminum air pumps with an LCD digital gauge can be set to read pressure in PSI, Bar and KG/CM2. The foldable inflator hose swivels 360 degrees and clips to the pump barrel.

Öhlins M-8 Softail Rear Shocks



Öhlins S46-series monoshock absorbers are designed as a replacement or upgrade for stock 18-up M-8 Softails models. They feature an internal reservoir, 46 mm piston diameter, billet hydraulic preload adjuster and an adjusting wheel for the rebound damping just above the bottom mount.

S&S Big Bore Kits for M-8



These 4 1/4" bore kits require no machining of the crankcase and include forged pistons, piston rings, wrist pins, clips, cylinders in all wrinkle black or wrinkle black with highlighted fins and head and base gaskets. The 124 ci (2,035 cc) kits are for use in 107 ci M-8 with stock 4.375" stroke; 128 ci (2,100 cc) kits are for 114 ci M-8 with stock 4.5" stroke.

Zodiac Skull Ignition Switches



These skull-themed replacement ignition switches come with 2 keys for the OEM dash. Available in black or chrome for a wide range of Harley models, they include late style wiring harness side 3-way connector.

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NEWS BRIEFS

Harley recorded a 6th place market share in Germany for 2018 at 10.09%, selling 10,929 units there for a +19.52% increase in share over 2017. Its top seller was the Street Bob (882 units), the 28th most popular motorcycle in Germany last year, followed by the Fat Bob 114 (35th), XL 1200X (39th) and Breakout 114 (42nd).

Indian Motorcycle recorded a creditable 12th place in market share terms in Germany in 2018, selling 1,080 units for a 1.00% market share - its highest to date and +63.39% over its 2017 performance.

Harley scored 5th place in market share terms in Austria in 2018, selling 1,079 units for a 7.73% share, up 14.18% over its 2017 performance. Market leader in Austria was KTM, in its home market, followed by BMW, Honda and Yamaha - meaning Harley is outperforming some significant players in a market that was worth 13,965 new motorcycle registrations in 2017 (+8.79%).

Meanwhile, in Switzerland Harley scored fourth place in market share terms in 2018, taking 10.98% of the market, selling 2,694 units (which was actually down 183 units/-6.13%) over 2017. The Swiss market was worth 24,544 new motorcycle registrations in 2018 (down from 26,910 units in 2017) with Yamaha the 'Top Dog' at 17.74% share, followed by BMW and Honda.

Harley has confirmed that it will build its European models at the factory it commissioned in Q3 in Thailand. Further expansion of the initial build is already taking place.

Indian Up Overall In 4Q: Slingshot, Heavyweights Down; Middleweights Up

Polaris has reported their 4Q and 2018 full year fiscals, with adjusted sales for the fourth quarter of 2018 increased by +14% to \$1,627 million.

Full year 2018 reported net income was \$5.24 per diluted share, up +95%; adjusted net income for the same period was \$6.56 per diluted share, up +29%, which was near the high-end of previously issued guidance.

Reported and adjusted sales for the full year of 2018 increased +12% to \$6,079 million and \$6,083 million, respectively. North American retail sales increased +6% for the quarter compared to last year; ORV North American retail sales were up low single digits, driven by side-by-side vehicle sales.

Motorcycle segment sales, including PG&A, totaled \$87 million, down 15 percent compared to the fourth quarter of 2017. Indian sales increased slightly, but were more than offset by the decline in Slingshot sales.

North American consumer retail sales for the Polaris motorcycle segment, including both Indian Motorcycle and Slingshot, decreased high-teens during the 2018 fourth quarter. Indian Motorcycle retail sales decreased low double-digits, but their 'middleweight' models were up by low single digits. Slingshot's retail sales were down substantially during the quarter. Motorcycle industry retail sales, 900 cc and above, were down low double-digits percent in the 2018 fourth quarter. Indian Motorcycle gained market share for the 2018 fourth quarter on a year-over-year basis.

Gross motorcycle segment profit for the fourth quarter of 2018 was \$2 million compared to \$5 million in the



CONSOLIDATED STATEMENTS OF INCOME (LOSS) (in thousands US \$)				
	Three months ended December 31		Six months ended December 31	
	2018	2017	2018	2017
Sales	1,627,120	1,431,049	6,078,540	5,428,477
Cost of sales	1,235,847	1,063,237	4,577,340	4,103,826
Gross profit	391,273	367,812	1,501,200	1,324,651
Operating expenses:				
Selling and marketing	122,278	116,319	491,773	471,805
Research and development	61,941	62,412	259,682	238,299
General and administrative	87,557	85,198	349,763	331,196
Total operating expenses	271,776	263,929	1,101,218	1,041,300
Income from financial services	23,313	18,595	87,430	76,306
Operating income	138,869	116,908	344,602	237,179
Net income	142,810	122,478	487,412	359,657
Diluted Net income per share:	\$1.47	\$0.49	\$5.24	\$2.69



Scott Wine, CEO said that Polaris had been able to "adapt and execute our strategy to account for tariffs and other external pressures"

fourth quarter of 2017. Adjusted for the Victory wind-down costs for both 2018 and 2017 fourth quarters, motorcycle gross profit was \$2 million in the 2018 fourth quarter compared to \$8 million for the 2017 fourth quarter. The decrease in gross profit

was the result of negative product mix, along with tariff costs and higher logistics and commodity costs.

Scott Wine, Chairman and Chief Executive Officer of Polaris Industries Inc., said that "between sales growth in almost all of our segments, improved operational efficiencies and a lower tax rate, we more than offset macroeconomic and tariff headwinds, generating a +29 percent increase in earnings per share. Growth and market share gains in Off Road Vehicles, and the acquisition of Boat Holdings, further expanded our position as the global leader in powersports and established Polaris as a leader in the attractive, profitable and growing pontoon market.

"We are encouraged by our growth prospects for 2019 and beyond, but keenly aware of, and prepared for, the challenges and uncertainties presented by global trade and economic complications."

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

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