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AMDTM

AMERICAN MOTORCYCLE DEALER

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

OptiMate Joins 2020 AMD World Championship 'Product Partner' Program

MAY 2019
ISSUE #238

Last month AMD announced a new class of vendor sponsorship opportunity for the AMD World Championship of Custom Bike Building for 2020 and beyond - the 'Product Partner' Program - with the participation of German lights specialist Kellermann GmbH.

Available exclusively to regular AMD Magazine advertisers, the 'Product Partner' program is an opportunity for class-leading vendors to associate themselves with the aims, aspirations and ambitions of the AMD World Championship and to support the World Championship builder community with products from their range.

This month we are pleased to announce that TecMate, designer and manufacturer of the class-leading OptiMate line of battery chargers, maintenance and diagnostic products, is to offer the 'Class of 2020' a

performance enhancing OptiMate Lithium for 12.8 / 13.2V LiFePO4 batteries or an OptiMate for 12V AGM batteries.

The changes that are taking place to battery platform use, as more OEMs migrate towards the use of Lithium Ion



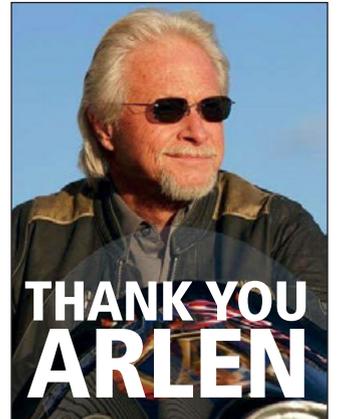
technology, and the demands being made on motorcycle batteries with the explosion in device charging and power draw are creating a whole new landscape and range of pitfalls for riders, battery condition has become a key priority for dealers, customizers and riders alike.

TecMate CEO/CTO Martin Human says that: "These days the demands being

made on powersports batteries and the 'critical system' role they have in keeping security products, communications, mobile devices and accessories working well, without compromising starting and the power the motorcycle's management systems require, has become a more complex world as a bewildering array of battery platforms have emerged to answer those needs.

"Our OptiMate range is specifically engineered to provide dealers and riders with the solutions they need, and as a showcase of advanced design, engineering and innovation, we are very happy to associate the OptiMate brand with the AMD World Championship."

All 2020 AMD World Championship competitors will be contacted with the offer to choose from a selected range of OptiMate product, for free. The program is aimed at products that complement the design options that the builder is already seeking to realize.



ERIK'S FUELL



STECHMÜCKE

Ireland's Don Cronin (AMD World Champion in 2013) stunned the estimated 150,000 high mileage, mostly German riders who crammed the aisles at INTERMOT Customized last October with "Stechmücke" - a re-envisioned MZ ETZ 250 with a Wilf Green tuning kit - pages 32/33





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EDITOR-IN-CHIEF

ROBIN BRADLEY
robin@dealer-world.com

PUBLISHER

SONJA WALLACE
sonja@dealer-world.com

GENERAL MANAGER

SARA VINEY
sara@dealer-world.com

DESIGN & PRODUCTION DIRECTOR

BEN OAG
ben@dealer-world.com

AMD WORLD CHAMPIONSHIP DIRECTOR

NEIL BLABER
neil@dealer-world.com

PHOTOGRAPHERS

ONNO WIERINGA
MADNESS PHOTOGRAPHY, NL
www.madnessphotography.eu

FRANK SANDER
THUNDER MEDIA, DE
www.thunder-media-service.de

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Comment - Thank You Arlen 4

The skies have darkened with the passing of Arlen Ness - a consummate professional who was modest about his achievements and never took success and fame for granted



Louisville Part II 21-26

A second helping of vendor company and product news from Drag Specialties' successful Spring NVP and Product Expo



Magnum Shielding 44

Patent pending handlebar install tech that could save dealers hours and customers \$\$\$

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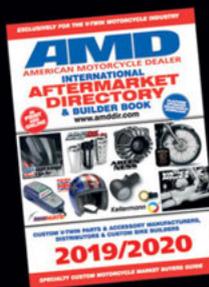


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2019/2020 UPDATE SPRING 2019



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Thank You Arlen!

It has been a sad month. The loss of Arlen Ness has seen our skies darken!

A couple of weeks later news came of the death of Jesse Rooke too. In his case a salutary reminder of the calculated risks that everyone takes every time they 'throw the leg'.

Jesse was one of the emerging new talents who started to embrace what we now know as the crossover 'Moto Culture' that was born out of the 'Retro Revival' of 15 years ago. That in turn was a response to the economic downturn that started to affect custom bike builders before anyone else in the motorcycle industry.

The scramble for 'Bobber' price-points ultimately led to the Scrambler and Tracker 'vibe' that we see new generations of builders and riders embracing today - action which many of the OEMs have been falling over themselves to claim a part of.

Jesse was one of a handful of 'early adopter' customizers who saw it first, and for who it was an extension of their own cultural milieu - from surf and skate board to easy build, easy ride and easy to race motorbikes was a short hop and one that is now informing the emergence of the burgeoning middleweight market.

Jesse and his band of brothers had one huge characteristic in common with the market's senior builders, such as Arlen Ness, and that was the eternal flame of dedication, passion and enthusiasm. Jesse was one of the first people I met who showed me that the values of the market that were well established by the time I came into it in the late 1980s were in safe hands and were going to be generationally transferable - even to the newer cohort who now see the world through the lens of their screens.

Many tens of thousands of words and acres of imagery have been and are being written and published about Arlen's life and work - and by people way better qualified to talk about custom design and tech than me.

Most of my contact with Arlen was at classic trade show environments, and at custom bike shows, on both sides of the Atlantic. Arlen and his son Cory, and now his grandson Zach, are no strangers to supporting their business and fan base internationally, and 'back in the day' I'd often see Arlen (and Cory) in Europe (and further afield).

Of course, as a custom bike artist and engineer, Arlen Ness was a genius, genuinely showing the way to generations as the leader of a very small group of giants who took our world in whole new directions.

But for me, with all that in his locker, it was Arlen the man who impressed me most - his modesty, his manners and his professionalism. He was a true gentleman for whom it was never about him, but about whoever it was he encountered.

Many years ago, Holger Mohr, who was then still running Custom Chrome in Europe, not long after the acquisition of Tom's International had been made public, asked me to be one of a panel of show visitors to speak about Arlen at an

appreciation evening that was being staged.

Everyone spoke eloquently about his design oeuvre, the contribution that he'd made to the direction that custom bike building had taken at his hands, and his prowess as a craftsman and engineer - a puddle in which I still consider myself out of my depth.

Instead, I recalled a cameo moment I had witnessed a couple of years prior, and it is one that has stayed with me ever since.

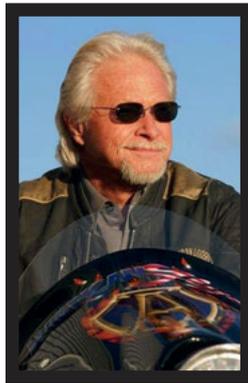
I can't remember where we were exactly, but it was a custom show in Europe (Germany, France or Italy, I think) and Arlen was with Cory, who had been invited over as guests of honor. I can remember that it was a freezing cold, less than 'contemporary' hall, and that it had been really filthy weather all weekend.

Since they left home some days before, and since they got off the 'red-eye' and until the moment they eventually got home, I dare say they'd not had a moment of peace and quiet, had to endure the pitfalls of multiple trips, the crappy food and variable standards of hotels that is the road warrior's lot, and must have been exhausted.

It was a weekend show and throughout, Arlen and Cory had been representing themselves par excellence, and even as the show was closing, there they were, perched at a rickety trestle table, signing posters, show catalogs and autograph books (remember them?) for all those who wanted their 'meet and greet' moment, and still a line of patient enthusiasts snaked away from them.

Arlen (and Cory) made sure they had time for everybody, made sure they made everyone feel special, made sure they 'spoke bike' with all those who wished to do so and treated all their fans with unstinting and unflinching courtesy and friendship. With Arlen, it was never about ego.

That professionalism and modesty was an example that I have taken with me everywhere I have gone ever since. Thank you for having been a shining example, thank you for everything you did for all of us.



Robin Bradley
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NEWS BRIEFS

The AMA 2019 Supermoto National Championship series kicked off in Nevada in April, one of two new venues for a 6-race 2019 schedule that includes stops at Grand Junction, CO., Austin, TX., (ROT Rally), Trois-Rivieres, Quebec, Canada, and Sturgis, S.D., before winding up in October at Tucson, AZ.

Riding an FX 350, American Colton Haaker (Rockstar Energy Husqvarna Factory Racing) has won the 2019 FIM SuperEnduro World Championship at the 5th and final round at Bilbao, Spain - the third such crown for the Perris, California based racer.

Registration is open for a third iteration of the biennial Ducati Custom Rumble - the international contest for Ducati Scrambler specials. In 2017/2018 the contest attracted 132 international entries competing in Dealer, Customer, Customizer and Rookie Rumble categories, reaching a crescendo with a final prize-giving at World Ducati Week in Italy in 2018.

A new law in Utah allows 'lane filtering' for motorcycles on roads with speed limits of 45 miles per hour or less at a maximum speed of 15 mph.

BRP has won seven prestigious Red Dot product design awards for its Lynx Radien-X Platform X-trim SC, Sea-Doo FISH PRO, Sea-Doo RXT-X, Can-Am Ryker, Can-Am Maverick XRS Max, Can-Am Maverick Sport Max and Can-Am Maverick Sport Accessories. In 2018 BRP scooped 15 design awards in total.

MPN is reporting that the off-road motorcycle market is anticipated to reach 412,000 units by 2026, according to Wise Guy Reports. In 2017, the recreation application dominated the global market in terms of revenue. North America is expected to be the leading contributor to off-road motorcycle market revenue during the forecast period.

Pirelli Tire North America has announced the launch of an online training site, 'Pirelli Academy', using the Brandeation platform - to give "our distributors, sales reps and dealer staff the tools they need to succeed behind the sales counter," said Emily Grannis, Director of Marketing, Pirelli. "This platform is available 24/7/365 and gives us the ability to intuitively train and educate our sales force in real time." In a parallel announcement, sister company Metzeler has announced the 'Metzeler Academy'. Pirelli Metzeler was acquired by Chinese state owned conglomerate ChemChina for €7.1bn (\$8bn) in 2015.

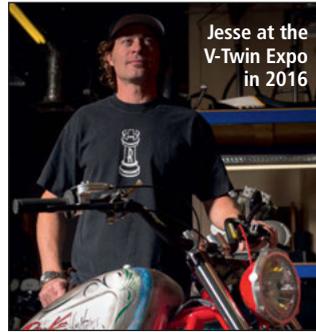
Jesse Rooke: 1974-2019

More sad news with the passing of another of the market's influential custom bike builders - Jesse Rooke was killed in a motorcycle accident in Phoenix, Arizona, on April 5th at the age of just 45.

Jesse was one of the leaders of a new breed of customizers and a regular at the AMD World Championship of Custom Bike Building from its inception in California in 2004 - participating in one of the event's seminal moments, one that encapsulated the spirit of the custom market, helping Brian Klock wheel his proven runner but suddenly uncooperative 'Hobo' on to the awards stage.

That moment spoke to both the passing of the baton to a new generation and the eternal qualities of togetherness that builders like Jesse have carried forward from the market's earliest days to the future it now enjoys.

Jesse began building custom motorcycles in 2002 and brought his own very individual story and experience to his Rooke Customs business as a former go-kart and motorcycle racer.



Jesse at the V-Twin Expo in 2016



Along with bikes from the likes of Gard Hollinger and Roland Sands, Jesse's 2009 'Shavonna' modified Sportster was way ahead of its time - a highly individual, race-bred pointer to the market that would emerge in the coming decade



2006 Freestyle Class, 'Slowtard' - a 72 ci S&S 'single' showed in which direction his ideas were headed



2006 Metric Class World Champion - the 950 cc KTM engine 'Darla'



In 'AMD' competition terms, Jesse announced himself with a brand new style and an 8th place in the Freestyle Class at the inaugural 2004 World Championship in California



2004 - Brian Klock's bike was a proven runner but chose the awards stage to have an 'uncooperative moment'. Jesse Rooke, Jesse Jurens and Fred 'Krugger' Bertrand to the rescue!

Jesse took part in the 'AMD' five times, and we saw his design oeuvre morph in that time from his own distinctive and personal retro influenced take on the chopper to being one of the earliest of early adopters of what eventually became the tracker and scrambler crossover moto culture scene that is so popular now with 'New Gen' builders and riders. Our thoughts are with his partner Ashley Blair and their daughter Scarlett.

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

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Mees Beaten as Privateer Robinson Takes Atlanta Short Track for Indian

Photo: Scott Hunter/
American Flat Track



Brandon Robinson (No. 44 Kennedy Racing/Armbruster Racing Indian FTR750) accomplished what few riders have in recent American Flat Track history in the Yamaha Atlanta Short Track presented by Cycle Gear (March 23) - successfully beating dominant double-defending Grand National Champion Jared Mees (No. 1 Indian Motorcycle/Progressive Insurance FTR750) to win the 25-lap AFT Twins presented by Vance & Hines main event at Dixie Speedway in Woodstock, Ga.

On lap 22 of 25, Robinson made the race's decisive maneuver, pulling off a skillful outside overtake to steal away the lead - Mees had no response as Robinson headed to a 0.621-second margin of victory - Robinson's first AFT Twins win since he won the Lima Half-Mile midway through the 2016 season.

Daytona TT winner Briar Bauman was third; Jarod Vanderkooi (No. 20 Harley-Davidson Factory Flat Track Team XG750R Rev X) was fourth, with Short Track expert Henry Wiles (No. 17 Bandit Industries/DPC Racing/Wilco Racing Indian FTR750) fifth. In the 15-lap Roof Systems AFT Singles presented by Russ Brown Motorcycle Attorneys main event, Dalton Gauthier (No. 122 D&D Cycles/Gobert Smash Honda CRF450R) took the win - completing a comeback after being forced to

serve a suspension for violating the sanctioning body's substance abuse policy for the better part of the 2017 and 2018 seasons.

Morgen Mischler (No. 69 Waters Autobody Racing/D&D Powersports KTM 450 SX-F) recovered from a poor start to race to second; reigning AFT Singles Champion Dan Bromley (No. 1 Red Bull KTM Factory Racing 450 SX-F) was third; Ryan Wells (No. 94 Estensen Racing Yamaha YZ450F), who originally finished fourth, was disqualified for exceeding the maximum allowable weight for a rear wheel assembly following post-race technical inspection, leaving Roof Systems teammates Oliver Brindley (No. 24 Roof Systems of Dallas/Fox Solutions Yamaha YZ450F) and Kevin Stollings (No. 99 Roof Systems of Dallas/Hinson Honda CRF450R) to take fourth and fifth respectively.

AFT now takes a few weeks off before the Texas Half-Mile presented by Russ Brown Motorcycle Attorneys at Texas Motor Speedway in Fort Worth, Texas, on Saturday, April 20. After that is the Wild Horse TT at the Wild Horse Pass Motorsports Park, Chandler, AZ., April 27; the So-Cal Half-Mile at Perris Auto Speedway, Perris, CA., May 11; the legendary Sacramento Mile at Cal Expo, Sacramento, CA., May 18; then the first of two visits to the Illinois State Fairgrounds this season for Springfield Mile 1 on May 26.

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MotorCity V-Twin Expo



A one-day open/public show on Saturday February 23rd, the MotorCity V-Twin Expo was a "great success," according to Marketing Director Melissa Wangler.

"Those who attended enjoyed checking out their favorite brands and manufacturers, networking, asking questions and participating in live product demos. Plus, they were able to browse the latest products, expo style, take a first look at the unveiling of the latest MotorCity Customs creations and watch MotorCity H-D techs perform a live build on the showroom floor."

The event attracted a number of well known vendors, including Sport Chrome, who were displaying rotors and 'Reinforcer' custom wheels (available through Tucker V-Twin); exhaust specialists Vance & Hines and Cobra; Wizards Cleaning Products; Progressive Suspension; Performance Machine; Twin Power; Mustang; Kuryakyn and Rockford Fosgate.

The project was headed up by MotorCity Harley-Davidson (Detroit) GM and partner Craig Collins. MC H-D has always been a 'progressive' store, always looking to try out new things and often flying in the face of



convention. Well known for a summer HarleyFest (June 8/9 2019) that can attract up to 10,000 people, which is outstanding for a dealership event weekend, Craig added a custom dimension to the dealership in 2016 with the launch of MotorCity Customs - an already award-winning and successful custom build business-with-the-business.

"I started MotorCity Customs the same year we bought the present building and have had great success with it. Unlike most H-D stores, we won't restrict ourselves to only selling bolt on H-D product, we are completely the opposite. Far from being anti-aftermarket, we embrace it and value the additional revenue and customization opportunities it brings to riders in our area."

The entire facility is 106,000 square feet and sits on 12 acres. The dealership occupies 75,000 square feet of that space.

The MotorCity V-Twin Expo is something that he hopes to "grow into a really cool annual event. More grass roots and intimate than a big trade show - we've got about 30,000 sq ft we can use for the Expo."

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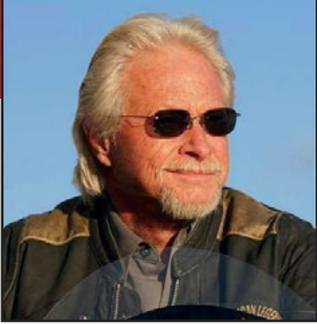
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Arlen Ness - "The King of Custom"

AMD was saddened to hear of the death of industry legend Arlen Ness - "The King of Custom" - and someone to whom we all owe such an immense debt of gratitude and our unstinting admiration and respect. Many words will no doubt be written about Arlen, the man as well as Arlen the customizer, in the coming days, weeks and months, but for now it is best left to his family to sum up what he meant to them. Arlen passed on March 22nd, aged 79.

This is the message that his family posted on the company's Facebook page the day after his passing. Our thoughts are with his wife Bev, son Cory, daughter Sherri, and his grandchildren and all the members of the family, as there can be no better epitaph for anyone than to be able to say that he had "inspired"...
 "It is with heavy hearts that we announce Arlen Ness the visionary, loving husband, father, grandfather and leader of our family passed away last night March 22, 2019. Arlen passed away comfortably in his home surrounded by loved ones after the most creative and inspirational life anyone could imagine.

The most important things in Arlen's life were his wife of 59 years Beverly, his children, grandchildren, friends and motorcycles. Arlen once said that "Motorcycling has been a great ride...my whole life since I've been motorcycling has been wonderful. I've met so many nice people. Friends all over the world...We can go almost anywhere and stay with friends. It's been great." With few words Arlen conveyed his priorities every day, family and friends. Everyone who knew Arlen respects him for his achievements and for who he was as a person, both of which are superlatives. The respect is how Arlen came to deserve the commonly spoken nickname "The King of Custom

Motorcycles". Arlen rarely reflected on his own success. He never planned for it, this is because what he achieved had never been done before; it had never been dreamt of. Arlen has touched the lives of our family, the Arlen Ness team and thousands of others around the world with his genuine character. We will announce a memorial service and celebration of life after some private time, and appreciate your understanding. We thank you for your respects and condolences. Although the Ness family cannot put their loss into words, they can look up and smile knowing Arlen has done something that few men do in a lifetime of trying. He has inspired."

Tucker's 'HardTales'

Volume 2 of Tucker's 'HardTales' magazine is now available to read online and "in addition to 48 pages of new and exciting V-twin products from Tucker Brands, there is a short feature on The One Moto Show, a recap of the 2019 Tucker Show," along with a Tucker brand focus

feature on Twin Power that includes an interview with custom industry veteran James Simonelli, and news about new 4.25" Big Bore cylinders for M-8 and the new



Twin Power 'Shocker' battery program. Vendor news includes helmets from Arai, rider comms systems from SENA and Cardo, apparel from RSD, Speed & Strength and First Gear, J&M's 'Rokker' audio line, shock absorbers from Progressive Suspension, Burly Brand 'Voyager' luggage, exhaust options from Vance &

Hines, Cobra and TBR, Letric Lighting Co products, clutch options from the likes of BDL, Barnett and AIM Corp ('Light Force' hydraulic clutch), Kibblewhite compression release valves, Mustang seats, S&S Cycle cam chest kits, Sport Chrome rotors and 'Reinforcer' wheels, and ergonomically enhanced grips from Avon Grips. www.tucker.com



NEWS BRIEFS

Firebrand and HardDrive Sign Exclusive Distribution Agreement

Polaris Slingshot recently announced a partnership with Xtreme Xperience, "the world's largest mobile supercar experience company," as the official sponsor of Xtreme Xperience's 2019 tour. Slingshot will be available at 14 Xtreme Xperience track events across the U.S. Additionally, Slingshot will be available throughout 2019 at Xtreme Xperience's permanent track location at NOLA Motorsports Park in Avondale, La., just outside New Orleans.

American Flat Track's Shayna Texter (the 15-time National Winner) has inked a deal with British indie casual apparel brand Red Torpedo Clothing as a brand ambassador.

Pacific Powersports has moved from Temecula, California, to a 15,000 sq ft facility at Ontario, Oregon – the company distributes tires, including the award-winning Motoz range of off-road tires from Australia, wheels, riding boots, seat covers and backpacks

BMW says it sold 13,842 motorcycles in USA in 2018 - another record high. Sales of its 6-cylinder models are "developing very positively," including its K 1600 Bagger, which is tailored especially to the US market. Timo Resch, BMW Motorrad Head of Sales and Marketing: "With 8,306 units sold and a +25% increase in sales, our 6-cylinder models are among the big winners of 2018 again. The USA especially is an important market for these models. We will continue to increase our involvement in the US in order to strengthen BMW Motorrad's position there." An additional new USA-specific model is being touted.

To expand its zero-emissions personal transportation solutions, Mahindra Partners, the \$1 billion incubation, private equity &H" venture capital division of the global Mahindra Group, recently announced that GenZe will join Mahindra Automotive North America (MANA). Fremont, California based GenZe started as an incubator-funded business by Mahindra in 2012, developing IoT-connected, Ann Arbor, Michigan engineered and manufactured electric scooters and bicycles. GenZe has become a key supplier within the booming shared mobility category, launching fleet electric bikes and scooters with public operators such as Ford GoBike, Scoobi and Scoot, and fleets in the tourism, delivery, college and corporate sectors. MANA already has a factory in Southeast Michigan where it is manufacturing the Roxor SxS off-road vehicle and where, it is rumored, Mahindra may consider manufacturing its middleweight displacement BSA models in the coming years.

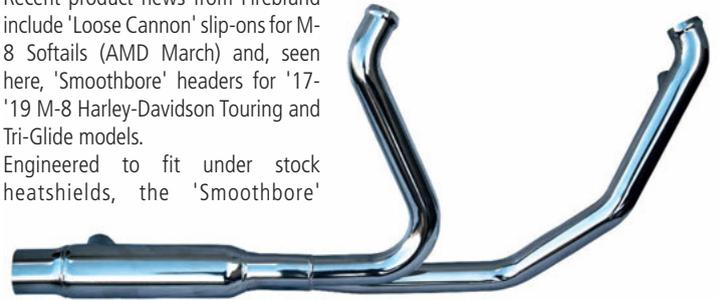
Waynesboro, Virginia based exhaust manufacturer Firebrand Design has signed an agreement giving Western Power Sports/HardDrive exclusive USA distribution rights.

"We are extremely excited to be partnering with a great company like Western Power Sports," exclaimed John Peck, President of Firebrand. "WPS is filled with passionate enthusiasts, and their HardDrive division is the fastest growing distributor in the U.S V-twin market. They are the perfect fit for bringing Firebrand into the future."

HardDrive is the American V-twin division of Western Power Sports and has warehouses located throughout the U.S. at Fresno, California; Memphis, Tennessee; Elizabethtown, Pennsylvania; Ashley, Indiana; Midlothian, Texas; and its Headquarters warehouse at Boise, Idaho.

Recent product news from Firebrand include 'Loose Cannon' slip-ons for M-8 Softails (AMD March) and, seen here, 'Smoothbore' headers for '17-'19 M-8 Harley-Davidson Touring and Tri-Glide models.

Engineered to fit under stock heatshields, the 'Smoothbore'



header's open collector design "eliminates the congestion and allows the M-8 to breathe. By utilizing the stock Harley heatshields and crossover pipe, 'Smoothbore' headers give all the benefits of a full header system, while retailing at hundreds less than the competition."

Designed to increase both airflow and decibel volume, "they will add power and sound while reducing the heat

attributed to stock head pipes. The 1 3/4" head pipes merge into a smooth flowing collector, are compatible with 12 mm and 18 mm sensors along with 18 mm wideband oxygen sensors, have industrial chrome coating for additional durability and work with 2017 and later stock mufflers or Firebrand slip-ons."

www.hdtwin.com
www.firebrandmotorcycle.com

SBS Racing Brake Pads Win Big at Daytona

Danish specialist SBS hit two 'home runs' at Daytona in March with their brake pads equipping the Daytona TT American Flat Track and Daytona 200 winners. In the fast-growing AFT Twins Presented by Vance & Hines class of the Daytona TT, Indian 'Wrecking Crew' rider Briar Bauman won using SBS 841-DC Dual Carbon front and SBS730-RQ Carbon Tech rear brake pads on his Indian FTR750. Briar said after the race: "The front brake felt exactly the same at the first and last lap - no fade problems at all!" Kyle Wyman won the Daytona 200 riding a Yamaha R6 equipped with SBS 634DS-1 Dual Sinter brake pads. One of



the legendary road races, the Daytona 200 places a premium on braking response and modulation with 57 laps on Daytona's infamous and famous 2.5 mile/4.0 km tri-oval with its 31 degrees of banking in the turns (18 degrees even at the start/finish line!) and a 3,800 feet/1,200 m front straight and 3,000 ft/910 m long "super stretch" back straight. Chris Jensen, SBS North American Brand Manager, said:

"With Briar Bauman in AFT, the DC compound pads and their superior feel are perfect for the unique challenges of stopping the fast 750 cc machines in the dirt. Besides these winners, top riders in the Daytona 200 like Geoff May, Josh Hayes, Cory West, Brandon Paasch and Tyler O'Hara also chose SBS brake pads.

"SBS has worked with Kyle Wyman and his KWR race team in MotoAmerica for a few years, so it was a great pleasure to help him attain his goal of a Daytona 200 win. He used one set of DS-1 pads all weekend, and the pads looked like they were ready to do it again."

www.sbs.dk



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

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NEWS BRIEFS

Owned and operated by the MIC's own events division, this year's 8th annual AIMExpo sees the combined dealer and consumer all-market show return to its 2017 venue of Columbus, Ohio, (September 26-29) after a year in Las Vegas, an appearance in the Southwest of the United States that V-twin vendors have divided opinions about, in attendance and business done terms.

BMW and Daimler have unveiled a joint venture covering new-generation services such as driverless vehicles, ride-hailing and pay-per-use cars. Normally fierce rivals, the firms are investing €1bn (£880m) in the project, which will also help drivers find parking and electric charge points. The two German firms said they were open to buying tech start-ups.

Electronics and fuel injection tuning and management specialist Bazzaz has moved to a dealer/retail direct structure for domestic U.S. sales. Bazzaz products will no longer be distributed through Tucker or WPS. A new website will now include a dedicated dealer portal, and a new zero MAP policy is in effect.

Progressive International Motorcycle Shows (IMS) announced NewTo2.com, an online platform within 'Discover The Ride' that is dedicated to educating a new generation of riders, offering a comprehensive introduction to motorcycling, and breaking down the industry's high barriers to entry through an online platform.

Harley has appointed yet another reassuringly expensive new third party advertising and marketing services agency - Droga5 (New York, with offices in London and Sydney) as a new creative partner after a competitive review. After a company-level review, Harley consolidated its global creative, media and digital marketing work with Team Ignite owner Interpublic Group last year. The precise scope of Droga5's remit, and its effects on Harley's relationship with IPG, are unclear. The process was initially positioned as a project-based pitch involving only non-roster agencies, but those involved were under the impression that they were competing to be Harley's Agency of Record moving forward. The first campaigns from Droga5 are slated to debut later this year. In what feels like an underestimate, media monitoring analysts put Harley's 2017 marketing budget at \$8 million in the U.S., with a global spend of \$30 million.



Drag Specialties 2019 FatBook Cover Bike

For its 2019 FatBook cover bike, Drag Specialties this year turned to Phoenix, Arizona based Trask Performance to help realize the company's vision of a "truly unique machine with muscle-bike presence and style." The build continues the collaboration process with top vendors/builders in the industry that Drag Specialties has been known for. "The goal is always to change things up, to innovate and create something that



stands out and showcases the quality of both the build team and the parts selected for use

on the bike." The M-8 Fat Bob Softail features multiple products from the 2019 FatBook catalog, including Trask Performance, Legends Suspension, Arlen Ness, Joker Machine, Ken's Factory, Custom Dynamics, Diamond Engineering, Speed Merchant, Thrashin Supply, Feuling, Barnett, Cometic, S&S, Badlands, Kuryakyn, Techno Research, and a custom-stitched Drag Specialties seat.

Erik's Fuell - an \$11k E-Bike Project

Erik Buell has announced Fuell - a new urban electric mobility brand, formerly known as "VanguardSpark" - with its first planned bikes, the 'Fluid' Pedelec at \$3,295 and the 'Flow' E-Bike at a stunningly low and eminently realistic planned entry-level price-point of \$10,995.

Erik Buell has teamed up with legendary engineer Frédéric Vasseur, Alfa Romeo Formula 1 team principal and founder of Spark Racing Technology (which builds the Formula E racers), and Francois-Xavier Terny, a transatlantic entrepreneur "fond of industrial endeavors," to create a "genuinely new experience entirely focused on the urban rider - Fuell is all about creating freedom and emotion through innovation."

The 'Fluid' will be offered as a Pedelec (max 20 mph) or S-Pedelec (max 28 mph), requiring helmet and insurance in most States. Described as a "robust and elegant electric bike with exceptional range (up to 125 miles thanks to its two removable batteries with a total of 1,000Wh) and generous torque (100Nm)" and as being "virtually maintenance-free with its carbon belt and internal hub gears."

In the context of competitive Pedelec offerings, the 'Fluid' looks to be a



powerful, stylish and upscale example of its kind, drawing from urban-proof BMX design best practise and likely to offer a versatile urban mobility solution that should fully justify its quite reasonable price tag.

The 'Flow' on the other hand is a fully formed E-Bike concept - a bona fide electric motorcycle available in 11kW (125 cc equivalent) or 35kW (motorcycle license) versions, combining practical features for the urban journey (integrated 50 liter/13 gallon internal storage), technological innovations (proprietary wheel-

motor1, connected dashboard) and "unparalleled driving pleasure" (thanks to its acceleration and low center of gravity) in a stylish, contemporary package.

The 'Fluid' and 'Flow' prototypes will be in New York City before end of March 2019 for 4 to 5 weeks to be presented to investors, journalists and influencers - not available as pre-production prototypes for test rides yet, but as concept provers and available to be seen by appointment only - a full reveal is slated for April 23rd.

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



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Memphis Shades - 20th Year of Springfield Mile Sponsorship

Rossville, Tennessee based Memphis Shades has announced that it will again sponsor both American Flat Track Springfield Mile races for the 2019 season. "We are so proud to announce Memphis Shades has renewed its sponsorship with the Springfield Mile for the 20th year in a row - our longest consecutive sponsor of all times," said promoter Tomma Keisow of Keisow Racing. Renowned for its stylish line of motorcycle fairings and windshields, Memphis Shades is also home to Hall of Fame racer/tuner Babe DeMay's race shop and has sponsored several standout racers including Sammy Halbert, Johnny Murphree, J.R. Schnabel and Kevin Varnes. Springfield, the historic "world's fastest Mile", bookends the series with races in May and September and is the lynchpin of American Flat Track, running the 100th race in September of 2018. "Memphis Shades is the first

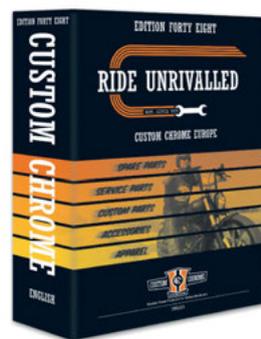


name in motorcycle fairings and windshields. Our products are made using unique proprietary processes, including gradient colors, patented hardware made of electrocoated aluminum and stainless steel, and stainless steel fasteners," says Allen Mueller, CEO and founder. "They feature angle adjustability, interchangeability and no-tool removal - Memphis Shades has the perfect fairing or windshield for any riding style."

www.memphisshades.com

Custom Chrome Europe Catalog #48

Germany based Custom Chrome Europe has released its 48th edition catalog, and at 1,728 pages weighing in at a hefty 5 kg (11 lbs), it is a true "desk bender." With more than 40,000 products, over 4,000 of them said to be new for 2019, CCE's Axel Scherer told AMD that it is a major update and has taken "a year of concentrated work, including a quick response to Harley-Davidson's and Indian's new model lines with two fat updates. "A must and standard necessity for every CCE dealer and customizer, with everything you need for the latest V-twin models, it will be continuously updated online with products for Harley's Milwaukee-Eight bikes!



individually any Harley or Indian V-twin - edition #48 is more up-to-date with the newest models than ever before."

The company says it has "gone big" on parts, accessories and service items for Harley's M-8 powered bikes this

year (Touring and Softail models), but there are "also a lot of new parts for Twin Cam riders and older H-D model lines. New standards are set by E4 homologated exhaust systems by Dr. Jekyll and Mr. Hyde and BSL. Innovative custom parts have been added from top brands such as Thunderbike, Rick's Motorcycles, Arlen Ness and Performance Machine. New in the CCE program are Screws4Bikes and 5-Star Seats. CCE says it will continue to support Victory riders and that all Kuryakyn Harley, Indian and Victory parts are available. Custom-Chrome-Europe.com

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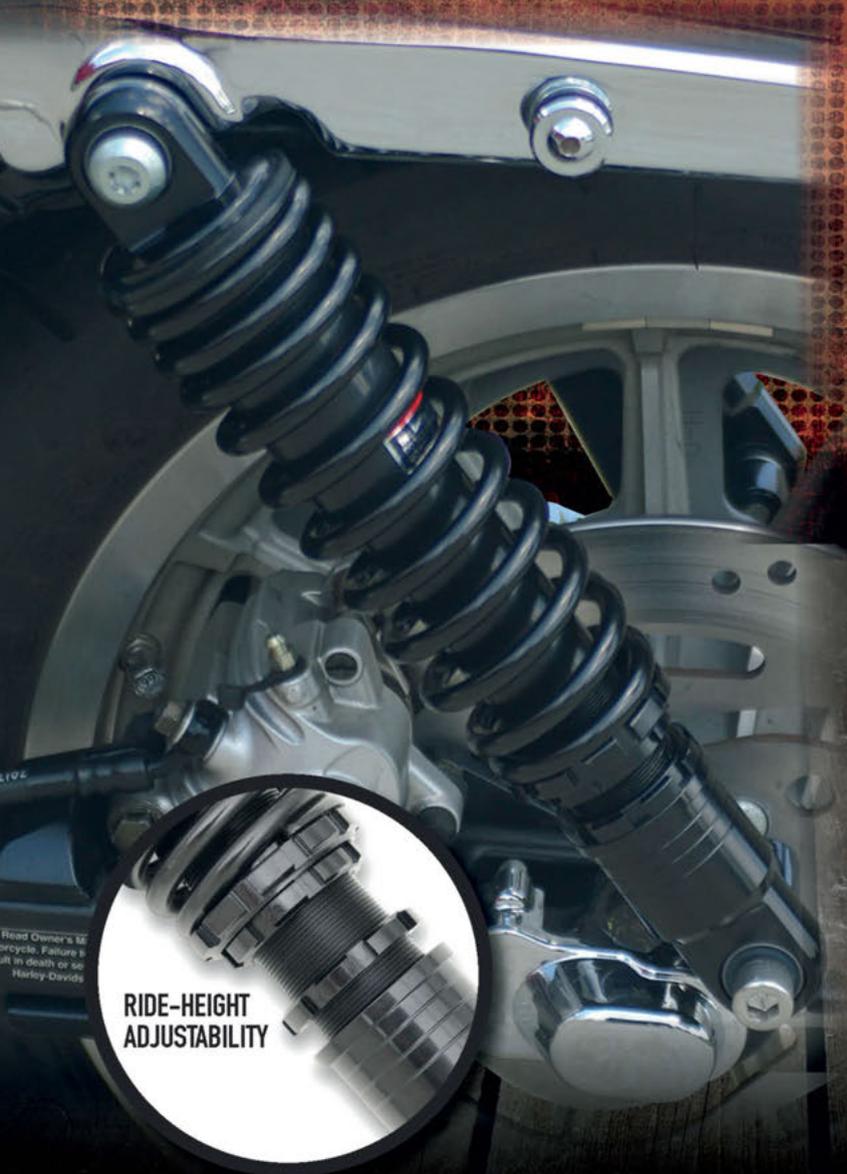
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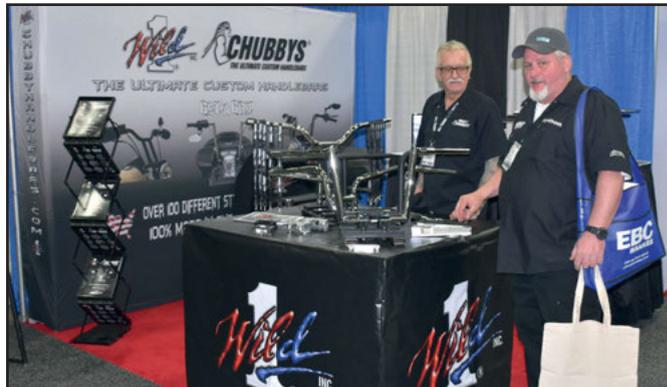
PARTS
UNLIMITED

**DRAG SPECIALTIES/
PARTS UNLIMITED**
Spring NVP Product Expo
Louisville, Kentucky,
16-17 February 2019

This year saw Drag Specialties and Parts Unlimited set up shop at the recently and expensively refurbished downtown Kentucky International Convention Center at Louisville, Kentucky, for the spring 2019 Dealer Expo. The excellent and spacious venue could have swallowed the event, but record numbers of vendor and brand booths and attending dealers made it a well organized and busy business weekend that rewarded and motivated in equal measure ...



Rekluse: Recently added to the Parts Unlimited and Drag Specialties portfolio, the company's high performance auto and manual clutches for off-road and street motorcycles include the RadiusX, a high-performance centrifugal auto clutch combining TorqDrive and EXP technologies. Rekluse is the "Official Clutch" of the AFT series; www.rekluse.com



Wild 1/Chubbys: Recent new products include 16" 'Psycho' streetfighter style and 'Outlawz' ape hanger style bars, 'Savage' 1-1/4" mounting low-rise, minimum pull-back bars, custom handlebar clamps and 10" tall 1 1/2" 'Savage' and 12" straight risers; www.wild1inc.com



Hogtunes: Exclusively distributed by Drag Specialties, recent additions to its inventory include an install kit for 6.5" speakers in liquid cooled lowers; www.hogtunes.com



Performance Machine: The legendary La Palma, California based wheels and brakes manufacturer is now headed up for owner MAG by Chris Lindstrom as part of the west coast based Performance Group; www.performance-machine.com



ThunderMax: Recent news from the award-winning Whitehouse, Tennessee based manufacturer of the ThunderMax ECM, iRIDE air assist shocks with "Intelligent Ride Control" are said to be "the most advanced air assisted suspension on the market for '14-up Touring models." They feature patent-pending automatic load-levelling technology that "means no more than removing the saddlebag for manual adjustments to the suspension for riding one-up, two-up, or with luggage." The iRIDE system uses a touchscreen display and gauge interface allowing full control of the motorcycle's ride height based on vehicle speed, including stopped, city and highway modes; www.thunder-max.com



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



Paughco: Recent new products from the legendary Carson City, Nevada based manufacturer include billet 6-degree CNC-machined 6061-T6 billet aluminum triple trees, designed to minimize the handling and front end flop problems associated with altered front end geometry. Developed to accommodate a number of its most popular chopper frames with 45° neck rake, used in conjunction with "raked" frames and appropriate length extended front ends, the 6-degree offset provides near stock "trail" dimensions, which in turn virtually eliminates radical front end flop; www.paughco.com



Cometic: Recent new products from the Mentor, Ohio based manufacturer include weld-free, resurface-free 4.250" MLS (multi-layer steel) big bore head gaskets for oil cooled M-8 models - "which makes a 4.250" big bore head gasket a truly bolt-on kit now," says Cometic's Jason Moses. "This is the largest bore you can go to without boring the engine cases". They also fit the coolant-cooled head with no modifications and are available in all the custom thicknesses in stock bore 3.937" to 4.250"; www.cometic.com



Horsepower Inc: The Indianapolis based specialist claims to be the leader in V-twin fuel injection, manufacturing a variety of throttle bodies, intakes, air cleaners and performance parts, including M-8 billet manufactured throttle-by-wire bodies that "allow for more air flow compared to the stock 55 mm throttle body with a CNC-ported intake design - 58 mm and 62 mm sizes are available with an intake port of 1.900. They allow stock location for the air cleaner bolt pattern and are cruise control compatible. Also available for M-8 applications is a V2 high flow air cleaner with HPI velocity stack design; www.horsepowerinc.net



Koso: Recent new products include Dyna and XL tachometers, featuring a digital speedometer display and available in a choice of colorways. The company's HD-1 has a speedo display adjustment range of 0-8,000 rpm. Available for 2004-2011 Dyna models and Sportsters from 2004 and up with a choice of chrome or black bezel; www.kosonorthamerica.com

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Burly Brand: One of the first brands to emerge that is aimed specifically at 'New Gen' consumers, Burly 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



Coastal Moto: Founded 10 years ago by Jason and Bonnie Spillers in Ormond Beach, Florida, the now Henderson, Tennessee based manufacturer says it "houses one of the largest inventories of chrome and black cut wheels in the US." Recent new products include a new hub for perimeter rotors; www.coastalmoto.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

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Dyna pictured with "Pleated" style.
FXR pictured with "Gripp Tape" style.
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Roland Sands Design: There aren't many brands whose contributions to the evolution of the market are as diverse as that of RSD, from race bikes and trackers to apparel and events, hard parts and accessories - Roland Sands was one of those who saw the future early, and his prescience has resulted in a business that combines innovation, moto culture and promotion of the sport; www.rolandsands.com



TechnoResearch: The Royal Oak, Michigan based fuel-injection management and performance tuning specialist is a high-technology company broadly engaged in state-of-the-art electronic hardware and software development, consulting and Research & Development. Founded in 1992 by Sandro Scaccia and fellow Magneti Marelli escapees, TechnoResearch is best known in the Harley aftermarket for the design and development of its award-winning electronic diagnostic tools program. The company's 'VCM-TR4 Performance Dealer Pack', for example, is designed for all Harley-Davidson Delphi EFI systems. Ideal for any sized workshop or dealer, it provides the user with tools to modify the fuel-injection pulse width, spark timing and other calibration values and then store them in ECU/ECM flash memory and adjust additional parameters by editing look-up tables. Features include tuning and modification of ECU tables, fast data acquisitions and display, back-up and restoration of the original map. The software also enables data monitoring and logging, auto-tuning with an optional wideband O2 controller, and with its direct link flash-tuner, maximizing the performance of any fuel-injected race or street bike; www.technoresearch.com



Thor Motocross: Le Mans has been celebrating the 50th anniversary of the legendary Thor MX apparel brand. Founded in Sweden by Torsten Hallman, a former professional motocross racer (four-time MX World Champion) and then Husqvarna dealer, Hallman is widely credited as being one of the pioneers who introduced MX into the United States in the late 1960s. He started what became THOR Motocross (Torsten Hallman Original Racewear) by selling pants and gloves from the trunk of his car at MX races; www.thormx.com



Andrews Products: 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



Avon Tyres: Late last year 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 - seen by some 150,000 high mileage riders at the hugely influential INTERMOT Customized, Cologne, Germany, in October; www.avonmotorcycle.com

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Bluetooth Battery Trackers

New from Californian specialist Antigravity, the Battery Tracker is a Bluetooth monitoring system for vehicle batteries. Simple to install, it allows the rider to track the battery's voltage, health and status, and notifies if battery is going dead. Available for lithium and lead/acid batteries, Battery Tracker



ANTIGRAVITY BATTERIES

allows riders to track battery status from their smartphone. It works on all 12 V batteries (choose lithium or lead/acid version), easily monitoring battery status through Antigravity's app.

Battery Tracker allows voltage testing, starting performance and charging system monitoring with immediate real-time data and history up to 31 days, sending alerts to the smartphone when within Bluetooth range.

Battery Tracker installs in less than two minutes and additionally allows the rider to monitor the level of parasitic draw and how fast the battery discharges, and alerts of low energy before the battery is dead. Charging system verification is useful for home mechanics, and racers can check battery status and alternator output during time on track. Total loss systems document voltage decline while in operation.

ANTIGRAVITY BATTERIES

Los Angeles, CA, USA

Tel: 310 527 2330

sales@antigravitybatteries.com

www.antigravitybatteries.com



Dock66 Chopper Gas Tank

Duisburg, Germany based Dock66 Motorcycle Parts has these new 'OneShot' clean-style Chopper gas tanks available.

Described as "authentic 60s design," unlike other Chopper style tanks this has just the one 3/8" NPT petcock mounting, on the right side, for an extra clean look.

The tanks have a capacity of 2.2 gallons (8.4 liters). 'OneSlot' is ready for a gas cap with bayonet lock, as commonly used on many Harley-Davidson models. The maximum length is 42 cm.



DOCK66 MOTORCYCLE PARTS

Duisburg, GERMANY

Tel: +49 (0)203 3934 4740

info@dock66.de

www.dock66.de



V-Factor LED Headlights

These 7" V-Factor LED headlights from Mid-USA Motorcycle Parts of Hazelwood, Missouri fit Softail and Touring models from 1994 to 2017 and include wiring harnesses for '14-'17 Softails and Road Kings.

Made with a heavy, die-cast aluminium shell with black or silver face, they are designed with a Halo ring that can be switched on during daytime riding they give a custom look and increased safety with their very powerful LED lights.

An adapter trim ring is required for 1994 - 2013 Softail and Touring models, it is separately available.

MID-USA

Hazelwood, Missouri, USA

US direct: 314 595 5555

US toll free: 800 527 0501

Canada: 800 893 9261

www.mid-usa.com

www.mid-usa.ca



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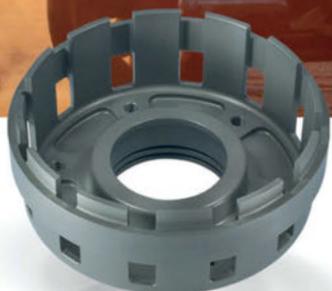
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Fehling Accessories for Softail Deluxe Harley Breakout



Rear rack



Sissy bar with pad and carrier

Well known German accessories manufacturer Fehling offers dealers access to one of the largest handlebar, engine guard and protection parts, luggage rack and related parts ranges in the industry. We recently showed the company's new TÜV approved 'Z' bars, made in 1" (25.4 mm) outer diameter chromium plated steel tubing and available in a choice of heights, plus a selection of accessories for Harley's late-model Dyna Low Rider (FXDL) 2015 and up and Breakout from 2013 and up.

Fehling specializes in anything that involves tube bending and the company has a selection of accessories for the popular Softail Deluxe Harley Breakout from 2018 and up. They are all available in chrome or black.

Seen here is a one-piece protection guard in 38 mm (1 1/2") tube, luggage holder, rear rack, driver sissy bar with pad and carrier, driver sissy bar, stainless steel regulator case and oil cooler covers, rear rack and curved solo rack in 16 mm tube.

Fehling designs and makes all its own products in-house at its factory near Dortmund in Germany. Founded in 1945 as specialist metal forming and processing engineers, the company specializes in motorcycle parts, currently employs around 25 people and is still in the founder's family ownership.



Stainless steel regulator case, oil cooler cover and protection guard

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I Was an M2 When I Was Young



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The ingenuity, innovation, creativity and craftsmanship of this market never ceases to amaze, and the 'tribe' that is the AMD World Championship competitor community is a truly remarkable breed.

2013, the first year we brought the 'AMD' to Europe after seven years at Sturgis, the win was taken by a certain Don Cronin from Ireland, one of the smallest contemporary custom motorcycle markets, but one punches way above its weight with a small number of highly skilled and dedicated enthusiasts.

and the 'Band of Brothers' and fellow travelers who contribute to the Medaza Cycles projects are a remarkable bunch, as is 'Lücker' (Mosquito), his fifth place Avon Freestyle MZ ETZ 250,

pretty much everything handmade, the craftsmanship is undisputed - it is the vision that is so stunning. Who on earth ever have re-visualized the humble East German 1981 MZ ETZ 250 - speaking as someone whose first ever bike was an MZ ETZ 250, I certainly couldn't have, and how I'd have lusted after a custom carb!

These are a wonderful reimagining of the original East German 2-stroker, a bike that is still seen in clubs in the UK, and it is the downwind enthusiast

and tuning market from that fan base that Don plundered to come up with the Wilf Green 300 cc conversion kit with its Mahle piston. In terms of special features worthy of note? It's an endless list, the simplicity camouflages so much detail, but it's a list that includes a self 3D printed headlight cowl, and there's an expansion chamber exhaust system, with handlebars, controls and footrests all also made by Medaza in stainless steel.

The reprofiled head and barrel have turned a humble original lump of an engine into a thing of beauty, and that shock absorber? From no less than a Ducati Panigale!

The alternator cover, rear suspension linkages, taillight unit and fork yokes (and more besides) are all designed and produced in aluminum by Medaza. The wiring is by Chris at Medaza, incorporating a self-generating ignition system.

The Yamaha wheels were re-built by Richard Chanter, the upholstery is by Sarunas Svirskas, graphics by Damien O'Brien and, himself no stranger to the 'AMD', the oh so subtle, yet oh so right paint, is by Ger Conlon.



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Photo by Bogart

As usuall, Party and Camp, May 31 - June 2 at the club-house

Most Popular Drive Ever?

With over 50,000 of the BDL EVO 9S belt drives installed around the world "it is by far the most popular open drive ever," the company says.

"Exceptionally clean and sleek, the 3" 9S is designed specifically for 1990-2006 Softail style motorcycles. It is the most cost effective system of its type and provides all the significant benefits including adjustable lever pull, smoother hook up, strength, durability and quiet operation.

"The dual dome, scalloped side guard kit comes with a 47 tooth front pulley, 72 tooth rear basket and a 141 by 3 inch wide belt. The super clean 'DOME' covered pressure plate is capable of using 6, 8, 9 or 12 coil springs to meet your power needs. You adjust the pull and pressure of your clutch by the number of springs you install."

BDL's own clutch pack, featuring "performance aramid fiber" materials, provides precise, smooth lock up with optimum strength and longevity. The sleek motor plate begins life as a solid block of 6061 T6 billet aluminium, which is then CNC



machined to size and style at the BDL factory in Southern California.

BDL says "for an aggressive no frills look simply pop the domes off; if you are already running one of the EVO 9S 3" drives and want to slim down to a 2", the new BDL EVO-9S-2-RFK kit includes everything needed to convert your EVO-9S drive to a 2"."

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CVO 'Stout' Slip-On

Cleveland, Ohio based SuperTrapp has this model specific 'Stout' slip-on available for '18-'19 M-8 models. The company reports a "huge bolt-on performance gain and big, robust sound." This new 'Stout' slip-on allows the color matched heat shields and special CVO end caps to be retained. SuperTrapp, USA, www.supertrapp.com

Arnott Certifies Ultimate Ride Kits for 2019 Indian Touring Models

Merritt Island, Florida based Arnott Motorcycle Air Suspension has certified its adjustable air suspension Ultimate Ride Series kits for 2019 Indian Touring, Bagger and Cruising models.

Arnott's on-board adjustable Ultimate Ride air suspension kit offers TruAIR technology with a rugged Goodyear multi-ply air spring bladder, which is coupled with a custom FOX nitrogen-charged, IFP mono-tube shock absorber.

Arnott's air shock "provides the rider with superior control and height adjustability for parking, and both the rider and passenger with a much more comfortable ride, along with reduced bottoming."

Arnott pairs the shock with a small but powerful compressor with an application-specific mounting bracket that has been redesigned, so it will now not interfere with center stand installations.

An air distribution valve block includes a muffler to control how fast air is released. Each kit includes everything needed for a fast and flawless installation including an installation manual, fused wiring harness and relay assembly, handlebar-mounted



inflation switch, all necessary tubing, wiring, cable ties, fittings and mounting accessories.

"Each shock is custom-crafted and rigorously tested in Arnott's Florida manufacturing facility and backed by Arnott's Limited Lifetime Warranty." Founded in 1989, Arnott holds multiple manufacturing credentials, including ISO 9001:2008 Management System Certification and the TÜV Rheinland Product

Safety and Quality Certification. Arnott's products also meet GOST ISO 9001-2011 Certification and the EurAsian Conformity (EAC) Mark for Arnott's Quality Management System.

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Charge batteries right, and they will work right!

By Martin Human - CEO/CTO, TecMate

Motorcyclists now have more battery options to choose from than ever, and that diversification in available platforms all stems from the fact that motorcyclists are disappointed with traditional battery performance, especially at a time when the reliance on reliable on-board power has expanded like never before.

Of course, everyone automatically blames the battery. "Why can't they just perform like they should?"

After all, if you add a performance kit to your



motorcycle, you get more performance, right? Higher compression means more horsepower, right? Actually, it needs more than just that performance kit, it needs a performance exhaust, it needs a filter that makes that engine breathe better, but most important of all, it needs higher octane fuel.

Without the higher octane fuel, that add-on kit looks good in the parking lot, but will not perform so well out there on the road.

So how come a high-performance battery should simply perform without extra care or better charging? To make a battery work right, you have to charge and maintain it right.

Lithium batteries are the new high-performance solution for those Harley-Davidson owners who 'hate' the fact that their motorcycle struggles to start on a cold morning. Spring is a dreaded time, as more often than not that 'old' battery did not make it through winter. The real question is "why?", and

generally the answer is that it was never charged and maintained properly.

So, many a rider's response is that it is time for a new battery, and why not one of those new high-performance lithium batteries?

Lithium batteries deliver four times more cranking amps per Amp-hour than their lead-acid equivalent - the battery it will soon replace. Plus, lithium batteries do not 'sulphate' or lose power over winter if left semi-charged (recommended: at least 50% or higher), but, and this is a big but, if they are NOT CONNECTED to the bike's circuitry over winter.

If a lithium battery is left connected over winter without proper maintenance, well, that would be a hard and expensive mistake - that battery will die faster than the lead-acid battery it replaced.

Why? The bike's 'always on' circuitry draws the same power from the battery, never mind what type of battery it is. Lithium batteries have on average three



to four times less Amp-hour capacity than the lead-acid battery it replaced, i.e. it is three to four times smaller, so at slow discharge caused by the bike's 'always on' circuitry, it will be flat three to four times sooner.

So, it stands to reason that if you want reliable access to the high cranking amps of your lithium battery, you must maintain it with a lithium-specific battery

OptiMate lithium Battery Performance Guaranteed!

charger - it needs that 'high octane' charger to perform as advertised.

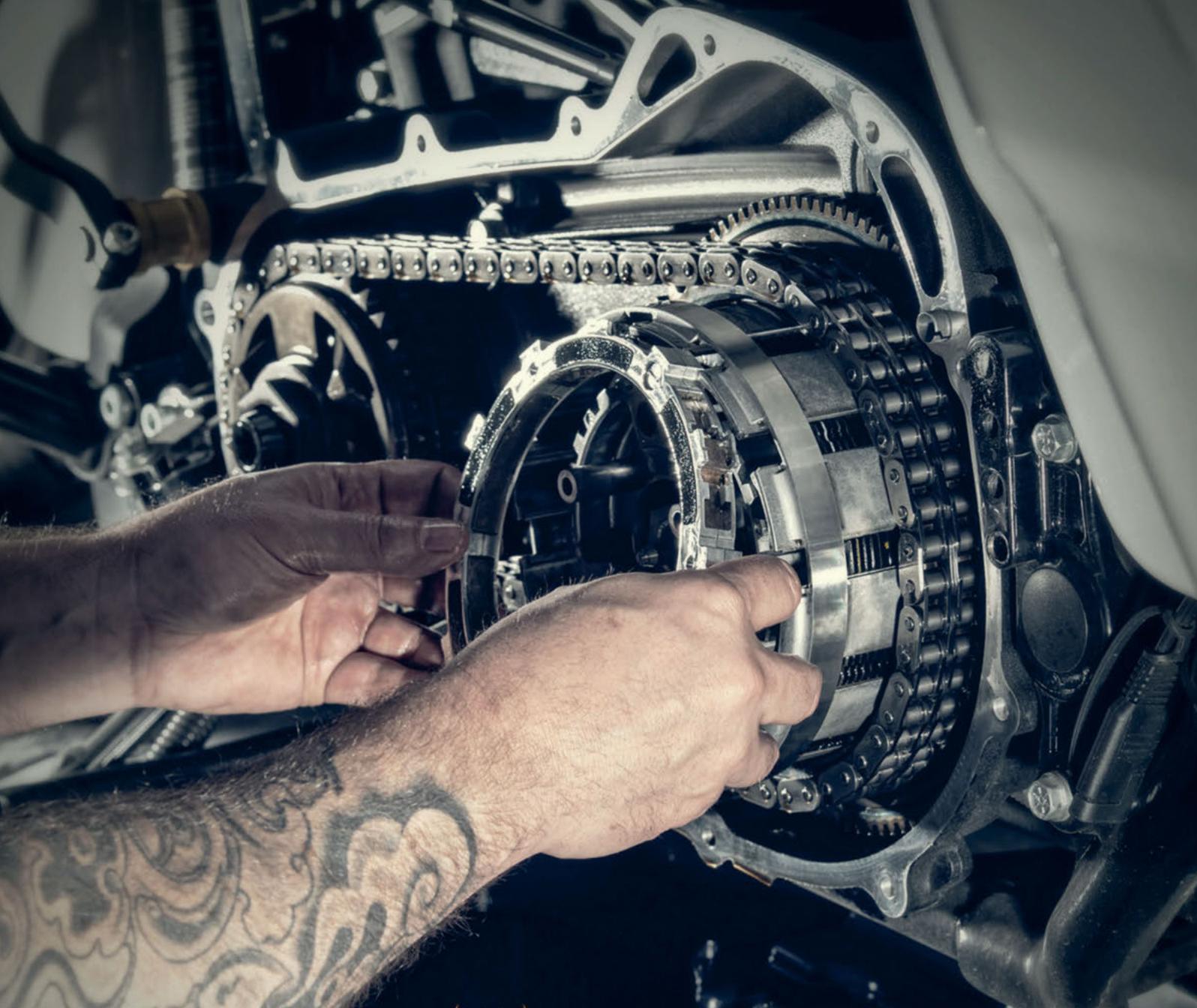
The OptiMate Lithium line of chargers has been designed to be the right 'high octane' charger for your lithium battery, which is why Honda, Yamaha and Kawasaki globally recommend OptiMate Lithium chargers, as well as KTM, Husqvarna and American Honda, who brand their own OptiMate Lithium chargers.

Ask esteemed international battery companies like Super B, Antigravity and Earth-X why their 'go to' charger is OptiMate Lithium and they'll tell you it is because it makes their batteries work right and their warranty return rate is negligible.

OptiMate Lithium guarantees battery performance - and for those who forgot to charge, it will save that battery from as low as 0.5V.

If you want to see the science behind it all, video versions are available in English, French, German, Dutch, Spanish and Italian at <https://tecmate.com/new/lithium4facts>

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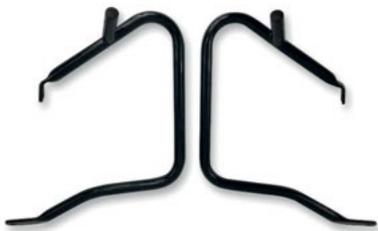
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Drag Specialties Additions

Saddlebag Guards



Drag Specialties' FLHT and FLHR saddlebag guards are designed to protect the saddlebag's leading edges from dings and nicks. Constructed from 7/8" diameter tubing, they are available in chrome or black. Designed to work with the OEM saddlebag supports, they are sold in pairs for '14-'19 FLHT/FLHR models with or without saddlebag guard rails.

M-8 Clutch Master Cylinder Cover Kits



These quality chrome covers from Drag Specialties are a custom replacement for the plain black clutch master cylinder covers on M-8 Dressers. "The simple

addition of these chrome covers creates an eye-catching contrasting look against the stock black hand control components." Easy to install, they include gasket and mounting screws for '17-'19 FLHTCUTG/FLRT and '17-'19 FLHT, FLHR, FLHX, FLTRX and FLTRU models.

Inner Clutch Hub



This improved and durable inner clutch hub by Drag Specialties accepts all OEM components and replaces the worn stock part on '86-'90 Sportsters.

Fender Skins

This Drag Specialties fender skin for solo seat riders gives rear fender protection from boot or saddlebag paint scuffs. Fender skins hug the fender perfectly and are designed to match Drag Specialties solo seats to maintain the clean, minimalist look. Features include faux exotic centers with leather



perimeters and a finished edge and felt liner underneath to protect paint. It also includes a black zinc washer and screw to complete the easy-to-do installation. The fender skin will work with most OEM and accessory seats.

Front Dual Ring Turn Signal Inserts



Available in bullet or flat styles, 2" diameter LED clusters feature an outer ring of 24 white LEDs for a bright cool-white driving light and an inner ring of 24 amber LEDs for an exceptionally bright amber turn signal. When a turn signal is activated, the white LEDs turn completely off for the entire turn signal cycle, providing greater visibility of the amber turn signal. Sold in pairs, they must be used with a separately available clear or smoked lens; a load equalizer may be needed.



DRAG SPECIALTIES
Janesville, Wisconsin, USA
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www.dragspecialties.com

'Shorty' Turn Out 2-1 Full Systems for Dyna and M-8 Softails

Seen in AMD earlier this year for M-8 Touring models, Santa Ana, California based Two Brothers Racing (TBR) now has 'Shorty' Turn Out full systems available for '06-'17 Dyna and '18-'19 M-8 Softail models. "Engineered to complement the quality and performance of Harley Davidson's products, these handcrafted systems deliver unparalleled sound and performance for the ultimate experience." Available in stainless, black or polished TBR

says they are "designed to deliver maximum torque and performance" and that they are "light weight 2-1 stainless steel systems with CNC machined billet aluminum turn out end-caps with included heat shields."

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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!

The HHI Road Hawg™ WTK program now includes 7 Wide Tire Packages:

- 18 x 5.5 HD Touring Bikes (Early & Late Model)
- 18 x 5.5 Indian Touring Bikes (Late Model)
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- 23 x 5.5 HD Touring Bikes (Early & Late Model)

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Kellermann Super Small Micro S Dark



Aachen, Germany based lights specialist and AMD World Championship 'Product Partner' Kellermann GmbH has managed to go even smaller than its popular micro 1000 Dark with a new micro S Dark - an extremely compact version.

Due to the drastic size reduction and the strongly tinted indicator glass, the "indicator" component disappears from view almost completely. In action, however, the high-performance LEDs provide a spectacularly bright light.

The micro 1000 family is one of the really traditional ranges of indicators from Kellermann. They have been installed on different kinds of motorcycle models for more than 15 years. The new version micro S Dark represents the trend to even more compact motorcycle lights.

"The new micro S Dark is really super small - it would even fit six times into the larger micro 1000. This allows an extremely compact and individual design of the tail of the bike. And since Kellermann is the absolute master in high quality compact lights for bikes, this 'Kellermann' also impresses with its amazing illuminating power."

Since the complete electronics of the micro S Dark are in the high quality, durable metal casing, this



it is IC operated at 330 kHz and suitable for 12 volt DC applications (comes with M5 x 0.5 x 6.5 mm fastening screw).

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indicator can be plugged into the 12 volt net directly. Featuring Kellermann's EXtranz (Extreme Optical Transparency Technology) Longlife Protection Guard,

Shovelhead Chromoly Steel Pushrods and Solid Adjustable Tappet Kit



Camarillo, California based JIMS continues its new products blitz with specialty tools for specialty tasks.

The company says of its 4340 chromoly steel pushrods and solid adjustable tappet kit for Shovelheads: "Despite advancements in hydraulic lifters, solids are still the way to go for maximum power. Most engine builders agree that solid lifters can withstand more aggressive cam profiles and higher rpm.

"In the case of Shovelheads, just because the engine is an older design doesn't mean

you have to settle for anything less than the best. Our top quality 4340 steel pushrod and adjustable solid lifter kit for Shovelhead engines delivers stability, strength and durability."

The company's new balancer bearing remover allows smooth, easy removal of the balancer bearings that Harley has incorporated to reduce engine vibration in M-8 engines - without damage to the crankcase. Works for both Touring and Softail M-8 engines.

Also seen here, JIMS' new castlenut socket is for the unique inner fork nut (castlenut) used on the new Softail inverted forks to secure and compress the fork spring. This one-piece solid steel socket is designed to help the technician by securing the socket to the joint rod prior to final assembly.

Finally, this new engine main seal remover and installer for Twin Cams is designed to remove and install the crankcase main seal while the engine is still in the chassis. The unique design is said to reduce the risk of damage to the crankshaft and crankcase. Manufactured from hardened tool steel, the kit includes the adapters required for use on both Twin Cam 88 and Twin Cam 96 based engines.



Twin Cam main seal remover and installer



Balancer bearing puller for Touring and Softail M-8 engines



Balancer bearing puller for Touring and Softail M-8 engines

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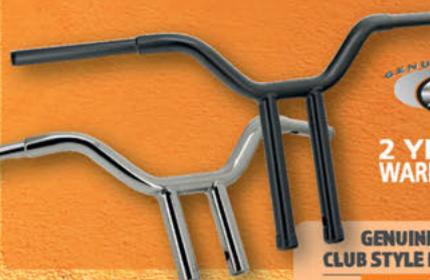
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art. no. 753015

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art. no. 053964

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RACER DESIGN

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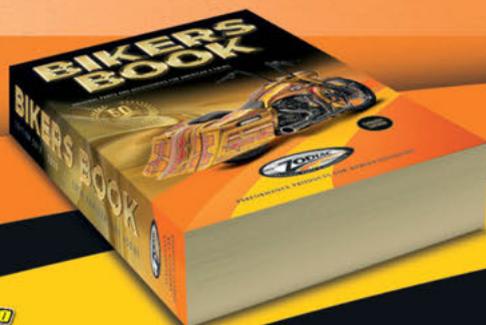
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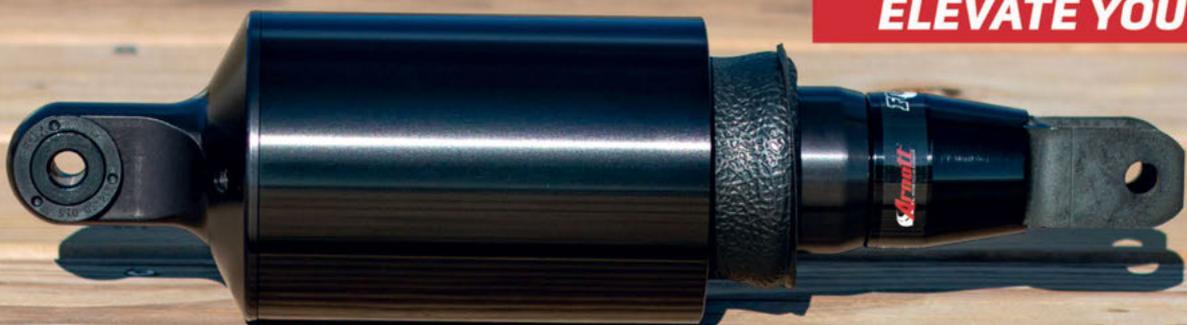
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Custom Chrome Europe M-8 Additions



BSL E4 Exhausts

Austrian manufacturer BSL has added to its established Euro 4 homologated exhaust systems for all Harley-Davidson Softail, Breakout, Softail Dyna, Destroyer and Touring M-8 models.

Fully handcrafted, fully homologated and road legal (in Europe), "these systems deliver the sound and high level of technical specification that BSL exhausts are well known for and are manufactured to the highest European standards.

All systems are offered in choice of polished, chrome, black, Outline and satin finishes and include brackets, needed gaskets and hardware. A choice of end caps is available, sealed with Viton O-rings, and two different heat shield designs are available, 'Smooth' and 'Hole' look. For the 2-into-2 exhaust systems with 70 mm header, the included balance/crossover pipes are said to deliver increased power, better acceleration and immediate throttle response. Rear passenger peg brackets included.

The BSL E4 line also includes classic low exit 2-into-1 systems with adjustable 5-window end caps, radial low exit, Top Chop Sprint, Rainbow down under and Outline versions, all with M-8 fitment and E4 approval.

'Good Guys' II Air Cleaner Kit by Rick's



Designed and manufactured by Rick's Motorcycle Products in Baden-Baden, Germany, 'Good Guys' II feature a K&N air filter and have integrated engine ventilation that leads the oil back into the intake passage, preventing uncontrolled oil leakage from

the air cleaner body.

The housing and base plate are CNC-machined from billet aluminum and there is a choice of six cover options.

All New RevTech M-8 Wheel Program



Custom Chrome Europe has updated the entire RevTech billet wheel line with TÜV approved fitments and hubs for Milwaukee-Eight models. Available in 21, 23 and 26 inches, the wheels come completely assembled with the matching ABS sensor plate. The wheels are available in smaller diameters, unassembled, for finishing in the dealer's workshop.

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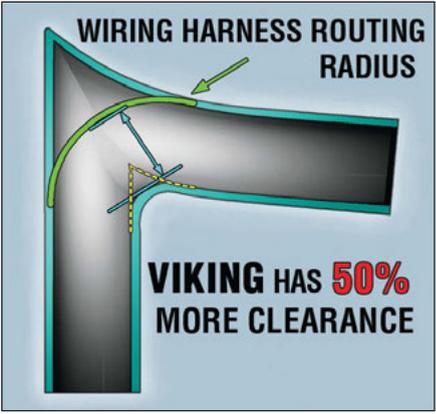
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Magnum Shielding's Easy Install Viking Handlebars - "Patent Perfection"

Over recent years, a new, updated handlebar style has taken the stage and become quite popular. Pointy or peaked style handlebars are "Hot" and are now offered by many handlebar manufacturers.



By Scott Hurwitz, CEO, Magnum Shielding



But, as with most things in life, there are usually trade-offs. In this case, we'll call it "The Beauty and the Beast." They may look terrific, but they're a beast to run internal wiring through and can take hours, if not an entire afternoon. Not only is this inefficient for the dealer who has springtime jobs piling up, but the cost of installation for the customer can come close to the cost of the bars themselves.

Some of the handlebar manufacturers have put substantial efforts into insuring the inside of the peaked horn is smooth and without rough edges and welding slag to help with harness installation. But, unfortunately, the routing issue is as much the lack of pivot radius room in the horn for the harness bundle to be able to pass through, as it is the rough sharp edges that can sometimes cut into and chaff or break the wiring.

One solution installers use is to run the wires through individually, but that is very time-consuming. Impatience often leads to scrapped harnesses or extra time to repair damaged or severed wires. Magnum Shielding Corporation (Rochester, New York) has found a solution to this dilemma. You may already know Magnum as the premier supplier of braided brake lines and control cables to the Harley-Davidson aftermarket, as well as being a Tier-1 supplier to Harley-Davidson Motor Company's Parts and Accessories.

What you may not know is that Magnum is now offering the H-D market high quality handlebars. Their high-tech version of this popular style is called Viking handlebars.

If you're considering using Magnum's new Viking bars, you'll hit the installation Trifecta. It's a great looking design, an absolute breeze to wire, and, of course, it has the quality Magnum Shielding is known for.

Magnum has provided a solution to avoid the internal wiring problem altogether, and the design concept is novel enough to have applied for a U.S. patent.

Ease of installing the internal wiring harnesses has been a top design priority. The design is not only engineered to provide a clean, chamfered and burr-

free internal radius, but one that also creates 50% of additional clearance within that troublesome peak of the handlebar.

The pocket has enough room to allow the complete wiring harness with the factory vinyl covering and the terminal connections (where wiring extensions were added) to easily be passed through and installed without any hang-ups or damage - even with their respective shrink sleeves.

So exactly what are Magnum's patent claims?



Simply put, the peak of the handlebar is comprised of two diagonally angle cut bars, whereas at least one of them, and preferably both, is flared at the bottom of the oval cut.

This method significantly increases the pivot radius of the internal space and provides for an open and smooth path for the wiring harness to follow.

Alternatively, a notch can be cut out for a radius insert to bridge the gap. Magnum knew that a smooth internal surface alone wasn't enough if the goal is to be able to run the vinyl covered harness (as is) through the handlebar, which is why Magnum's patented design is so effective.

To make the job even easier, Magnum includes its EZ pull-thru sleeving, which is pre-loaded into every Viking handlebar. Just insert the wiring harness into the sleeve (Chinese fingers webbing) and pull the wires through the bars.

Viking handlebars are made with a premium, high-quality construction that includes machined control mounts (not swaged), and machined holes for internal wiring and slots for electronic throttle control that are burr-free.

The handlebars are 1 1/4" diameter, CNC mandrel bent for a great looking, accurate fit; they work with standard controls including hydraulic clutch and incorporate wrist angles engineered for riding comfort.

These aggressive looking handlebars are available in 10, 12, 14 and 16-inch Bagger and 12, 14 and 16-inch ape-hanger styles. Both are available with high luster chrome or gloss black powder-coat finishes.

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Letric 'Slantback' Taillights, Engine Guard Mounted LED Lights

Founded in September 2018, Letric Lighting Co. is the brainchild of Jeff Zielinski of NAMZ Custom Products and Badlands modules fame. The way in which Letric has been able to hit the ground running with a ready-to-go range of stylish, unique LED products has been impressive - offering a complete line of LED taillights and bullet style LED inserts, including their exclusive Switchback designs.

Seen here are Letric premium 'Slantback' lifetime warranty backed LED taillights, available with red or smoke lenses. They are 100% plug-n-play and use ultra-bright, high-power SMD (Surface Mounted Device) LEDs, have a clear license plate window and fit H-D models with squareback style taillights from 1999 and up.



Also seen here are Letric's engine guard-mounted LED lights. Available in black or chrome finishes, these LEDs boast a white running light before switching over to an amber turn signal.

They install easily onto the engine guard/crash bar and can be simple to wire with the addition of the company's Easy-Install wiring harnesses.

Letric Lighting Co products are exclusively distributed by Tucker V-twin.



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M-8 Cylinder Stud



Pacifica, California based Kibblewhite Precision Machining (KPMI) has these new M-8 cylinder studs made from 180,000 psi yield strength, fine grain, heat treated, aircraft grade alloy steel.

Kibblewhite "rolls" the threads, heat treats and then centerless grinds the entire body of the stud. Rolling the threads creates the toughest and strongest thread possible, and centerless grinding removes notch sensitivity. The case end thread is designed to have a slight interference fit to minimize distortion and maintain good thread contact during torque procedure.

The final process for all KPMI studs is to encase the entire stud with premium corrosion resistant black oxide treatment.

KIBBLEWHITE PRECISION MACHINING
Pacifica, California, USA
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BMC Enters Harley Replacement Filter Market

Italian filter manufacturer BMC is universally known in motorsport circles in Europe and elsewhere simply as 'The Red Filter' - its widespread use in Formula 1, Le Mans, MotoGP and World Superbike among other leading series has made it almost ubiquitous. Almost 20 years of experience gained from successful cooperation with many of the most

prestigious teams in motorsports has made 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 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.

Now, the high-volume production-level product for Harley applications is available at distributors. Designed as a no-hassle-fit upgrade for the OEM paper air filter element, it is manufactured with a metallic mesh which contains multiple cotton layers of oiled filtration material.

The proven construction allows improved air flow - sufficient 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. All filters are precision made and continuously checked during production for the highest obtainable quality. BMC filters are washable and reusable and also available for selected S&S Super B&D and E/G applications.

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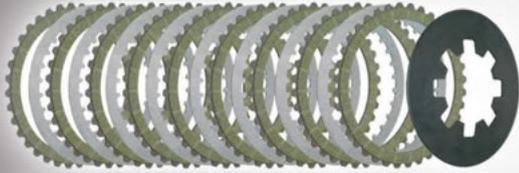
BTX-5



Fits 1941 - 1984 Big Twin. Includes 6 friction plates with 6061 T6 aluminum cores and 5 tempered steel drive plates. Also includes 10 zero crush coil type clutch springs. Stack height is pre-set for easy, accurate installation. Can run wet or dry. 20% more surface area than stock!

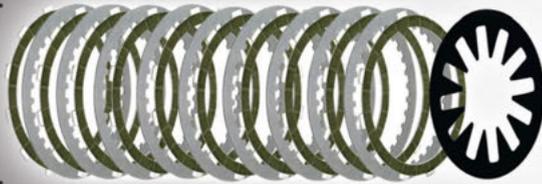
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BTX-11



Fits 1990 - 1997 Big Twin and 1991 to present Sportster and Buell through 2002. Includes 9 friction plates on tempered steel cores, starburst groove pattern for maximum heat dissipation and oil circulation, and 8 tempered steel drive plates. Pre-set stack height for easy installation. 15% more clutch area for high performance strokers. Also included is a 15% stronger than stock diaphragm clutch spring. This kit eliminates the double riveted steel plate.

BTX-14



Fits 1998 Big Twin and Twin Cam models through present. Kit includes 10 friction plates on 6061 T6 aluminum cores, 9 tempered steel drive plates and a 10% stronger than stock diaphragm spring. Pre-measured stack height for easy, accurate installation. 11% more surface area than stock.

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Ultima EVO Style 'Competition Series' and EPA Complete Engines

Ultima Motor Works' EVO style engines - El Bruto Competition Series - are available in displacements of 100 to 140 c.i. with a choice of finishes such as Diamond Cut, polished, wrinkle black and 'Blackout Editions' for a "truly beauty meets the beast" solution "to give those Evo models many more miles."

"The Ultima engine family shows up in world class custom bike competitions (including the AMD World Championship series) and has been rigorously campaigned in 6,000 lb sled pulls by Iron Horse Racing and in Drag Racing by Chariots of Fire.

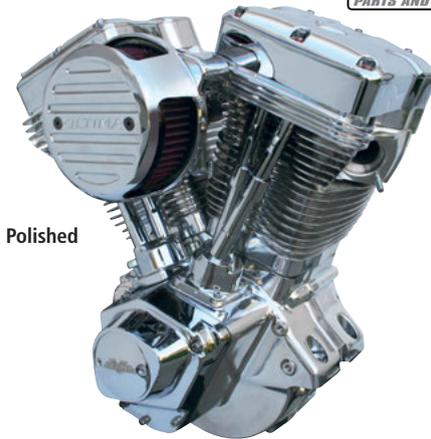
"Emphasizing longevity, Ultima El Bruto engines combine high quality components with affordable prices, giving you the best value available. Our proven combinations deliver more horsepower, and due to our exclusive balancing methods, we feel they are the smoothest engines on the market today."

All castings are made from C356 aluminum and the engine components are machined on state-of-the-art CNC equipment for guaranteed dimensional accuracy and repeatability.

Measured at the crankshaft, the El Bruto 107 cubic inch has a rated output of 115 hp with 120 ft lb torque with 120 hp/120 ft lb torque for the 113". The 120" is said to deliver 130 hp with 135 ft lb torque, with the 127" developing 140 hp and 140 ft lb torque. At the top of the line, the 140" scores 165 hp with 170 ft lb torque. Ultima also has a series of EVO style 'specials' available, with its "Competition Series 100" engines tuned for stock replacement with a milder cam and lower compression. "They start very easily, making for less wear on the starter and



Blackout



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battery. The milder cam makes for an extremely quiet engine. And the biggest feature? They will come with a 2-year warranty."

Ultima's 49-state EPA certified engines and C.A.R.B. compliant engines are offered in three popular displacements: 113, 120 and 127 c.i. and are also available for EFI. These motors are the same specs as their normal 'Competition Series' engines, "but now with the capability to use Delphi style EFI set-ups."



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THE VIKINGS ARE SHIPPING

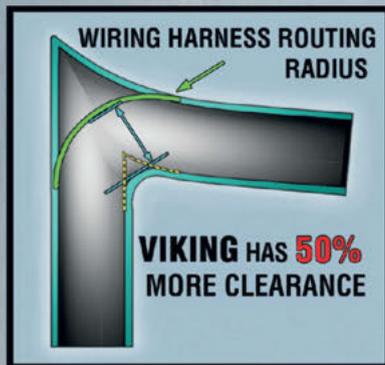
HANDLEBAR WIRING MADE EASY!

Patented design uses a flared burr-free internal radius to create a generous pocket of additional clearance. This makes room to allow complete wiring harnesses with factory vinyl covering and terminal connections w/ heat shrink to easily pass through without chaffing.

All bars come preloaded with E-Z pull-thru plastic sleeving. Just insert the wiring harness and pull through, it's that simple!

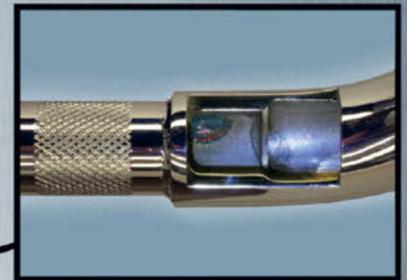


1¼" Bagger and Ape Hanger styles with 10", 12", 14", 16" height options.



Available in polished chrome plated or gloss black powdercoat finishes

Viking handlebars are CNC mandrel bent for an accurate fit and incorporate wrist angles designed for riding comfort. Bars have 1" diameter center sections, 3½ inch on-center knurling, and feature machined control mounts, burr free holes for internal wiring, & slots for electronic throttle control.



All TIG welded construction with rosette welds provides strength and chamfered internal tubes protect wiring from damage and chaffing.

*Viking bars available separately or with Installation Kits**

*Kits include all needed throttle and idle cables, clutch cable or hydraulic clutch line, DOT brake lines, copper crush washers, hardware, and terminated wiring extensions. Patent Pending

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Zodiac Additions

S&S M-8 Cam Chest Kits



S&S complete cam chest kits include oil pump, cam plate, Quickee pushrods, black or chrome pushrod covers, premium tappets, aluminum hard anodized tappet cuffs, a performance camshaft and all necessary gaskets, bearings and hardware required for the installation. Gear drive kits also include everything necessary to convert to gear drive for improved cam timing accuracy and eliminate the stock cam chain tensioner. The 465 cam is a torque cam and great for touring; the 475 is a bolt-in 100 bhp cam. Available for all M-8 Touring and Trike models from 2017 to present and all Softails from 2018 to present.

Kustom Tech Deluxe Cable Operated Master Cylinder



For Old School looks with modern materials, these wire-operated rear master cylinders from Kustom Tech (Italy) are a "great upgrade to any retro or restoration project with a minimalist look." The master cylinders have a 14 mm bore, dual mounting holes to fit from 33 mm to 38 mm pitch and match with other Kustom Tech controls. Available with polished body/brass cover, all polished, black body/brass cover or all black.

Vision-X LED Drive Light

This XMC universal LED light bar kit sends an intense beam of day-white light through its three 10 watt Cree LEDs and large iris reflectors, "to create a much improved night riding experience." Fits on the lower triple tree of most forks with the included bracket



(with center mounting hole). The LED light bar is E-approved as an extra drive light.

Colony Replica Exhaust Boot Guard



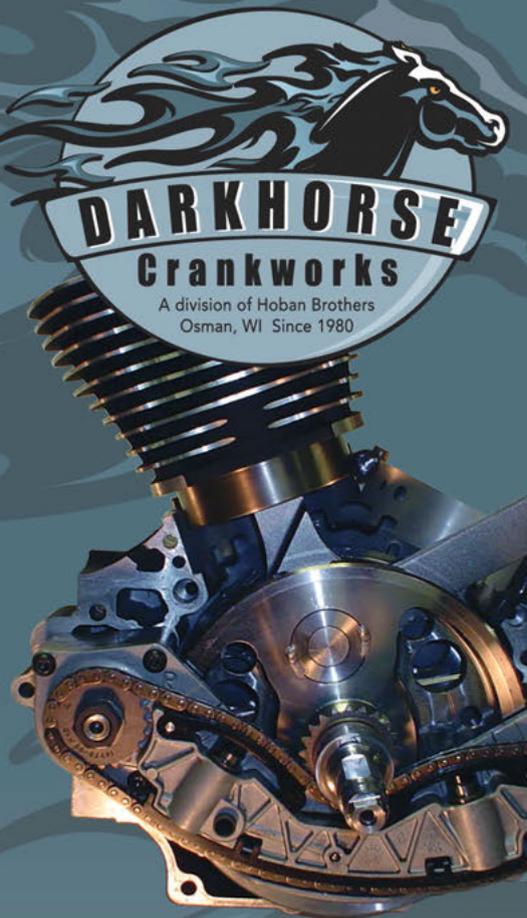
This accurate reproduction of the OEM fitted accessory boot guard for the rear exhaust pipe is available for 1936-1948 Flatheads and 1936-1947 Knuckleheads. 5 1/2" (14 cm) long, it features a drilled H-D hole pattern; available in chrome or 'parkerized' finish.

S&S Stealth Carbon Teardrop Air Cleaner



This cleaner provides "a modern interpretation of the classic S&S Teardrop air cleaner." The vacuum formed carbon fiber air cleaner kits "give a sporty high-end look." The cover features a clear coating and billet ring with the S&S logo. The backing plate and filter element come from the proven S&S Stealth air cleaner kits. The carbon fiber cover is also available separately for bikes with an existing S&S teardrop-style air cleaner installed. They fit '17-up M-8, '01-'17 Twin Cam with cable-controlled throttle, '08-'17 Twin Cam with throttle-by-wire or as carbon cover only.

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FXDR 114 Accessories by Rick's Motorcycles

For a subtler front indicator solution on the FXDR 114, Rick's new holders allow Kellermann indicators to be fitted. The holder has been optimized for the Kellermann Atto and/or Rhombus indicators and fits perfectly onto the fitting locations of the stock holder. The holders are fully machined, offered in coated matt black and sold in pairs.

For the rear, a Rick's holder takes the Kellermann Rhombus 3 into 1, allowing the E-test certificated light to be adjusted according to requirements. Available in a short version (not TÜV legal) and a longer, legal version, with the housing machined from full aluminum. The stainless steel holder and the housing are supplied matt black coated. Sold with the adapter for the legal mount solution, or with the short mount for all non-EU states.

Rear fender



In Europe, if you detach the bar from the rear of the stock FXDR 114, you need to find an alternate fix for the licence plate. Rick's has developed a machined aluminum licence plate holder which matches the look of the FXDR perfectly. It was constructed according to EU registration rules and should therefore be acceptable to be used EU-wide.

Also included is Rick's machined base plate with licence plate illumination, which



Base plate with licence plate illumination

Belt protection

Front indicator holder



mounts with the holder. The internally machined cable channels allow clean and invisible storage of the necessary connection cables behind the licence plate. The supplied surface is matt black coated. A short licence plate holder with Rick's stainless steel belt guard is also available. No modifications are necessary to the stock swingarm or the fitting points.

Also seen here is a Rick's steel fender for a slimmer rear on the FXDR 114 that hugs the radius of the tire, but is much smaller. The smooth look is emphasized with an additional reinforcement of the edge. The existing fixing points on the bike can be used, so no changes are necessary.

RICK'S MOTORCYCLES
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Universal Remote for Android and Apple Mobile Devices

Well known Temple, Arizona based audio specialist Rockford Fosgate has this "Element Ready" design remote control for riders who use a mobile device as their source.

The PMX-BTUR universal Bluetooth remote control is designed for use on automotive, marine, and S x S steering wheels, or motorcycle handlebars, such as the Road King, that utilize a mobile device as the source for the audio system.

"It allows the user to adjust volume, track, play, and pause on Android or Apple mobile devices," explained Jake Braaten, Rockford Vice President of New Product Development and Engineering. "The Bluetooth 4.0 Smart Ready receiver quickly and easily pairs with the mobile device using an easy one-button pairing control.

"Two options are included with the remote - a bezel for hand-held control, and a bezel for mounting with a Velcro strap that easily

secures the remote to the handlebar." It is IP67 rated against water intrusion, salt spray, and is UV compliant; has a 10 m Bluetooth range; up to two years of standby time; green LED pairing indicator (Green), red LED low battery indicator, is FCC, IC, RCM, CE certified and backed by a 1 year warranty. Rockford Fosgate audio products and accessories for the powersports market are distributed in the United States by Tucker V-Twin.



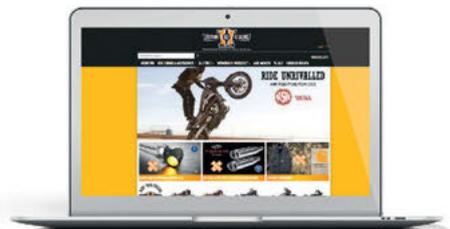
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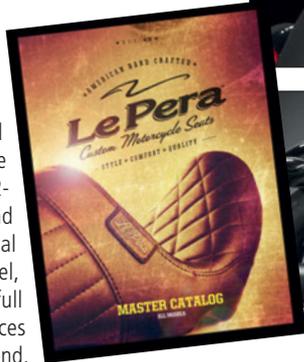
VG MOTORCYCLE

The Netherlands

tel: +31 (0) 630 493 201

Le Pera 2019 Catalog and Street Bob Additions

Californian seat manufacturer Le Pera has new seats available for the 2018 - 2019 Softail Street Bob models - the 'Cherokee', 'Daytona 2-Up', 'KickFlip' and 'Maverick' with additional options such as Biker Gel, leather seating and full leather. Stitching choices include Smooth, Diamond, Pleated and Basket Weave.



Still handcrafting all its seats at the North Hollywood, California headquarters after 46 years as the market's design leader, all Le Pera seats feature a powder-coated steel base plate, a specially poured high density "Marathon" molded foam foundation and double-stitched, handcrafted cover with bonded polyester thread for durability.



The 2019 Le Pera catalog is now available online - quantities of printed copies are available to dealers by request.

LE PERA ENTERPRISES
North Hollywood, California, USA
Tel: 818 767 5110
info@lepera.com
www.lepera.com

Ness 'Velocity' 65-Degree Air Cleaner, 'Speedliner' Floorboards

New from Dublin, California based Ness Enterprises, this 65-degree forward facing 'Velocity' intake design is "engineered to force performance-gaining airflow directly into the engine while providing excellent leg room."

The design features their patented hidden breather backing plate technology, and the all-black performance filter has a unique design and an inverted top that brings airflow in from the face of the filter as well as the sides.

Also seen here, these new 'Speedliner' "performance inspired" floorboards are designed to increase foot room and traction without sacrificing lean angle.

Available in chrome, black contrast or all black, they have an extended length and narrow width (17 3/4" x 5"), are 3/5" thick and CNC-machined from billet aluminum with knurled rubber and integrated stainless steel sliders to protect the floorboards during aggressive riding.

They are available for '99-'19 FLT, FLHT, FLHR, FLTR; '09-'13 H-D FL Trike; '00-'17 FLST and '12-'16 FLD.



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HP Corse - Italian Style and Power for the Scout Bobber

Internationally respected Italian exhaust manufacturer HP Corse is best known for its high performance sportsbike and streetbike exhausts along with its advanced hydroforming technology. The company has now introduced options from two of its lines for the Indian Scout Bobber.

The V-2 is a 2-into-2 available in black that is said to deliver "clean lines, without rivets, with a CNC machined solid billet aluminum end cap - for an aggressive look that emphasises the design character of Indian's top-seller."

The Hydroform Black 2-into-2 features one of HP Corse's most popular and radical curved style



V-2



Hydroform

mufflers, a "beautiful and unique solution for the aggressive lines of the Scout Bobber."

Both systems feature a laser-engraved logo and are said to deliver increased hp and torque with an "exhaust tone that matches the style of the bike and sets the HP Corse signature apart from other manufacturers' options."

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commerciale@hpcorse.com
info@hpcorse.com
www.hpcorse.com

Twin Power Introduces Shocker Battery Line



Twin Power, known for its high-quality parts and accessories designed for the American V-twin enthusiast, has announced the addition of Shocker batteries to its product line.

Developed specifically for V-twins and offered at a very competitive price, Shocker batteries are factory-activated and sealed AGM-style batteries, assembled in a robust stock-appearing ABS case with a matt black finish.

The terminals are a flush mount design with dual connection points (14 amp models have one connection point) and captive internal nuts for a fumble-free installation. Features include extra thick plates for extreme vibration resistance, a heat-sealed cover to protect against leakage and corrosion, and fully sealed posts.

Twin Power Brand Manager James Simonelli says that "independent laboratory testing parameters include high-rate discharge, ten-hour discharge, vibration, short circuit, and zero-degree Fahrenheit cold cranking amp

tests. Also, these units were subject to extreme field-testing conditions during their development.

"The Shocker might be offered at a reasonable price, but is not short on performance," continued James. "This is by no means a standard 'metric' or 'universal' type battery. We have found through testing that any time terminal adaptors or spacers are used, amperage transfer during the initial start may be compromised.

"You may get strong starts after the initial installation, but over time, vibration, arcing and corrosion can affect the battery's ability to deliver reliable performance. The Shocker won't let you down."

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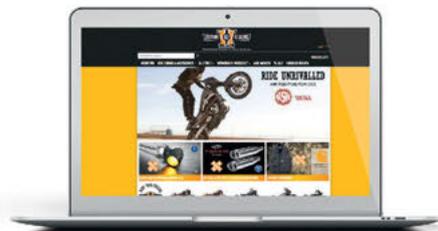


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'Shadow' Pipe for 'Sidewinder' 2 into 1



S&S Cycle has a solution for those who "love the performance of a two into one but need the aesthetic of dual exhaust" on their touring bike. The big power of the stepped header 'Sidewinder' 2:1 system is the "ultimate addition to any performance bagger and to keeps things balanced, we just launched our 'Shadow' pipe." Perfectly matched to the 4.5" 'Sidewinder' system, the 'Shadow' pipe fills the left side gap under the saddlebag for a "well sorted, symmetrical look." Available for 1995-2019 HD touring models.

S&S CYCLE INC.
Viola, Wisconsin, USA
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sscust@sscycycle.com
www.sscycle.com

Baker OD6 - Still the Best?



Still widely regarded as the best overdrive 6-speed built to this day, it is fair to say that the original Baker Drivetrain 6-speed design revolutionized the American V-twin industry.

Built to comfortably handle the power from today's big-inch engines, this transmission is rated for engines putting out up to 165ft/lbs of continuous use. It is available as a complete transmission with a wide variety of case options and configurations, or as a builder's kit for stock case applications, which requires little to no modification.

The Baker OD6 is available with many optional gear ratios to match engine torque and riding style, has a billet 6061-T6 bearing door, 1/8" thick bearing retainer plate, Redundant Neutral smooth shift system, hard chrome plated shift forks, and diamond cut gearset made out of 8620 steel.

Stronger than stock, lower rpms mean smoother highway speeds and improved fuel efficiency. It comes with all necessary transmission seals, gaskets and hardware and is backed by a 5-year limited warranty. Selected Big Twin applications 1987 through 2006.

Also seen here, the Baker high-torque bearing kit is



a performance upgrade for 1985 - 2007 Big Twins. The stock inner bearing race becomes useless when you have over 100+ hp because the strength of the engine will cause the race to walk.

Used on Big Twins since 1985, the inner primary bearing rides on this race. By design, this race press-fits onto the transmission mainshaft. This system works fine for stock engines, but in 100 hp+ applications, if it walks inboard, it will damage the maindrive gear seal and cause a transmission oil leak; if it walks outboard, it will cause a primary oil leak.

The Baker high-torque bearing kit eliminates lateral walking of the mainshaft race and oil leaks and eases serviceability. The kit includes a precision-honed bearing and seal.

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Highway 21 Apparel



Exclusive to Western Power Sports (WPS) and HardDrive, the 2019 Highway 21 Spring Collection has been "carefully crafted, tested, and ridden from the frigid mountains of Idaho to the blazing hot deserts of Arizona," offering "a diverse catalog of products for riders that value purpose focused performance."

"Highway 21 spent a week with the Lane Splitters Garage crew in Phoenix, Arizona, to ride and experience the Highway 21 difference. The Lane Splitters Garage crew embody everything that is right about the custom and entrepreneurial spirit of motorcycle craft. Wild and always seeking good times, the Lane Splitters Garage crew are a perfect complement to the Highway 21 vision."

"Highway 21 is more than just a name or

pavement that twists and rolls through the Rocky Mountains. It's an insight into the eye of the craftsman; it's the hard work, the sweat and the blood that it takes to build true character. It's not just one thing, it's everything that it takes in the quest for perfection - no styling detail is too small, and no aspect of safety is overlooked."



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NEWS BRIEFS

U.S. and Canadian dealers are submitting entries for an expanded 2019 H-D Battle of the Kings custom build competition - expected to attract more than 300 entries from Harley dealers in over 20 countries. Previously the BOK has been a largely 'international' contest with Harley running U.S., Canadian or North American specific contests some years. The budget must be no more than 50% of the list price of the model, with 50% of the parts used being Genuine H-D accessories. There are three style categories, Race, Dirt and Chop, and any current model can be used.

The Sturgis Museum Hall of Fame has announced that one of the 2019 inductees will be Jill Parham, who, with her late husband John, founded J&P Cycles as a parts mail order business in 1979. "It is fitting that Jill is honored in 2019 as it marks 40 years of her dedication to motorcycling and motorcycle riders, as well as the 40th anniversary of the company she co-founded."

Caliente H-D of San Antonio, Texas, has been revealed as one of the six domestic U.S. Harley dealerships to be awarded a prestigious Platinum Bar & Shield Circle of Distinction Award for 2018 as it is the Number One ranked dealership in the U.S. for its motorcycle and related product sales performance, customer service and satisfaction, and operational measures.

Polaris continues to be haunted by Slingshot motorcycle safety issues with another recall of certain 2018-2019 models for a possible fault that would allow the seat belt buckle or seat back to detach from the seat. Some 3,305 units are said to be potentially affected.

Harley-Davidson Names Brand President

Some 116 years after it was founded, Harley-Davidson has again tuned its leadership structure, this time to bring one central executive to the senior decision-making table who has overall responsibility for coordination of brand management and development. Appointed as Harley's first-ever Brand President, Neil Grimmer will "evolve the brand to support the company's strategy to build the next generation of Harley-Davidson riders globally. As the company expands into new segments and new geographies and seeks to inspire diverse, new riders around the globe, he will be responsible for all aspects of the Harley-Davidson brand including product planning, marketing, retail, apparel and communications."

Oh good, another person in charge of marketing, however, not one with either motorcycle industry or wider automotive, transport or manufacturing credentials!

Reporting directly to Matt Levatich, President and Chief Executive Officer Harley-Davidson, Inc., "Grimmer brings over 20 years of experience building brands and growing companies. Most recently, he was founder and CEO of Habit, the world's first personalized nutrition life science company. Grimmer also served in a leadership role at Campbell Soup Company and was co-founder and CEO of Plum Organics, which was acquired by Campbell's in 2013."

Grimmer also served as the Vice President of Strategy and Innovation at Clif Bar &



Company [organic foods and drinks] and Senior Designer at IDEO [an international design and consulting firm founded in Palo Alto, California, in 1991]. He earned an MFA in Product Design from Stanford University and a BFA from California College of the Arts. He is currently a Henry Crown Fellow at the Aspen Institute.

"Grimmer will bring together our consumer-facing teams around the world, who will together invigorate the Harley-Davidson consumer experience and deliver a global brand force that resonates with new riders and engages today's riders to support our growth going forward."

"Neil's creative instincts, innovation mindset, deep brand and consumer experience and bottom-line orientation is critically important as we lead and inspire our teams and riders," said Matt Levatich. "He is joining us at a pivotal time,

and his leadership qualities and affinity for who we are and what Harley-Davidson is all about will be a spark that ignites people to imagine what is possible for them from Harley-Davidson.

"As we intensify our efforts, and with this added leadership talent, the company will more fully engage the power of the brand as a catalyst to help reach the full potential of our strategy and meet our long-term objectives," said Levatich.

"Our leadership team is positioned to intensify our 'More Roads to Harley-Davidson' journey. The addition of Neil Grimmer to our seasoned group of leaders enhances our capabilities and will sharpen our focus on strategic and long-term growth opportunities to ensure our future success. We have a clear vision, and the leadership team and organization are aligned and energized around it."

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

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