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Harley Confirms Asian 338 cc Model Deal with Benelli and Volvo Manufacturer Qianjiang/Geely

JULY 2019
ISSUE #240

Harley-Davidson has announced "another step" in its strategy to build more riders globally and expand access into Asia through a collaboration with Qianjiang Motorcycle Company Limited to launch a "smaller, more accessible" Harley branded motorcycle for sale in Harley-Davidson dealerships in China by the end of 2020.

"This collaboration joins Harley-Davidson's global motorcycle leadership with the capabilities of Qianjiang to co-develop a premium 338 cc displacement Harley-Davidson motorcycle for sale first in the China market, with additional Asian markets to follow."

Harley says it selected Qianjiang based on its experience developing "premium small displacement motorcycles, its established supply base, proven capabilities in emerging markets, and ability to meet consumer requirements." Harley-Davidson has always been

about inspiring riders around the world. Our More Roads plan is all about bringing our brand of freedom to more people, in more places, in more ways," said Matt Levatic, President and Chief Executive Officer, Harley-Davidson.

"We're excited about this opportunity to build more Harley riders in China, one of the world's largest motorcycle

“2018 Harley retail +27% in China”

markets, by creating new pathways to our brand."

Harley says that "this collaboration marks significant progress toward another major milestone in the 'More Roads to Harley-Davidson' accelerated plan for growth. It is intended to expand access to the Harley-Davidson brand to more riders to drive incremental sales—

both of the new small displacement motorcycle and also of traditional Harley-Davidson products currently offered in Asia" and that "continuing to capitalize on growth opportunities in Asia is key to the company achieving its 2027 objective to grow its international business to 50 percent of annual volume." Harley-Davidson retail sales in China grew +27 percent in 2018 compared to 2017.

The new Harley-Davidson motorcycle and engine will be produced in a Qianjiang facility in China and "adhere to the rigorous quality standards and testing processes followed for all Harley-Davidson products."

"We are pleased to collaborate with Harley-Davidson," said Mr. Dongshao Guo, General Manager, Qianjiang. "We have proven manufacturing capability and experience in China, and we are committed to improving the experience of motorcycling for riders in Asia."

Harley commented: "With its expanding middle class and increased

Continues on page 6 >>>



The Interceptor, a 650 cc Twin costing around \$6,000 new. Royal Enfield has seen the future - have you? S&S has - see page 10; AMD has - see page 4.



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POST MASTER

AMD (ISSN 1465-7627) is published monthly by Dealer-World.com, 5, Rendlesham Mews, Rendlesham, Woodbridge, Suffolk, IP12 2SZ, United Kingdom. Subscription price \$200 per year. Postmaster: Please send address changes to: AMD, Dealer-World.com, 5, Rendlesham Mews, Rendlesham, Woodbridge, Suffolk, IP12 2SZ, United Kingdom or e-mail to sara@dealer-world.com

PRINT BY WARNERS MIDLANDS
BOURNE, LINCOLNSHIRE, GB

ISSN 1465-7627



Comment - Aftermarket Moto Design 4

Robin Bradley on a change that has been a decade in the making - as the custom market has evolved and diversified, so too have the business opportunities for vendors.



Custom World 31-33

A three page round-up of recent AMD World Championship of Custom Bike Building affiliate shows in USA and Europe sees the 2020 advance entry number closing in on 40 bikes already with over a year to go.



S&S Cycle 10

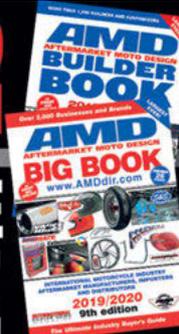
The Viola, Wisconsin master of 'Proven Performance' did so much to create the aftermarket for Boomers - has it just repeated the trick for Millennials?

PROGUIDE: The new, the best and the must-haves 35-56



2019/2020 9TH EDITION

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Aftermarket Moto Design

Did you notice? Well, did you? On the front cover? Look closer. Yes, well done - what's with all this Aftermarket Moto Design stuff you may ask? A future with more sales opportunities for you, that's all!

The evolution of the custom market, and of AMD along with it, has been an interesting one. The short version...

We first started to see a broadening away from chopper monoculture in Europe in the 1990s, when customizing evolved from its historic dual foundations of West Coast lowrider imitation and restoration to original and concourse condition. Later in the 1990s, the emergence of the 'Euro Style', as it was known, was born from increasing influence from the so-called 'Metric market' in Europe, and, in particular, of Streetfighter styling migrating from Japanese motorcycle platforms to air-cooled V-twins.

Single-sided swingarms and the 'Fat Rear End Boom' followed. With 'Euro Style' informing the agenda in the domestic U.S. market for the years either side of the Millennium, we saw a morphing of orthodoxy accompanied by a gradual reduction in the influence of 'traditional' custom tribal loyalties as the Boomers started to age out. Back in the day I wrote long and often about how the chopper and catalog bike market of the noughties was sowing the seeds of its own destruction, just as assuredly as prog rock was killed off by punk. The rush to volume, that at its peak was soaking up in the region of 60,000 aftermarket V-twins, was the 'Hair Metal' of the evolution of the custom market – popular, but ultimately unsatisfying.

The 'Ying' to that 'Yang' was the rush to price-point as the early effects of the mortgage crisis started to make Bobbers hot, and from that point, the rest is history. Long before the concept of 'Alt Moto' was coined, I was referring to the 'New Wave' as a desire, increasingly for "motorcycles of character", for simplicity and for affordability, without compromising individuality, authenticity and, you know, handling and performance.

Emerging 'New Gen' riders didn't want, and do not want, to accept that affordability means a loss of authenticity - and we have now, gloriously, seen the motorcycle industry beginning to respond to "what the customer wants" for some five years now. With the new Royal Enfield 650s representing the thin end of what, within a decade, may well be a very thick wedge of convincing, affordable platforms that perform and handle well, and offer a price-point that can be a start-point, will now capitalize on the fertile ground prepared by R nineTs and Scramblers.

The first AMD World Championship in California in 2004 showcased the emergence, indeed the explosion onto the market, of the 'retro vibe'. By 2009, just as the mortgage crises morphed into the global financial crisis, we were seeing the hegemony of an air-cooled V-twin defined market - choppers and otherwise - give way to diversification and demand for a return to a simpler form of craftsmanship and innovation. In 2009 a 91" Shovel/Evo hybrid by Satya Kraus was a massive pointer to what was to come.

Thereafter, the number of what one would term 'conventional' or 'mainstream' layout Harley V-twin platforms appearing at the 'AMD' has diminished. Ditto aftermarket V-twins.

Since Thunderbike's Ironhard Sportster won the AMD in 2012, the AMD World Championship-winning bike platforms have been a 1971 Moto Guzzi (Ireland), a 1650 cc BMW engine (Belgium), a heavily modified and remachined 1973 Ironhead Sportster (Japan) and last year's Yamaha SR 400 from Russia.

In the meantime, the demand for 'motorcycles of character' that the 'AMD' has showcased has birthed the so-called 'Alt Moto Scene' of cafe racers, bobbers and trackers - just one of the now many niche styles that live happily side-by-side to constitute a concept of motorcycle customizing that now genuinely has no boundaries, one that is now a genuinely 'Freestyle' world in which 'all is good'.

The influence of the entry into the custom market of several of the major OEM manufacturers has done much to spin that evolution, though they would not be

channelling resources if that wasn't where a large proportion of their historic customer base had migrated.

There was a time when the aftermarket was viewed as the Pilot Fish of the motorcycle industry, feasting on the morsels the voracious OEMs left in their wake - now that has been completely reversed.

As I have said many, many times, the child has eaten the parent, and what was once niche is now

mainstream, and it is aftermarket custom motorcycle design and engineering that is setting the pace and shaping the future of the mainstream market.

I have always believed that good publishers allow their audience to write their agenda and follow taste and demand. In the case of a 'B2B' trade journal such as AMD, we make money by helping our readers to make money. Our job is to serve you up customers - customers who are themselves making their living out of selling custom parts and accessories, improving the performance and handling of their customers' bikes and customizing and building bikes for them.

In the past five years our in-house 'skunk works' has been hard at work preparing the ground for being able to add new dimensions to the business opportunities we represent for the custom market.

Having arrived at a point where the potency of the AMD brand and its viability in additional sectors of the custom world is proven, the arrival of Royal Enfield's new 650 twins in dealerships in Europe and North America, along with the arrival of the press release about S&S Cycle's new range of 'Proven Performance' parts for it, has been the catalyst for pulling the trigger on a modest but forward facing change that has been decades in the making.

“OEMs are now the Pilot Fish,”



Robin Bradley
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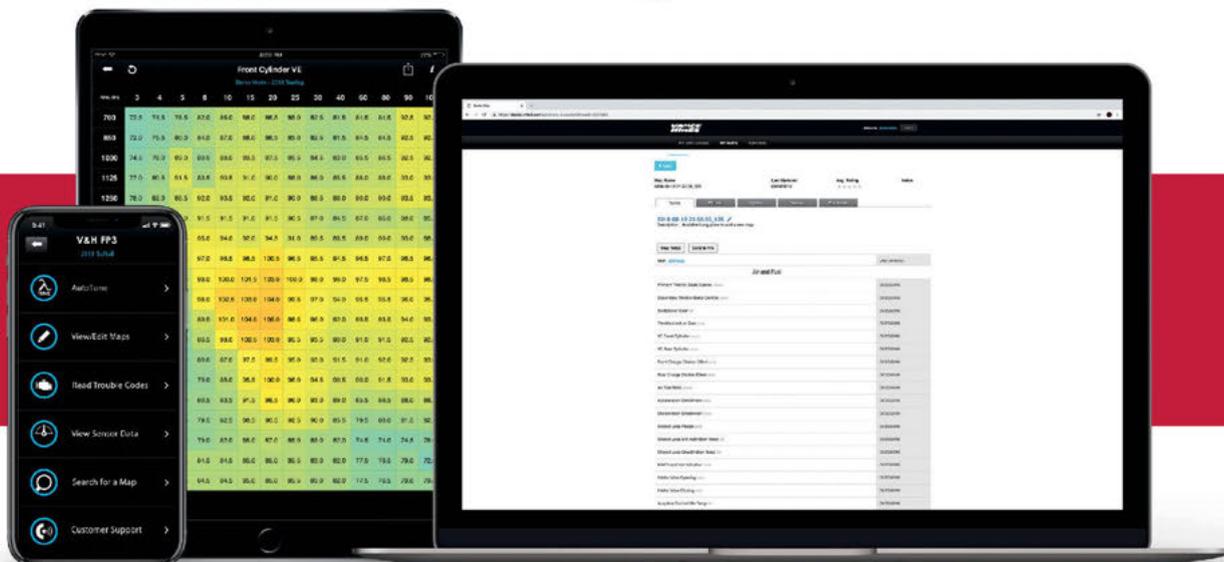
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<<< **Continued from cover**

consumer spending on discretionary, premium products, China is a key growth market for Harley-Davidson. Since it announced its More Roads plan in July 2018, Harley-Davidson has continued to advance its efforts to grow riders in China by expanding its dealer network in China and investing in marketing, eCommerce and product availability."

Zhejiang Qianjiang Motorcycle Co., Ltd, was founded in 1985 as a refrigerator manufacturer by Li Shufu, who went on to transform the company into a success selling inexpensive products to Chinese consumers. As Geely (Zhejiang Geely Holding Group Co., Ltd) it sells passenger vehicles under the Geely Auto name.

group sold over 1.5 million cars in 2018.

Qianjiang's products include all styles of motorcycles from 50 cc to 1130 cc, exporting to more than 130 countries and regions globally. Harley says the company is one of the few enterprises in the Chinese motorcycle industry that can manufacture high-end, large-displacement motorcycles, has led the market in China for seven consecutive years and continues to lead the trend to large-displacement motorcycles in China.



Geely acquired Benelli, the 100 year old Italian motorcycle manufacturer, in 2005; acquired the Volvo car, truck and bus business from Ford in 2010 and breathed new life into The London Electric Vehicle Company in 2013 - the famous London Black Cab manufacturing business.

In 2017 Geely acquired a majority stake in legendary British sportscar maker Lotus and a 49.9% stake in Malaysian national car maker Proton in 2017. The



Zero Opens Store in Barcelona

Zero Motorcycles EMEA has opened the first Zero Motorcycles store and showroom in Europe - in the center of Barcelona, Spain.

Partnering with Clevermob SL, the official Zero Motorcycles distributor for Catalonia (north east Spain), the Balearic Islands and Andorra, Ismael Castellá, Clevermob's founder, says he chose to open the Zero store because he considers Zero "the brand of reference in the electric motorcycle market."

"Zero Motorcycles represents the best in the market today, that's why these bikes deserve to be exhibited and presented in the best possible way." Umberto Uccelli, Managing Director of Zero Motorcycles EMEA, said: "We are thrilled to establish the first European

Zero Motorcycles store in Barcelona, a city that is on the vanguard of electric mobility. Spain is at the forefront of Europe in the use of electric vehicles, not only for personal use but also as an intelligent and sustainable alternative for public entities.

"This store in Barcelona represents a milestone in our distribution network development and strategy."

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Stepping Outside The Box - S&S for the new Royal Enfield 650



S&S Cycle has launched a high flow exhaust and performance product line for the new Royal Enfield 650 Twins. With European race and Bonneville Salt Flats records already in the books, S&S Cycle says it has "proven we can pull big power from the new Royal Enfield Twins." Well ahead of the market and already the go-to performance experts on the RE 650, S&S has launched an entire catalog of go-fast products designed to make big reliable power.

At the top of that list is a high flow slip-on exhaust, available exclusively in North America through the Royal Enfield North America and shipping mid-June 2019.

In addition to the slip-ons, the S&S team has developed a high flow intake, 750 cc and 865 cc big bore kits, high compression pistons, cams and ported heads.

The S&S performance parts line for the 650 also includes a race only exhaust, performance clutch, tuning tools "and a host of engine building services for the competition-minded rider. The RE 650 is destined to create a whole new segment in the motorcycle space and S&S Cycle is the clear leader in performance for this well thought-out machine."

www.sscycle.com



Royal Enfield teamed up with 18-year old motorcycle racer Cayla Rivas (Fresno, California) to set a new land speed record at the Bonneville Salt Flats at the end of August 2018. The fully custom-built bike showcased the new Continental GT 650 cc twin engine, which was built and tuned by S&S Cycle

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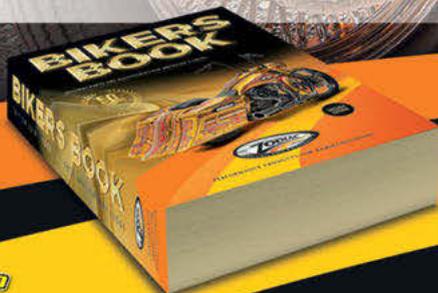
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NEWS BRIEFS

Harley-Davidson was in seventh place in German market share terms for the first five months of 2019 with 5,455 units registered for a 6.22% market share. Harley's best seller YTD in Germany has been the Street Bob (581 units sold), followed by the Sport Glide (514 units sold).



In line with its "Grow Our Business Without Growing Our Environmental Impact" strategic objective, Harley has set a fleet average fuel mileage target of more than 50 miles per U.S. gallon by the year 2027. Future initiatives to help achieve this may include tech such as variable valve systems, smaller engines, direct injection, forced induction, and reductions to friction and weight. Harley says its fleet average fuel economy for 2018 was 44 mpg.

Indian Motorcycle continues to build on its first appearances on the motorcycle manufacturer market share tables for Germany with 529 units sold for a 15th spot for the first five months of 2019 - albeit with sales marginally off compared to the first five months of 2018. Indian is assembling CKD kits for its Scout models (from the Spirit Lake, Iowa facility) at its Poland ATV/UITV factory; FTR 1200 kits are due to start being assembled in Poland by the end of 2019.



The 2019 FIM International Six Days Enduro, the 94th edition of the event, is being staged at Portimao, Portugal, November 11-16. Over 650 riders from more than 30 nations will tackle more than 1,500 km of gruelling terrain and technical tests. Australia won in Chile in 2019. This will be the 13th time the event has been staged in Portugal since its inception in 1913. In 2020 it will move to Italy (Piedmont/Lombardy) for the first time since Sardinia in 2013

BMW Motorrad says it has seen global sales continue to grow strongly, with year-to-date deliveries to the end of April 2019 up by +7.7% to 57,014 units. In April a total of 18,408 (+7.7%) BMW Motorrad motorcycles and maxi scooters were delivered to customers around the world.

BMW sets the stage for a Harley showdown



Contrary to many reports, the much hyped BMW R18 cruiser, the biggest story to come out of the (BMW sponsored) Concorso d'Eleganza Villa d'Este, on the shore of Lake Como in Italy in May, is more than simply a wish list concept, with the production version likely to be unveiled at EICMA later this year, and on sale in 2020 as part of a range of cruisers that look set to build on the custom sector confidence BMW has gained from the success of its R nineT line-up.

Described as a tribute to the original 1936 R5 and more recent R5 Concepts, BMW describes the R18 as an "engaging alternative for a time that is being increasingly characterized by rapid technological change" and as transporting "the essence of the big BMW Motorrad classics into the modern age, or in other words, it is taking a historical motorcycle design and giving it a modern, custom attitude."

Roughly translated from corporate media speak, that likely means "Harley-Davidson, we are coming after ya!"

Dr. Markus Schramm, Head of BMW Motorrad, said of the design: "With this dream bike, BMW Motorrad presents its own version of an emotional and authentic offer for the large cruiser segment."

Edgar Heinrich, Head of BMW Motorrad Design, is quoted as saying: "With its clear aesthetics openly on display, the Concept R18 embodies for me what motorcycling, at its core, is really about. It is all about feeling instead of thinking, and not using technology for self-staging, instead giving space for imagination. This concept bike appeals to something deep down – you just want to get on it and ride off. But when you get off it again, you don't just put it in the garage and walk away – you turn around again and give it a final parting glance."

Yep, BMW is going after Harley-Davidson alright!

Bart Janssen Groesbeek, designer of the concept bike, says: "The biggest challenge in the design is to render everything visible. Every part has a functional purpose. There are not many who would dare to take such an absolutely honest approach."

The BMW Motorrad Concept R18 is immediately recognizable as a genuine BMW: Boxer engine, cradle frame, exposed universal shaft and drop-shaped fuel tank, with its black paintwork and hand-applied contrast



lines interpreting typical design icons of BMW Motorrad classics, "while displaying confidence along with modern-style linearity. The balanced proportions are reminiscent of classics like the BMW R5, and convey – even from a distance – the timeless beauty that comes about whenever things are consistently reduced to their bare essentials."

BMW discovers 'Naked Bikes'...shock, regardless, as a Teutonic 'Monster' it will be another welcome addition to the party. "The frame and tank create a common line all the way from the steering head to the rear wheel hub and lend a flowing elegance to the side view. The large spoke wheels (front 21 inch, rear 18 inch) provide a secure stance and perfectly balance the dominant power unit."

The newly designed, two-cylinder 1800 cc Boxer engine is consciously reminiscent of the flat twin engines that BMW Motorrad used to build up until the end of the 1960s – but with a considerably bigger displacement and modern air/oil cooling. The engine block and transmission are made of glass bead-blasted aluminum, with hand-polished aluminum components such as the belt guard and valve covers, while the Solex dual carburetors are said to "hark back to the brand's construction history and add a final touch to the bike's visual authenticity."

An exposed, chrome-plated universal shaft connects the back wheel to the drive, and there are no further covers anywhere on the motorcycle - "which serves to keep its engineering clearly visible. Similarly, the electronics of the concept bike are reduced to no more than starter and lights, underlining its purist design."

This is the third in-house interpretation of the large-capacity Boxer engine to come from BMW - last December the 'Departed', created by the Japanese customizer CUSTOM WORKS ZON, was presented at the Yokohama Hot Rod Show, taking the 'Best of Show Motorcycle' award, and that was followed up by the interpretation of Austin, Texas based Revival Cycles' 'Revival Birdcage' with a specially developed titanium frame giving an unobstructed view of the engine and drive from all angles - a star turn at the Handbuilt Show this year.

In 2018 BMW sold more than 165,000 motorcycles worldwide.

www.bmwgroup.com



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NEWS BRIEFS

Indian conglomerate Mahindra's first new model in their Classic Legends Pvt Ltd BSA relaunch for the Indian market (initially?) is being branded as a BSA Gold Star. It will feature an engine made in Austria by BRP owned Rotax - an updated version of the 652 cc single as supplied to Aprilia for the 650 Pegaso and BMW F650 Funduro. This follows Mahindra's relaunch of the once massively popular in India Jawa brand in 2018.



Bonnier Corp. has announced that after more than 100 years it has managed to drive its already reduced to six editions a year Motorcyclist Magazine out of print and into entirely online future. Hey ho!

Eicher Motors Ltd (EML) of India, owner of Royal Enfield and a former Polaris JV partner (the Multix personal utility vehicle, 2015 - 2018), has announced Vinod K. Dasari as the CEO of RE with a seat on the EML board. Dasari takes over from Siddhartha Lal, who was named CEO of Royal Enfield in 2001. Lal will continue as Managing Director of



Eicher Motors Ltd. At Royal Enfield, Siddhartha, who has masterminded their entry into the 650 twins market in Europe and USA, will continue to support Vinod and the team on RE product and brand related areas. Dasari has served time at Ashok Leyland, Cummins India, Timken and General Electric. Dasari holds a Master's degree in Engineering Management from McCormick, an MBA from the Kellogg School of Management and a Bachelor's degree in Engineering from the University of Louisville; he has also served as the President of the Society of Indian Automobile Manufacturers (SIAM).

The latest ACEM statistics put total Q1 2019 motorcycle registrations for the (currently!) 28 EU member states at 244,991 units, which is +19.2% over Q1 2018. Italy was the largest market at 54,826 units (+18.7%), followed by Germany (44,450, +23.3%), France (43,942, +20.0%), Spain (37,255, +20.5%) and the UK (25,913, +10.3%).

Mees and Bronson Bauman Take the Wins at Lexington and Laconia



Defending double AFT Twins presented by Vance & Hines Champion Jared Mees (No. 1 Indian Motorcycle/Progressive Insurance FTR750) remained the only rider to ever win an AFT Twins Main Event at the Indian Motorcycle of Lexington Red Mile (Lexington, Ky.) on June 2nd.

Briar Bauman (No. 14 Indian Motorcycle/Progressive Insurance FTR750) was second, AFT Twins' resident 'Mile Master' Bryan Smith (No. 4 Crosley Brands/Howerton Motorsports Kawasaki Ninja 650) finished third; Stephen Vanderkuur (No. 21 AMSOIL/Hodder Racing Indian FTR750) was fourth, with Henry Wiles (No. 17 Bandit Industries/DPC Racing/Wilco Racing Indian FTR750) fifth. In the Roof Systems AFT Singles presented by Russ Brown Motorcycle Attorneys Mikey Rush (No. 15 RMR Honda/Red Riders Rewards Honda CRF450R) scored his first victory since joining the class, with the category's established Mile expert Shayna Texter (No. 52 Red Bull KTM Factory Racing SX-F 450), second. Kevin Stollings (No. 99 Roof Systems/Motion Pro Honda CRF450R) maintained his perfect AFT Singles podium record at the Red Mile, finishing third.

In the AFT Production Twins class Cory Texter (No. 65 G&G Racing/Holeshot Powersports Yamaha MT-07) continued his unbeaten start to the 2019 AFT Production Twins championship with his third victory in as many tries this season. The inaugural AFT Laconia Short Track (New Hampshire Motor Speedway in Loudon, N.H., June 15) proved to be an intense affair that ultimately saw the emergence of a first-time winner in Bronson Bauman (No. 37 Indian Motorcycle/Progressive Insurance FTR750) who led every lap on his way to victory despite three restarts - the all-new circuit proving to be an "extraordinarily demanding battleground, developing considerable bumps in the



Lexington

Photos: Scott Hunter/American Flat Track



Laconia

corners and rapidly altering lines." Bauman's brother Briar was second - his fifth consecutive runner-up finish as he maintained his perfect 2019 podium record. Short track ace Jake Johnson (No. 5 Estenson Racing Yamaha MT-07 DT) was third, Jarod Vanderkooi and Bryan Smith (No. 4 Crosley Brands/Howerton Motorsports Kawasaki Ninja 650) were fourth and fifth respectively. As at Round 7 Briar Bauman had a 34 point advantage at the top of the series leader board over Brandon Robinson (No. 44 Kennedy Racing/Armbruster Racing Indian FTR750), who finished sixth at Laconia. In the AFT Singles the win was taken by Mikey Rush (No. 15 RMR Honda/Red Riders Rewards Honda CRF450R) for the second consecutive race, moving him into the championship lead. Dalton Gauthier (No. 122 D&D Cycles/Gobert Smash Husqvarna FC450) was second and moved up into second in the championship, with Australian

Max Whale (No. 18 Weirbach Racing Kawasaki KX450F) earning his first AFT career podium in third. After the Lima, Ohio, Indian Motorcycle Half-Mile presented by Johnny K's Indian at the Allen County Fairgrounds at the end of June comes the New York Short Track (Weedsport, near Syracuse, July 13); the Buffalo Chip TT on August 4th and Black Hills Half-Mile (Rapid City, SD) on August 6th before the re-arranged Cycle Gear Sacramento Mile August 10. The series then descends on Illinois for three races on the spin - the Peoria TT, August 17, the re-arranged Springfield Mile I on August 31 and the as originally scheduled Springfield Mile II the next day, September 1st. The 2019 series wraps up in September with the Williams Grove Half-Mile (Mechanicsburg, PA., September 9), the Minnesota Mile (Minneapolis, September 21) and the final round, the Meadowlands Mile, East Rutherford, NJ, September 28.

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

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Tucker 2020 Tires, Shop and Service Catalog

The 2020 Tucker Tires, Shop and Service digital flipbook catalog is now online, and for 2020 Tucker says it has added even more helpful information focused on tires, shop supplies and service essentials - "as well as the brands and products dealers need to help keep customers' powersports machines in top condition." New product highlights for 2020 include the MUC-OFF range of motorcycle cleaning products based on its 3-step clean, protect and lube program; a new combined BikeMaster, Shorai and Anti-Gravity Li-ion battery chart for quick product cross-reference and application reference; a new line of motorcycle and ATV inner tubes from Kenda; Maxima's new ProFilter premium oil filters with M-Pleat technology (larger filtration area and a greater capacity to hold contaminants - these are the same filters that Maxima include in their popular Oil-Change-in-a-Box program); Twin Power's new 'Shocker'



batteries - developed explicitly for V-twins - and redesigned performance, street, off-road and ATV tires from Duro. Printed versions of the 948-page 2020 Tucker Tires, Shop and Service catalog are being shipped to their dealers.

www.tucker.com

KB Super Duty 120" M-8 Pistons with 'Line2Line' Coating

New for 2019 from Carson City, Nevada based manufacturer United Engine & Machine (UEM) are these Super Duty Series KB pistons for 2017 and up 114 and 117" M-8s using stock cylinders bored to 4.125" with 11:1 compression ratio and generous valve pockets to accept 1 mm larger valves.

A hard anodized crown aids with heat deflection and corrosion from alcohol fuels. Top ring groove hard anodizing eliminates micro-welding of the ring to the groove and maintains a flat and smooth surface for best ring seal. They have round wire locks, premium Hastings 1.2 mm, 1.2 mm and 3.0 mm rings with a steel nitrile top ring with a ductile Napier second. These M-8 series feature 'Line2Line' abrasible coating as standard - applied to the thickness of the piston-to-wall clearance for a ZERO install



clearance. The coating abrades in on start-up to hone for the perfect fit per cylinder and eliminates piston rock for the best possible ring seal with no piston slap noise. The complete kits include two pistons, rings, pins and locks and are available for 120" applications from 4.125" bore up to 4.185" bore.

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Surflex 70th Anniversary

Italian clutch specialist Surflex first started manufacturing friction plates 70 years ago, and this year sees the company celebrating its 70th anniversary as one of the oldest clutch component manufacturers in the world. The company makes a wide range of OEM fitments, and offers distributors and dealers access to one of the most comprehensive make and model programs in the world - a program that goes back decades in terms of fitments for many of the more hard to source applications, as well as state-of-the-art clutches for late models.



Though best known for its Japanese and European brand street and off-road products, the company also offers a large range of replacement and upgrade steel and friction plates, kits and clutch baskets for Harley-Davidson and aftermarket V-twin applications. Manufactured in-house, using asbestos-free proprietary friction material blends, some including Kevlar or carbon fibers, the range includes applications for most 883 cc and 1200 cc pre-Evo, Evo and Twin Cam Sportsters and most of Harley's Big Twins, Buells, and V-Rods - in fact, Harley applications right the way up from 1941 - the Harley models that were current at the time the Surflex factory began production. From the start, the Surflex vision was to provide "the whole range of components and assemblies and to undertake all processes in-

house at Surflex, from design to machining. Indeed, as soon as the company was founded, a permanent research department was opened, which over the years has developed many important technologies, including organic and sintered material for linings." Surflex offers three groups of friction materials - organic, semi-metallic and sintered - which means it is able to offer a solution "tailored for every single use in, a really vast range." "More than one hundred mixtures are available in order to meet specific requirements, such as race, touring, cruiser, enduro or trial use, in bikes of any displacement. Some are designed to work dry, others in an oil bath; in one-plate, multi plate or centrifugal clutches in contact with steel or aluminum components, where abrasion must be reduced to the minimum level." www.surflex.it

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Dominic Clifford is New Global Motorcycle Sales Manager for Avon Tyres



Avon Tyres, the Melksham, UK based custom tire subsidiary of Cooper Tire & Rubber Company Europe Ltd., has announced Dominic Clifford as new Global Avon Motorcycle Sales Manager, responsible for worldwide sales, reporting to Jaap van Wessum, GM EMEA, Cooper Tire Europe. Clifford joins Cooper after eight years with Goodyear Dunlop Tyres Ltd., where he was responsible for motorcycle and motorsports tire sales for the U.K. and Ireland. Earlier in his

career, Clifford was employed for nine years by Triumph Motorcycles with responsibility for their global motorcycle accessory business unit. Clifford is an avid motorcyclist who in recent years participated in the Tuareg Rally, a seven-day race in Africa, and the seven-day Hellas Rally in Greece. He is a regular competitor in two of the largest events in UK motorcycle racing - the Weston Beach race and Welsh two-day Enduro.

www.avonmotorcycle.com

NEWS BRIEFS



Lane Splitter H-D in San Jose, California, has been sold by Jeffrey Soffer to become the 6th Harley store owned by Rich Gargano and Cliff Chester; it will be rebranded as San Jose H-D. Soffer also owns Stinger H-D in Medina, Ohio, and Alligator Alley H-D in Sunrise, Florida. Soffer is best known as a major league real estate developer in Miami. Gargano and Chester own multiple Harley dealerships, secondary retail locations and alternative retail outlets in California. The deal was masterminded by George Chaconas' Performance Brokerage Services. Chester also owns Gold Rush H-D, Elko, NV., Oil City H-D, Casper, WY. and Snake H-D in Twin Falls, Idaho.

Ducati won first place in the 'Concept Bikes: New Design and Prototypes by Manufacturers and Independents' category at the Concorso d'Eleganza Villa d'Este in Italy in May. They did so with the original and still much admired Hypermotard 950 Concept designed by Ducati's own Central Styling unit. This follows the Red Dot Award recently won by the Diavel 1260. First staged on the shores of Lake Como in 1929, the event is organized by BMW Group jointly with the Villa d'Este hotel.



Honda marks 50 years of Inline-Fours with Custom Specials at Wheels & Waves

Honda had twelve customized CB1000Rs from Spain, France, Switzerland and Italy on display the Wheels & Waves festival at Biarritz, France in June to mark the 50th anniversary of the iconic CB750 - widely acknowledged as the world's first superbike.

"In 1969, the Honda CB750 was a revelation. Pushing the boundaries at every level, not only was it the first mass produced inline-four 750 cc motorcycle, but it was also the first production motorcycle with an electric start and a disc brake as standard.



"Originally developed for the American market, with an ultra-competitive price point of only \$1,495, the CB750 set the tone for the next 50 years of motorcycling and is rightly heralded as the first

'Superbike'". The CB1000R was chosen as the basis of the tribute as it is the current is the flagship of Honda's 'Neo Sports Café' family.

www.wheels-and-waves.com

Sources: AMD, IDN, FT, Reuters, PSB, MPN, B&B, BDN, MCV, AP, Bloomberg, MWW



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NEWS BRIEFS

New motorcycle registrations in Germany for the YTD May were +8.551% at 63,719 units - the best first four months seen there since before 2009. The top selling model there YTD remains the BMW R 1250 GS (6,229 units), way ahead of the Yamaha MT-07 in second place (1,815 units). With now having seven models among the top 30 best sellers, it is no surprise that BMW has stretched its home market dominance still further, having sold 16,280 units in total YTD for a commanding 18.55 percent market share (up by +19.46 percent compared to the first two months of 2018

Record-breaking racer Zef Eisenberg survived a 195 mph scare to establish a new record for the Flying Mile at Pendine Sands in South Wales. Riding a specially made 400 bhp



supercharged Suzuki Hayabusa that was built and prepared by Eisenberg's MADMAX Racing Team, he set a two-way average of 182.40 mph on Saturday 6 April. The Flying Mile record was set by Sir Malcolm Campbell in 1927 at 174 mph in the famous Blue Bird car. Eisenberg raised that to 182.49 mph in a two-way average Flying Mile measurement that could have been higher if the engine had not blown up at a GPS recorded speed of 195 mph-plus.

BMW Motorrad increased deliveries of its motorcycles and maxi-scooters by 7.7% to 38,606 units (2018: 35,858 units) in the United States, setting a new Q1 record for the eighth year in succession. Revenues grew by +11.8% to €586 million (2018: €524 million). EBIT also improved significantly, rising to €89 million for the three-month period under report (2018: €77 million; +15.6%). The first-quarter EBIT margin came in at 15.2% (2018: 14.7%).

KTM increased its European market share to 12.3% in Q1 2019 with a registration increase of +22%, seeing growth in major markets such as Germany (+29%), France (+34%) and Spain (+20%). They were also up +30% in India. Contrary to initial estimates, the retail motorcycle market in Europe grew by around +20% in the first quarter.

Lectron Fuel Systems - Now Available from Tucker

Tucker Powersports has announced the addition of Lectron Fuel Systems to its list of offered brands. Best known for making strong, consistent power in sports like two-stroke motocross, enduro and drag racing, Lectron is no stranger to the 4-stroke market, and H-D kits in particular.

The American company began in 1974 by developing what were then two carburetor firsts: the flat slide and the flat metering rod. "Today, Lectron continues to build upon these innovations and supplies both professional racers and weekend warriors with technology that improves torque, horsepower and fuel economy while adjusting for atmospheric conditions."

In 2010, Lectron acquired new ownership and since that time has expanded its product line and refined its production processes. "They now focus on the total customer experience, delivering a superior product while providing world-class service."

Lectron carburetors are known for their simplicity, with no jets, and what is said to be the least parts of any carburetor. They

compensate automatically for a wide range of elevation and temperature changes and have the only metering rod fuel system with two circuits. "This means no harsh transitions compared to a jetted carburetor, while still having two independently adjustable circuits for bottom end and top



end. You can run leaner metering rods for crisp response off idle while making massive peak horsepower numbers." Lectron says its technology achieves better fuel atomization as the fuel coming off the metering rod is in much finer particles than fuel coming out of a jet. "This creates a much



more efficient and even burn, which helps make more power, uses less fuel, decreases emissions and helps prevent fouling spark plugs." The smooth, tapered bore design creates the "fastest airspeeds of any carburetor, which means improved throttle response. Unlike a choked down keyhole design, Lectron products are designed to flow the most air at the highest velocity and are the only carburetors with the fuel pick-up tube always under vacuum (on the engine side of the slide) - it's always full of fuel, and adjusting float height for throttle response is a thing of the past."

www.tucker.com

1970 Jawa 652 'Banana Frame' ISDT Wins Heritage Award

The AMA has been handing out awards again with the 2019 AMA Motorcycle Hall of Fame Heritage Award, presented at the Quail Motorcycle Gathering in Carmel, California, in May, going to a 1970 Jawa 652 'Banana Frame' ISDT owned by Chris Carter, the owner and President of Motion Pro.

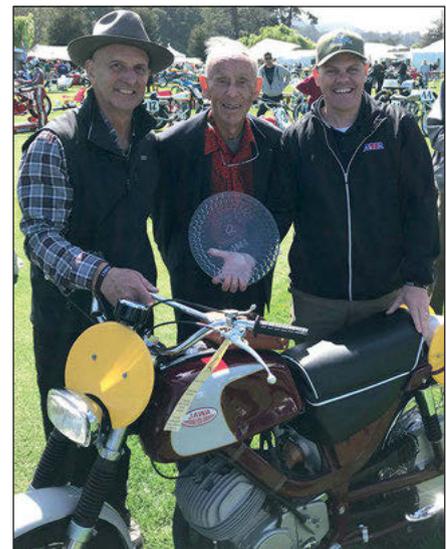
Carter was an International Six Days Trials rider in the mid-1970s - the event is now known as the FIM International Six Days Enduro (ISDE). Carter's Jawa is a 250 cc single cylinder two-stroke made in Czechoslovakia (now the Czech Republic). The model was dubbed 'Banana Frame' because of the large curved spars that make up the main

frame. This bike is one of 25 of the 250 cc machines built in 1970.

Also at the event, AMA President and CEO Rob Dingman presented the previously announced 2018 AMA Dud Perkins Lifetime Achievement Award to AMA Motorcycle Hall of Famer and Hall of Fame Legend Malcolm Smith.

Smith was inducted into the AMA Motorcycle Hall of Fame in 1998 and declared a Hall of Fame Legend in 2012. Throughout Smith's storied racing career and subsequent business and philanthropic ventures, he has been an advocate for the AMA mission and its programs.

americanmotorcyclist.com



From left: Chris Carter, Malcolm Smith and Rob Dingman

www.AMDchampionship.com

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



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NEWS BRIEFS

The Q1 ACEM registration statistics for the 28 member states of the EU show that, especially given the hype and the level of investment going into electric mobility, the levels of market take-up are still, actually, "shockingly" low. In Q1 only 13,553 electric motorcycles and mopeds were registered, only 2,295 of which were motorcycles. The largest market was France (4,307 units), followed by the Netherlands (2,598), Belgium (2,533), Spain (1,589) and Italy (766); France was also the largest market for electric motorcycles (581 units), followed by Germany (504), Spain (502), Italy (245), the Netherlands (150) and Austria (116).



Led by shops in Austria, Switzerland and Germany, calls are growing in Europe for the formation of an independent motorcycle dealer association. At present the only opportunities for dealers to organize are through their OE dealer groups. The mood music among over 100 dealers who attended the February meeting of the Austrian trade association's meeting was that up to a third of dealers could be facing threats to their existence.

In May Polaris CEO Scott Wine said that the Administration's proposed 25% tariff on imported Chinese componentry would be "downright



catastrophic in terms of its impact on the company and employees" claiming that they could cost the company a third of its net income. Meanwhile, at time of press, it was still unclear whether or not the EU plan for a massive retaliatory tariff attack on U.S. made motorcycle component exports to Europe was still on the cards or not.

Zero's Fully "Smart" SR/F



With a 3 kw rapid charger, prices for the Zero SR/F start at \$18,995



Described as "an unprecedented combination of industry-leading power, control and connection", Santa Cruz, California based Zero Motorcycles' SR/F is said to be their most "innovative and powerful" motorcycle yet.

The new streetfighter styled zero emissions motorcycle is said to be the first "fully smart" motorcycle, incorporating a "revolutionary" new operating system - Cypher III, building on the brand's 13 years of "industry-leading motorcycle and powertrain development, setting a new standard for premium electric performance."

The SR/F delivers 140 ft-lbs of torque and 110 horsepower. The bike is propelled by Zero's new ZF75-10 motor and ZF14.4 lithium-ion battery. "The compact powertrain boasts innovative air-cooling that increases longevity, eliminates most routine maintenance and effortlessly launches the SR/F to top speed. A single charge delivers up to a 200-mile range with the addition of Zero's Power Tank, which will be available fall 2019."

The Rapid Charge System works on the "large and growing" network of Level 2 charge stations and provides a platform that allows for up to three independent charging modules. This enables "unique adaptability and the fastest recharge capacity in Zero's line-up. With all three modules installed, the SR/F can charge from 0 to 95 percent capacity in one hour."

Features include a steel-trellis frame and concentric swingarm. "As much brains as brawn, the SR/F ensures the rider is in control regardless of conditions, thanks to Zero's new Cypher III operating system and Bosch's Motorcycle Stability Control (MSC)."

Cypher III acts as the central hub, integrating all systems on the

motorcycle to a "next-gen app and dash - everything is seamlessly connected for easy and intuitive control."

The SR/F is the first electric motorcycle to integrate Bosch's MSC system, recognized internationally for dynamic acceleration and improved stability regardless of road surface or conditions. Zero says that when combined with Cypher III, the MSC's "full capabilities are unleashed, resulting in best-in-class straight-line ABS and cornering brake control, traction control and drag torque control."

It is equipped with a dual radial front brake system, adding a level of control that makes shedding speed as effortless as building it.

The SR/F alerts riders regarding bike status, including interruptions in

charging and tip-over or unexpected motion notifications, and is equipped with a "Find my Bike" function. Riders can remotely set charging parameters, including Targeted Charge Levels, notification of State of Charge (SoC), Charge Time Scheduling and Charge Tracking. Riders can also gather, relive and share extensive data about their ride through the app.

New updates and diagnostic capabilities will be available, and "the benefits of connectivity are offered free-of-charge for the first two years." With a 3 kW Rapid Charger, the Xero SR/F starts at \$18,995 USD. The premium SR/F model with 6 kW Rapid Charger, fly screen, heated hand grips and aluminum bar ends is \$20,995 USD. Both models began shipping to U.S. dealers in May.

www.zeromotorcycles.com



Keeping Those Evos Running

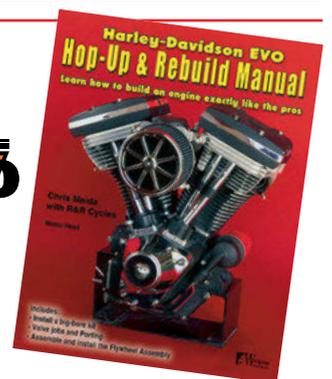
Written by Chris Maida, who put in nearly 20 years as editor for American Iron Magazine, with help from the crew at Manchester, New Hampshire based performance specialists R&R Cycles, this book shows the reader not what to build, but how to build a "rockin' Evo-style engine."

Publisher Tim Remus says: "The Harley-Davidson EVO, Hop-Up & Rebuild Manual is a must-have for anyone who wants to put a wrench to an Evo - each section covers a specific sub-assembly of an Evo motor. The reader can pick and choose what chapters they need at the time, be it installing a new camshaft or

installing a top-end kit.

"For anyone planning to build an Evo that combines power with durability, this book provides detailed photo sequences that show every part of the building or rebuilding process. The crew at R&R Cycles shows how to assemble the bottom end, gearcase, cylinders and pistons and cylinder heads.

"If you're a rider or shop owner looking to do more work on the Evo V-Twin, this is the book you need. From a simple rebuild to a complete scratch-build, the how-to information and photo sequences you need are right here."



At 144 pages with 300+ photos and published by Wolfgang Publications (WolfPub), the "Harley-Davidson EVO Hop-Up & Rebuild Manual" (ISBN, 9781941064337) retails in the United States for \$29.95.

www.wolfpub.com

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

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NEWS BRIEFS

The Motorcycle Industry Council (MIC) in the United States has re-elected well known motorcycle advocate Paul Vitrano of Indian Motorcycle/Polaris Industries as its chairperson, Chuck Boderman of Honda as vice chair and Jim Woodruff of National Powersport Auctions as secretary/treasurer. The 12 directors also retained/elected Tim Buche as MIC President and CEO. Buche has served as the leader of the MIC's staff since 1996. Jeff Brown of EagleRider motorcycle rentals and Tim Calhoun of Helmet House were recently elected new members of the board. Established in 1914, the MIC HQ is in Irvine, CA., with a government relations office in Washington, D.C.

BMW has announced that it produced its 3 millionth motorcycle at the Spandau, Berlin factory in April this year - a S 1000R. The facility, which has 2,100 employees, started producing motorcycle components in 1939. BMW



switched complete production of all bikes there in 1969. One million motorcycles have been produced there since 2011. BMW also has motorcycle production facilities in Brazil, Thailand, China and India.

While recent research suggests that 47% of consumers in the Netherlands would consider switching to some form of Electric Mobility for commuting in the future ('Pedelecs' mostly), such survey findings are still decades away from getting the showroom doors swinging. Market acceptance is especially soft in the major markets - some 39% would do so in Spain, 33% in Italy, but only 21% in Germany, 15% in France and as few as 11% in the UK.

INTERNATIONAL DEALER NEWS MAGAZINE

According to International Dealer News (IDN), motorcycle registrations for the 'Big Five' largest motorcycle markets in the 28 nation EU accounted for 84.2% (206,386 units) of the total number for Q1 (244,991 units). The next largest markets with over 1,000 units registered were, in descending order, Belgium (6,519), Portugal, Greece, Austria, the Netherlands, Czech Republic, Sweden and Poland (1,356).

HardDrive Announces Distribution of TBR V-Twin Exhausts

Boise, Idaho based HardDrive American V-Twin Parts Distribution has announced the expansion of its partnership with TBR and will now be offering the brand's full V-twin exhaust and accessory line.

"I'm excited about the opportunity to have HardDrive on board. All the members of the HardDrive team have been pushing hard to bring quality brands to their dealers, and the effort is paying off. I feel TBR will be represented very well with this new partnership", says Mark Jacobs, President of Two Bros Racing.

"HardDrive is committed to furthering our relationship with TBR by distributing their V-twin line through our warehouses," National Sales Manager Ronnie Wehr explained. "TBR is a trusted brand that aligns perfectly with HardDrive."

In additional news, HardDrive has also added the full range of the Cyron Motor's LED lighting range and has moved to update its 2019 main catalog with a supplement catalog for dealers. Featuring "hundreds of new products including exhausts, headlights, skid plates and much more," featured companies include TBR, Cyron Motor and Pathfinder LED among others. "Our 2019 supplement is the perfect resource for dealers to do a mid-year stock up with products that have since been added to the HardDrive program.

"We build the supplement to ensure that no matter where a dealer is at for the year, they have the opportunity to stock some new HardDrive products," explained HardDrive Product Director Gunnar Heinemeyer.

"We are constantly expanding brands and products throughout the year."

HardDrive is the specialty American V-Twin division of Western Power Sports (WPS) and offers V-twin products to dealers throughout the United States nationwide through its Boise, Idaho headquarters warehouse and regional distribution centers located at Fresno, California; Memphis,



Recent new products from the Santa Ana, California based manufacturer Two Brothers Racing include a ceramic black H-D Street 500/750 'Comp-S' full exhaust system that delivers "top-end horsepower improvements" and 'Shorty' turn out 2-into-1 full systems for Dyna and M-8 Softails available in stainless, black or polished "light weight stainless steel systems with CNC machined billet aluminium turn out end-caps and head shields".



Tennessee; Elizabethtown, Pennsylvania; Ashley, Indiana and Midlothian, Texas. Meanwhile WPS is nearing completion of its Boise, ID. corporate HQ warehouse expansion, adding 105,000 sq ft - just one of several growth driven increases to its distribution space footprint planned at this time. "The new space will be used for

overstock to feed a new expanded pick module to get more products out faster and to meet the growth in demand we are continuing to see," says WPS CEO Craig Shoemaker. "This will bring the WPS headquarters to over 380,000 square feet, with the new office expansion being completed by spring 2020." www.hdtwin.com



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

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Rake It, Brake It, and Slam It with HHI!



Rake It!
New Softail Triple Trees

Now available for the New 2018 & up Softail models, Triple Trees for the Fatboy, Slim, Deluxe and Breakout are here and ready to go. The Trees come in 4 degree rake for 21 and 23" wheel upgrades and 6 degree for a 26" wheel upgrade.

As always HHI Triple Trees are available in Show Chrome or Black – Complete & ready to install.

Slam It!
AirFx New Softail Shocks and Controllers

The NEW, Patented AirFx Mono Tube Air Suspension system leads the way with ride, comfort, adjustability and fit. The No Air Bag Designed, Mono Shock features a dual piston design, with a Black Hard Coat Anodized finish, Adjustable Rebound Control and outstanding Ride Control.

Brake It!
New 4 & 6 Piston Calipers



HHI's leading family of Differential Bore 4 & 6 Piston calipers just expanded again. We now have calipers for the exciting New Softail range of bikes, the 2006-17 Dyna, 2012-17 Victory Touring Bikes, 2012 & up Indian motorcycles and a new series of Dual Caliper Kits for Touring Bikes optimized for precision braking and balance in dual caliper applications.

As always, the HHI Direct Bolt on Calipers are exquisitely finished in Show Chrome, Black or Blaze Red and come complete with hardware and a pad set ready to go. HHI calipers are inherently strong, rigid and fit popular 11.5, 11.8, 13, & 18" applications.

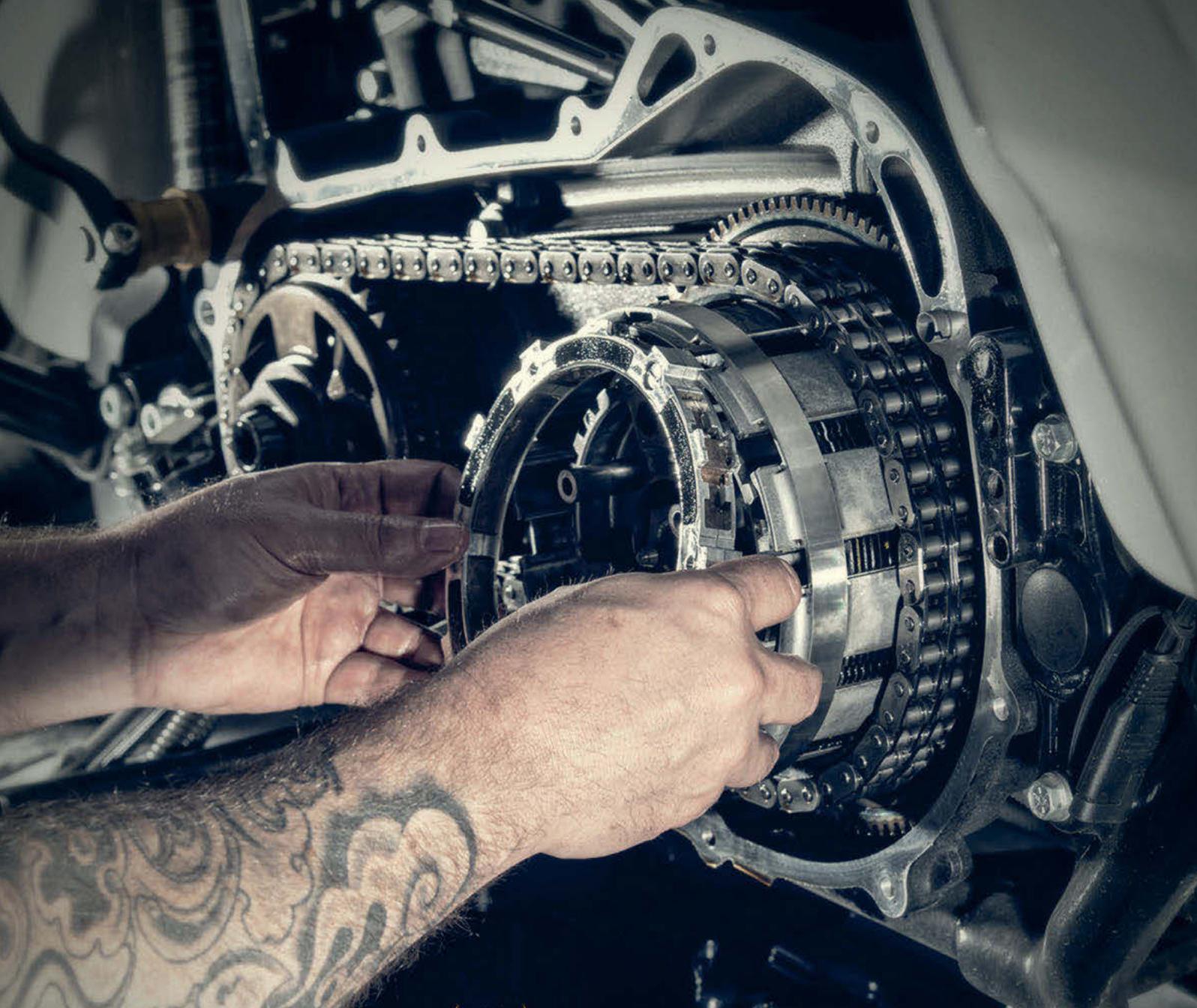


New Softail 2018 & Up Forward Controls

The 2018 Softail custom Forward Controls from HHI are now available. Delivered in Show Chrome, Black and Shadow Cut with several custom arm choices and peg styles, they come in Standard or Extended length. Build your new Softail right, add the best from HHI!

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Rising Thunder Custom Bike Show Lithuania June 1st, 2019



This was the first year for the AMD World Championship of Custom Bike Building at the Rising Thunder Show in Lithuania, in a biennial pattern that will see it alternate with last year's European Baltic States affiliate event - MC XIII's Custom Bike Show (June 2018) at Cesis in Latvia. Staged at Taurage, Lithuania this year by Twins Forever MC, the event was first held in 2011, and in addition to privateer and shop-based customizers from Latvia and the other Baltic States, drew competitors from Poland and Germany. Tom Danius, President of the

like the growth will gradually continue. "Affiliating with the AMD Championship gives our 'local' custom community the opportunity to reach a wider audience, to have their work appreciated internationally, and we are sure that the opportunity for winning builders here to participate in the 'AMD' on a world stage in Cologne will drive that growth still further, and further evolve ideas and craftsmanship that customizers here aspire to." The show is part of the city festival - an example of the growing number of cooperation



between municipal managers and moto clubs throughout Europe. It was on the suggestion of city leaders that the event was not only organized in one of

the central squares, but was completely free, with a welcome for everybody.

To mark Rising Thunder becoming part of the AMD World Championship, this year's event was hosted by industry veteran, rider, author and photographer Onno Wieringa. When asked about the event, Onno said: "The show was great. The organization was excellent. The friendship of the organizers, competitors and everybody I met from Taurage was awesome. The international lingua franca of custom bikes breaks down the language barriers and creates one big connected community with shared passions."

Three participants from this year's Rising Thunder Custom Bike Show have been invited to the 'AMD' at INTERMOT Customized in October 2020 - the winner and 'Best In Show' was 22 Moto with a customized 1,000 cc 1973 Ironhead XLH 2000, with many handmade components including the exhaust, oil tank (including pipes), air intake system, handlebar and footrests. Additionally, the drivetrain was converted from belt to chain; the carburetor and intake manifolds were by S&S.

22 Moto wins the main €2,000.00 prize to cover transport and associated expenses to compete - along with two additional customizers who received an AMD special invitation for their work - qualified for free entry into the AMD World Championship (and a package of VIP privileges and benefits), and we also look forward to welcoming 'Tommy and Sons' (also Best Bagger and the 'Public Choice' winner), and Motorest Custom.



Best in show - 22 Moto with a customized 1,000 cc 1973 Ironhead XLH 2000

Twins Forever MC, said that "the leading customizers elsewhere in Europe have many opportunities to have their craftsmanship recognized, but we started Rising Thunder so that the craftsmanship of 'local' customizers could be seen by 'local' enthusiasts.

"Like elsewhere, the quality and number of custom bikes being built here, and of the 'mild to wild' customizing that is taking place in general, has been improving and growing. Rising Thunder not only showcases the work that we are now seeing emerge in Lithuania, but gives new generations of enthusiasts the opportunity to get inspired and get involved."

"We have definitely seen that the number of those who wish to participate and present their ideas has been growing since we started the show, and it looks



Tommy&Sons won Best Bagger with a Harley-Davidson FLHTKSE



Motorest Custom also won free entry into the AMD World Championship

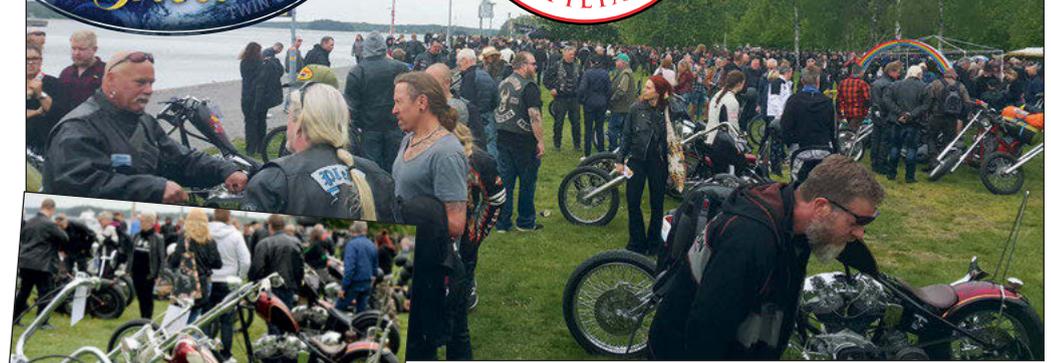
Custom Bike Show Twin Club, Norrtälje, Sweden, June 1st 2019



Twin Club MC celebrated its 50th anniversary by staging the 45th annual Custom Bike Show at Norrtälje, Sweden, featuring 200 bikes entered in six classes.

This was the fifteenth year of affiliation for the longest established AMD World Championship of Custom Bike Building affiliate event, and over 7,000 visitors and 4,000 bikes from around Europe braved the rain and came to enjoy a weekend that is internationally renowned for the quality of bikes seen there.

Competing builders travelled from across Scandinavia and Europe, with bikes coming from Switzerland, France, Latvia and the Netherlands as well as



Charlie Swordson, Falun, Sweden



Wild Card: Peter Forsberg, Brooklyn Choppers Garage, Gävle, Sweden – "Aerium"

the regular attendees from Sweden, Denmark, Norway and Finland. Reflecting the increasing international flavor of the event, 30% of the exhibitors and half of all winners were from outside Sweden.

Three separate judging systems are used to determine the winners, with a jury of industry professionals deciding on three World Championship affiliate prizes, with the competitors deciding the class prizes, and a Public Choice winner, fittingly won this year by Twin Club President Micke Sandberg for his Harley chopper.

Following the success of the merged "Modified Standard" (including all OE stock models) and "Racer" classes introduced last year, these were retained and an additional "e-Custom" prize introduced for electric powered bikes. Three bikes were eligible for the prize, which was won by Anders Theo for Aliquis A1E, a street legal electric racer, also featuring hub-center steering.

This year's jury, which included Indian Motorcycle's Director of Product Design Ola Stenegard, renowned photographer Michael Lichter and

AMD World Championship prize winner Peder Johansson of Hogtech, selected three AMD prize winners, who will all be making their World Championship debut next year. Charlie Swordson, from Falun, Sweden,

is better known for his work on cars, but won the jury's first place vote for his classic Swedish style long fork Harley-engined chopper. Second place went to Mikka Takala from Finland for his Harman girder front end Harley chopper "Personal Jesus", and third place to Daniel Andersson from Borlänge, Sweden, for his Norton 961 engined cafe racer "Darton".

All three winning builders win expenses to compete at the 14th annual AMD World Championship of Custom Bike Building, which will take place at INTERMOT Customized in October 2020.

The entry which attracted most interest at the show, however, was Custom class winner "Aerium", built by Peter Forsberg of Brooklyn Choppers Garage, of Gävle, Sweden - a steampunk styled "art bike" which runs on compressed air.

The jury was impressed enough with the innovation shown to offer Peter a "wild card" invitation to Cologne in addition to the three World Championship prize winners.

Our thanks, as always, to Twin Club MC for their meticulous organization, Custom Chrome Europe, Motorcycle Storehouse and Zodiac International for their support of the event, and the City of Norrtälje authorities for their biker-friendly attitude and use of the Central Park for the event.



Mikka Takala, Finland – "Personal Jesus"



Daniel Andersson, Borlänge, Sweden – "Darton"



'Republic of Texas' Biker Rally AMD World Championship Affiliate Austin, Texas, June 13-16

The 'Republic of Texas' biker rally is the latest U.S. custom bike show event to affiliate with AMD as an official qualifier for the AMD World Championship of Custom Bike Building - the three-day show was presented inside the Russ Brown Builders' Tent with rolling art, custom bikes and builders.

The 'ROT' has put up over \$10,000 in cash and prizes in three classes, with the winner of the FreeStyle class receiving \$10,000 in expense money to compete at the AMD World Championship of Custom Bike Building at INTERMOT Customized,



Larry Moore with 'Problem Child'

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AMD FREESTYLE CLASS

1st Place	Larry Moore
2nd Place	Todd Gilbertson
3rd Place	Tim Scates
4th Place	Mark Miller
5th Place	Erik Medina

CUSTOM STREET CLASS (1985 AND LATER)

Winner	Karen Moore
Best Harley	Cowboy's Alamo City H-D

CUSTOM CLASSIC (1984 AND EARLIER)

Winner	Tim Scates
Best Chopper	Todd Gilbertson
Best Bobber	Hunter Little
Best Cafe	Cliff Waxman



Cologne, Germany, in October 2020. In an innovative move, the 'ROT' has included a 10' x 10' booth space in the \$50.00 registration fee (plus 2 x 4-day tickets) for the iconic AMD "anything goes" Freestyle Class - where the only limitation is the builder's imagination. In another forward-looking move, the class structure included a Garage Builders Open Class and two Custom Street Class divisions.

The Garage Builders Open Class was for fabricators who primarily wish to show in order to promote their business, rather than compete - also ideal for any 'Garage Builder' wanting to show off their talents and maybe prepare for competitions in the future.

The two divisions of Custom Street Class were designed to offer contemporary and 'Retro' opportunities. For Division One, the startpoint for the build had to be a 1985 or later major OEM engine and frame as base (or 1984 EVO and later H-D platforms).

The build had to maintain the original engine cradle configuration, but the neck could be cut to rake or stretch the frame. Hard tail sections and wide tire alterations were permitted.

The second Custom Street Class division was for 1984 or earlier OEM engines (no replica engines) in custom or stock modified frames.

Judging was by builder peers and

industry VIPs. The AMD FreeStyle class was based on a 100-point system and the classes were builders' choice.

Jerry Bragg, 'ROT' rally owner and founder, said of the affiliation: "We had an incredible turnout. It was the first year for us hosting the AMD qualifier at the rally. The three-day show brought some of the world's most famous custom builders competing for the show, a first in Texas. We are proud to be sending the winner, Larry Moore, with \$10k in prize money to go on and represent the U.S. in Germany. We're all rooting for him!"

Bob Kay, North American AMD Director said: "The atmosphere and

excitement in the Russ Brown Builder's Tent was contagious for all walking through. This diversity of art history and motorcycles combined is the new standard for lifestyle events."

Larry is no stranger to the 'AMD' in Cologne, having competed and finished 4th in 2016 with the much admired "Kontrolled Kaos" Shovelhead. At 'ROT' he scooped the win with 'Problem Child' - Larry built the frame, cut the wheels to his design and hand formed all the sheet metal. Second place overall, and Best Chopper was won by Todd Gilbertson with a "super clean yet heavily customized KZ 1000" with a nod to vintage drag racing. Third place and Custom Classic (1984 and earlier) win went to Tim Scates with his beautiful engraved and detailed Cone Shovelhead. The win in the Custom Street Class (1985 and later) was taken by Karen Moore, Best Bobber by Hunter Little, and Best Cafe and People's Choice by Cliff Waxman.

www.ROTally.com



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Barnett TBW Extensions for Baggers

For taller Bagger handlebar installations where the throttle-by-wire (TBW) needs to be extended, Barnett's plug-&-play TBW extensions "make installation easy," according to the Ventura,



California based manufacturer.

There are no individual wires to mess with and no soldering or modifications are required. They are available in lengths of 8", 12", 15" and a 20" extension with a bare end for routing through sharp handlebar bends ('08-'15 only).

Available for '08-'15 FLs (except CVO/SE) and all '16-'17 models using throttle by wire.



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Chubby 1.25" Bagger Low 'Bar

"Combining maximum comfort with attitude, these Chubbys not only make your bagger look badass, but you sit up straight and feel way better when riding," says Nate Schultz. "The bagger low Chubby has a 7" height when mounted on the bike and gives about 13" of pullback while being 34" wide (grip to grip).

"Like all Chubbys they are drilled for internal wiring - they are made with the same double wall construction as all our other Chubbys with 1.25" diameter tubing. We take special care in the manufacturing process to make sure the inside corners are smooth so the electrics doesn't get hung up during installation. They are designed to give a much more comfortable wrist angle than the stock handlebar."

Designed to fit all H-D bagger models, they work with stock cable lengths on 2014 and up baggers and are available in show chrome, Satin black powder coat, gloss black or a raw finish. All Wild 1 products are 100% made in the USA.



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Weld-On Hardtails for 1982-2003 XL

Brunswick, Ohio based Lowbrow Customs' Hardtail frame for 1982-2003 Sportsters is said to offer "an absolutely perfect fit for those builders looking for the classic styling of a rigid frame with an ease of install and at an affordable price."

Celebrating the 15th anniversary of the business he started with brother Kyle, Tyler Malinky says "these hardtail frame sections are a 3 inch stretch and 1 inch drop compared to a stock Sportster. This means axle-to-axle the hard-tailed bike will be 3" longer and have 1" less ground clearance.

"This is the perfect blend of style and performance. Every aspect of these frames has been engineered for the ultimate in strength and style."



They accept the stock rear wheel and axle, and include slick, custom axle adjusters." The frames are 100% professionally TIG welded and made in Cleveland, Ohio, USA.

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'Slamtail' Mono Shock Lowering Kit for M-8 Softails

Back in 2015 AMD Magazine featured an all new rear suspension lowering system for all Twin Cam Softail Harley-Davidson motorcycles from 1999.

Called 'Slamtail', it is designed and manufactured in Australia. The brainchild of ex-Formula 1 senior suspension design engineer Ken Rutherford (who numbers the Benetton F1 team among his impressive credentials), Rutherford says that on returning to Australia after his F1 career "an old friend and mentor asked me what I was going to do and mentioned that the Harley-Davidson Softail suspension design offered an opportunity for me and my skill set, and suggested I have a good look at it and see if I could enhance it."

Well, the results were an internationally respected alternative to the conventional "airbag" type kits in which 'Hydraulic Rams' were used. Slamtail reused Harley's OEM spring and shock units, rather than scrapping them, therefore offering better value than some other systems, with the original ride quality retained and no change



'Slamtail' mono shock ram shown at lowest height

to damping and spring rates.

With the eventual demise and replacement of the Twin Cam chassis/engine combo in MY 2017, Harley has engineered a new mono shock rear suspension platform with the M-8 Softail. In response, Slamtail has developed a new rear suspension lowering system for the M-8 mono shock Softail range for wide and standard frames.

With the system fully raised, the ride quality and suspension travel is the same as the OEM original, and the system re-uses the OEM Showa shock unit, replacing the OEM coil spring with a bespoke high-stress steel tapered wire coil spring with a progressive rate. The Slamtail-equipped bike can be ridden at any height whilst still retaining the stock ride comfort.

The new system lowers the ride from stock height to an absolute minimum, with supplied polyurethane bump-stop installed. An additional 10 mm of preload adjustment is available for specific rider/pillion demands.

Among the changes in ownership and riding



Vice-mounted spring compressor assembly for 'Slamtail' fitment, or any work required on the M-8 Softail mono shock assembly



Softail shown at maximum lowered height - the mechanical limit on the replacement polyurethane bump-stop

experience expectations that have matured in the past few years, the trend is for rider 'creature comforts', and the new 'Slamtail' mono shock Softail upgrade is 'right there' with advanced features such as ride height control via key-fob or cylinder head mounted on-board toggle switch. The standard kit includes the hydraulic power unit, mono shock hydraulic ram, on-board toggle switch, two remote control key-fobs, new polyurethane bump-stop (to replace the OEM bump-stop) and a 'C' spanner for manual static coil spring preload adjustment.

A new side stand mounting clevis is also included in the standard 'Slamtail' kit, for use with any aftermarket lowered M-8 Softail (including all air systems). It replaces the OEM side stand clevis, and allows the



ST5 'Slamtail' mono shock assembly



Side stand mounting clevis for lowered suspension



Power unit installed behind transmission



ST5 mono shock system handlebar-mounted key-fob

bike to be safely lowered without falling over.

Optional kit extras include handlebar-mounted key-fob bracket and dummy preload adjuster knob to replace the original preload adjuster knob, filling the hole left in the RHS side cover left by the adjuster knob.

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LEGEND SUSPENSIONS: AXEO21 Fork/Spring Cartridge Kit,
12" Revo-A Anodized Rear Shocks

REKLUSE: TorqDrive Manual Clutch Kit

S&S: Mini Teardrop Stealth Air Cleaner Kit¹,
El Dorado Thruster True Dual Exhaust System²

SADDLEMEN: LS Step-Up Seat

TRASK PERFORMANCE:

Double XL Brake Rotors, Assault Skid Plate

Check out more details on this bike at various rallies and events throughout the year; or go to DRAGSPECIALTIES.COM/BIKE-BUILDS to view the complete parts list.

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¹ EXEMPT per CARB E.O.# D-355-24

² EXEMPT per CARB E.O.# K-010-01

Drag Specialties Additions

Predator III



The seat area of the Drag Seats Predator III driver's seat has a 7" tall support and is designed narrower at the front for better leg clearance. A molded polyurethane foam interior provides maximum comfort, a thermoformed ABS seat base gives the perfect fit, while the carpeted bottom and rubber bumpers protect paint. Seat covers are automotive-grade vinyl and available in smooth or double-diamond stitch with black, silver or red thread. Available for '18-'19 FLHC/FLHCS/FLSL and FLDE models.

Fork Boots



Drag Specialties now offers fork boots in a variety of sizes to help minimize damage, with durable, high quality rubber protecting the forks. They fit 39 mm, 41 mm and 49 mm diameter tubes and come in sizes ranging from 5" to 9" long. Easily installed, they are sold in pairs with a set of zip ties included.

Saddlebag Guards/ Support Kits



For '09-'13 FLHX/FLTR model saddlebags, these Drag Specialties saddlebag guards and support kits feature 7/8" guards and under-saddlebag supports. With all hardware included, kits are available in chrome or gloss black finishes.

5" Programmable Electric Speedometers

These 5" speedometers are plug-n-play ready with programmable speed display. Warning lights and low-fuel light functions can also be displayed if previously programmed on the OEM speedometer. The odometer can also display the mileage from the previous speedometer. Faces are available in black or



white with readouts in either mp/h or km/h. They fit '04-'13 FLHR, FLXST/FLST and FXDWG models.

Battery Cable Kits



Drag Specialties battery cable kits are now available for '65-'92 Dresser, '84-'88 Softail and '82-'88 FXR models. These kits contain all the cables necessary for OEM cable replacement. Manufactured with pure electrolytic-grade, 36-gauge tinned copper strands for flexibility without sacrificing current transfer; engineered for maximum current boost to the starter motor.



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Battery Tender Li-ion with BMS and Activation Switch

Available exclusively in the United States through Parts Unlimited and Drag Specialties, Florida based Deltran's new Battery Tender brand next generation Lithium batteries are said to be "safer, smarter, lighter weight and deliver longer battery life," according to Clinton Green, VP Sales for North America.

"The advantages of Lithium-ion batteries are immense," says Clinton. "Increased fuel economy, a constant current compared to the variable current you can get from AGM batteries, up to four times longer battery life and a 99% more efficient charge and up to two times lighter than the equivalent conventional battery are just some of the most obvious advantages." Features of the Battery Tender Lithium include quad terminals providing for accessory hook-up options; Smart Battery Management System (BMS) that monitors, optimizes and protects the battery; a battery activation wire that connects the battery activation switch to the BMS; a fireproof coating for thermal protection - an engineered mechanism that supports high current flow during voltage discharge - and an IP67 water and dust resistant bottom case with high melting point.



The BMS detects possible overcharge or discharge and will shut off the battery to prevent permanent battery damage; the user can reactivate the Lithium battery by pressing the battery activation switch on the quick disconnect cable to allow the battery to be charged again - with a Battery Tender Lithium-specific charger. The quick disconnect cable has three terminals - one to positive, one to negative and the third to the battery activation switch.



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Forward Controls for Indian Scout Bobber



Italian parts and accessory specialist Free Spirits has started to branch out from its core specialties of parts designs for Sportsters, Buells and Triumph models with parts for Indian models, and these new billet aluminum black anodized forward controls have been specially designed to fit the Indian Scout Bobber.

With ergonomics as top priority, Free Spirits says they offer a "range of possible rider positions, perfect for custom fitting and created to satisfy the needs of customers - to make them feel even more comfortable on the motorcycle."

They are 60 mm (2.365") extended forward controls "for those riders that require more leg room" and use the OEM master cylinder and brake line. They come with folding footrests, ship with shifter rod and all hardware, and are a fully reversible, fully serviceable install that is designed to be easily mounted without disconnecting the brake system.

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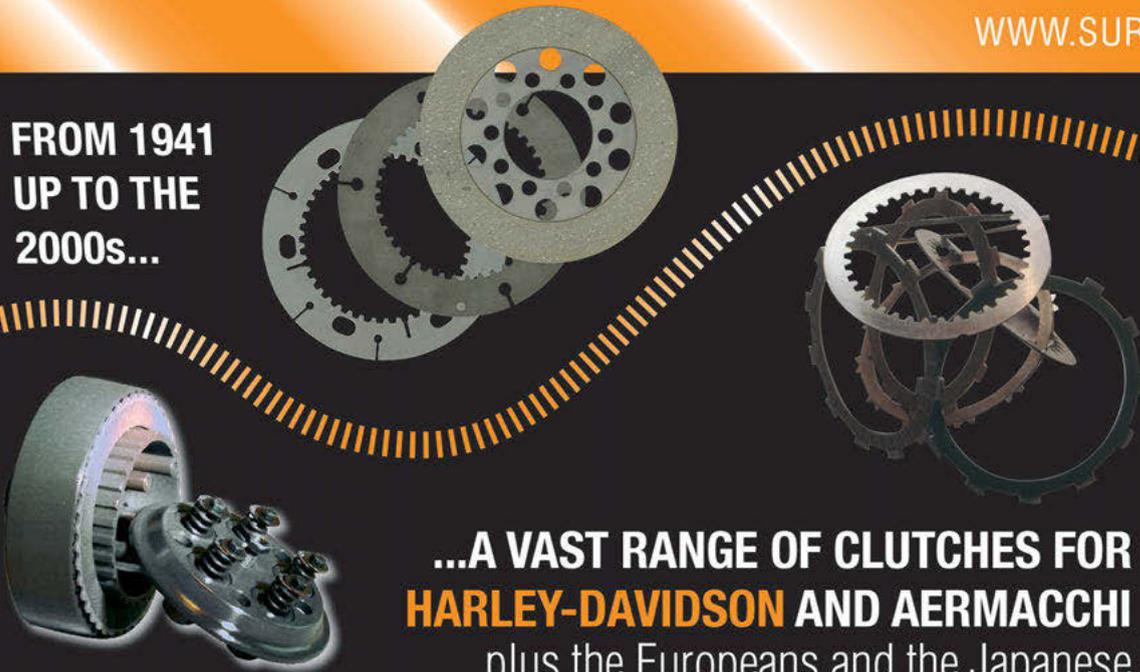


Celebrating its 60th anniversary this year, Brooks continues to expand its product range with the G332 - a "classic fingerless glove" with added features. It has a built in hard knuckle for added protection, padded GEL palm for rider comfort, reflective piping for added visibility and adjustable hook and loop closure for perfect fit. Brooks Leather Sportswear, USA, www.brooksleather.com



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Müller 'Hydro Clutch'

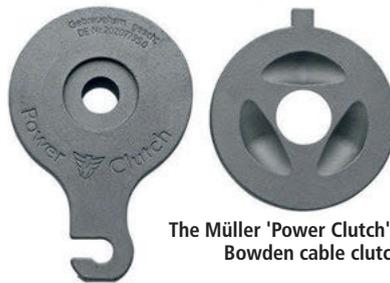
The Müller 'Hydro Clutch' (Müller Motorcycle AG, Germany) is a newly developed clutch relief specially adapted for the hydraulic couplings on Harley-Davidson Twin Cams, M-8 Tourers and Softails.

The lever-pull improvements quoted by founder's son and CEO Fabian Müller are quite startling, with 35% less lever effort required on Twin Cams and 45% less on M-8 models. Mounted quickly and invisibly, the 'Hydro Clutch' is said to be maintenance-free, and as well as reducing lever effort, it improves the precision with which riders can operate and control the clutch, which can improve the durability and service life of the clutch and the gears in the transmission.

Based near Ingolstadt in Bavaria, Germany, Fabian Müller's father Werner Müller "has game" where clutch products and other



'Hydro Clutch' - the Müller easy clutch device for hydraulic clutches



The Müller 'Power Clutch' for Bowden cable clutches



Fabian Müller introduced the 'Hydro Clutch' prototype at the 2018 CUSTOMBIKE show

inches and heavier clutches of late model Harleys.

Replacing the OEM part on 2016 FLSS, FLSTBS and 2014 and up Touring models, including the M-8s, the increased "sensitivity and feel" improves the controllability of clutch operation and also therefore contributes to better handling and safety - especially in heavy traffic and urban/suburban riding conditions.

MÜLLER MOTORCYCLE AG
 Koenigsmoos, GERMANY
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innovative parts designs are concerned - the Müller 'Power Clutch' was a major step forward at the time of its launch in the 1990s, but the 'Hydro Clutch' advances the story to another level, tuned for the bigger

KB 120" M8 PISTONS

NEW KB SUPER DUTY M8 PISTON SERIES Featuring LINE2LINE COATING

New 120" M8 Super Duty Pistons fit 2017 - current year Harley Davidson 114" & 117" Milwaukee 8's using stock cylinders bored to 4.125", 11:1 compression with generous valve pockets to accept 1mm larger valves.

KB M8 Series Feature:

- Hard Anodized Crown aids in heat deflection and corrosion from alcohol fuels
- Top ring groove Hard Anodizing eliminates micro-welding of the ring to the groove and maintains a flat and smooth surface for best ring seal
- Round wire locks
- Premium Hastings 1.2mm 1.2mm 3.0mm rings
- Steel Nitrile top ring with a Ductile Napier Second

M8 Series Features Line2Line Abradable Coating standard. Line2Line is applied the thickness of the piston-to-wall clearance for a ZERO install clearance. The coating abrades in on start-up to hone for the perfect fit per cylinder, and eliminates piston rock for the best possible ring seal with no piston slap noise.



Complete Kits Include 2 pistons, rings, pins and locks.

Part No.	Description	Bore
KB542LCA.STD	M8 120"	4.125" Bore
KB542LCA.010	M8 120"	4.135" Bore
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KB542LCA.030	M8 120"	4.155" Bore
KB542LCA.040	M8 120"	4.165" Bore
KB542LCA.060	M8 120"	4.185" Bore

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ProBEAM Dual Intensity LED TriBAR

Distributed by Drag Specialties, Youngsville, North Carolina based Custom Dynamics has designed this ProBEAM LED TriBar "from the ground up using the highest quality automotive LEDs and modern light pipe design."

Custom Dynamics premium line of aftermarket LED TriBar running and brake lights "now provides increased side visibility to maximize safety through modern technology for Harley-Davidson motorcycles."

"ProBEAM LEDs illuminate a constant-on running

light and provide a full intensity brake light." Backed by the Custom Dynamics Lifetime LED Warranty, fitment is available for H-D Street Glide, Street Glide Special, Road Glide, Road Glide Special, and Road King Special models (does not fit CVO models).

CUSTOM DYNAMICS LLC
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www.customdynamics.com



'Cherokee' for Softails

The 'Cherokee' from noted Californian seat manufacturer Le Pera has "a pure bobbed and chopped throw-back style with King/Queen lines and awesome back support." According to design guru Bob Le Pera Jr, "this seat offers your Softail customer timeless style and comfort for the hard miles on full day trips."

It features 11.5" of rider seating area and 7" for the passenger. Standard options include smooth, diamond and pleated stitch patterns, and it fits '84-'17 Softails.

Still handcrafting all its seats at their North Hollywood, California headquarters after 47 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. Stitching choices and additional options such as Biker Gel, leather seating and full leather are all detailed in the 2019 Le Pera catalog which is available online - printed copies are available to dealers by request.



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Heavy Duty Axle and Adjuster Kits - '02 and Later Dressers

Known for its high-quality parts and accessories for American V-twins, Twin Power has added these new heavy duty axle and adjuster kits for 2002 and later Dresser models, including 2019 M-8.

Featuring a solid stainless steel axle machined from 316 material that will not rust or seize to the wheel bearings, the adjusters are hard chromed steel with 4140 steel adjuster screws. All additional hardware is Grade 8 and installation tools and instructions are included

"The high-performance Bagger scene is exploding," says James Simonelli, Twin Power Brand Manager. "Large displacement engines, turbos and superchargers are becoming the norm. These mods will easily overwhelm the stock belt drive and snail cam style adjusters and typically also require a chain drive conversion kit.

"In addition to the extra strength, these kits also allow a greater range of axle adjustment and are a perfect addition to our popular cush drive chain conversion kits. They are also priced more reasonably



than many of the other kits on the market, but give you the quality that you've come to expect from Twin Power."

Kits are 100% USA made and simple to install with only a minor spotting and drilling modification required.

Also seen here, these new Twin Power replacement fuel pump kits feature all the components necessary to rebuild the O.E.M. fuel pump module, including pump, filter, hoses, clamps and wiring harness as needed.

James Simonelli explains: "Ethanol fuel

blends can really wreak havoc on American V-twin fuel systems. Extended periods of storage further compound this problem. These kits give you everything you need to correct these problems and offer a competitively priced solution to factory components (which in some cases are obsolete)."

The kits are available for all 1995- 2017 factory fuel injected H-D models, come ready for plug-and-play installation and feature a limited lifetime warranty.

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Dyna pictured with "Pleated" style.
FXR pictured with "Gripp Tape" style.
Bagger pictured with "Diamond" style.
Sportster pictured with "Basket Weave" style.
All 4 production styles available for all 4 models.

4 Bikes TO CHOOSE FROM. **4 Styles** TO CHOOSE FROM.

Increased Power from Power House



These premium Power House maintenance-free AGM and VRLA batteries for 12V models from Hazelwood, Missouri based Mid-USA Motorcycle Parts have been designed to eliminate the need to ever add water to the battery.

The sealed enclosure allows mounting the battery in any position (except upside-down) and to help improve vibration resistance, the battery acid is absorbed between the plates with fine microfiber glass mats (AGM) and the internal gas pressure is valve-regulated (VRLA) to prevent any water loss. The AGM and VRLA construction, combined with lead calcium grid plates, is said to "provide more cold cranking amps than lead acid type batteries, with up to three times the life span."

They include a sulfation retardant that dramatically reduces the battery-killing plate sulfation that is commonly associated with conventional batteries.

They have an extremely slow rate of self-discharge when not in use, and must be slow charged at least every three months if not in service. Cable mounting hardware is included. They are available for a wide range of Touring, Softail, Dyna, V-Rod and Sportster applications from 1973 and up.

Also made in the USA by Yuasa, these lead acid batteries are the same batteries that are made for Harley-Davidson. The Power House standard line features patented separators that allow two extra plates per cell for +30% more power and between 5% and 8% more cold cranking power than the standard hi-torque low maintenance output series. There is less maintenance required because of advanced lead calcium technology instead of conventional lead antimony.

This means a massive -90% reduction in water loss due to gassing. By incorporating the latest in battery technology, each Power House hi-torque battery "delivers the ultimate in value". All batteries are



AGM and VRLA maintenance-free 12 volt batteries for increased cold cranking amps and dramatical sulfation reduction.

shipped dry, without acid, and include instructions on how to fill the battery. Terminal hardware and a vent tube also included.

If you are increasing the power available to start a bike, then Mid-USA says that dealers could do worse than installing a Power House ignition module - available as stand-alone units or complete install kits for selected single cam Big Twins from 1970 to 1999 (except EFI) and Sportsters 1971-2003 (plus 1996-2003 1200S), except those equipped with a lean angle switch.

Fully adjustable and for use with kick or electric start, they can be used as dual or single fire with choice of single or multi-spark mode and have 10 different advance curves.



Made in the USA for Power House by Yuasa, these hi-torque, low maintenance lead acid batteries are the same as the ones made for Harley-Davidson. They offer between up to 30% more power, between 5% and 8% more cold cranking amps and a massive -90% reduction in water loss due to gassing because of advanced lead calcium technology.



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These Power House Big Twin and Sportster ignition modules and complete install kits are fully adjustable, for use with kicker or E-starts. They can be used as dual or single fire with choice of single or multi-spark mode and have 10 different advance curves.



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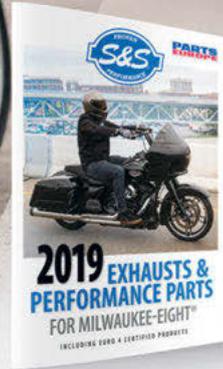
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Handlebar Wiring Extensions

A little known fact courtesy of NAMZ Custom Cycle Products' owner Jeff Zielinski - did you know that 95% of all the handlebar wiring extensions sold across the globe are made by his company at their Oreland, Pennsylvania based facility? No, neither did we!

"When it comes to handlebar wiring extensions, NAMZ is the number #1 source in the world," says Jeff. "We do indeed produce about 95% of all the handlebar wiring extensions sold, and we also private label manufacture all types of specialized handlebar wiring extensions in all sorts of customer specified configurations.

"The key is the processing equipment. We operate the very best, high volume harness process machines available. We only invest in the very best Swiss, German and American made, military-spec equipment, so we can be as consistent as possible. We take as much of the human error elements out of the process as possible and reduce the variables to prevent mistakes and reduce the pressure on our employees."

NAMZ offers all possible handlebar extension variations needed from '71 to current models. To guarantee a precision fit, all '71-'81 applications are special order; '82-'95 are a 48" long one-size fits all; plug-



n-play or solder for all '96-'06 models; and plug-n-play or solder for all non-CAN bus '07-'13 models and all 2014-up CAN bus models.

The full range of NAMZ/Badlands products is available through Drag Specialties, Parts Unlimited, Tucker, Mid-USA, V-Twin, Parts Canada, Motovan, Les Importations Thibault, Parts Europe, Custom Chrome Europe, Motorcycle Storehouse, W&W Cycles, Zodiac, Rollies Speed Shop and Wildrider International Pty Ltd. Dealers can also order direct from the NAMZ/Badlands website.

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Fehling Accessories for the Softail Fatboy

Well known German accessories manufacturer Fehling offers dealers access one of the largest handlebar, engine guard and protection parts, luggage rack and related parts ranges in the industry. So far this year we have shown the company's new TÜV approved 'Z' bars, made in 1" (25.4 mm) outer diameter steel tubing and available in a choice of heights; a selection of accessories for Harley's latest-model Dyna Low Rider (FXDL) 2015 and up and Breakout from 2013 and up; and most recently a one-piece Protection Guard in 38 mm (1 1/2") tube, luggage holder, rear rack, driver sissy bar with pad and carrier, steel regulator case and oil cooler covers, rear rack and curved solo rack for the Softail Deluxe. Fehling specializes in anything that involves steel tube bending, mostly chromium plated, and it has now added a selection for the popular Softail M-8 Fatboy 107/114 2018 and up, available in chrome or black.

Fehling has available a one-piece protection guard in 38 mm (1 1/2") tube, solo rack, rear rack, luggage



Protection guard; stainless steel oil cooler and regulator covers

holder, driver sissy bar with pad and carrier, and stainless steel regulator and oil cooler covers.

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.

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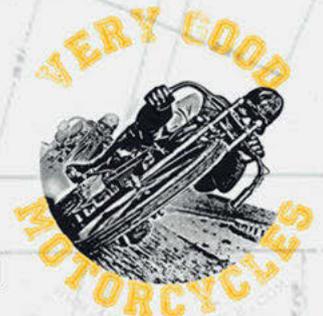


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HSR42/45 Genuine Rebuild Kit KHS-016

Mikuni's popular HSR42/45 Flatslide performance carburetors for American V-twins have done legendary service on hundreds of thousands of Harleys down the year and for many it is time for that service to be rewarded.

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Each rebuild bit contains all the necessary parts to rebuild one carburetor - all needed gaskets, seals, and O-rings, plus specialty parts that may wear out or clog up with old fuel over time, like the float needle valve assembly, plus new float bowl screws for reassembly.

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LED Accent Strip Lights

Functional ultra-bright rear lighting for Street Glides and Road Glides, these new Kuryakyn LED accent strip lights "deliver attention-grabbing rear run-turn-brake functionality when illuminated and are virtually invisible when off.



"The ultra-bright LED accents feature advanced chip-on-board technology, which offers greater packing density for higher intensity output, more uniform light production and superior longevity compared to



standard LEDs." The durable injection-molded ABS housings (9 1/2" long x 1" wide) are formed to mount discreetly behind the filler panel between the fender and saddlebags via automotive-grade 3M adhesive. Kits are available for fitment on all '09 Street Glides and '10-'19 Street Glides and Road Glides. Sold as a pair, each kit includes a run-turn-brake controller for convenient plug-&-play wiring.

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30" Straight Exhaust Pipe with 'Bronx Tail' Set

Newburgh, New York based Tedd Cycle/V-Twin Manufacturing's new chrome, 30" straight exhaust pipe set with 'Bronx Tails' "has classic 1950s styling, great sound and fits over 1 3/4" pipes." They are mounted with 1 7/8" 'P' and end clamps, available separately. Also available as exhaust tips for stock '50-'65 'cigar' mufflers and 33" and 36" lengths for '95-'16 FLT models.

V-Twin Mfg/ Tedd Cycle, Inc., USA, www.vtwinmfg.com



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Motorcycle Storehouse Additions

Arlen Ness Wheels with Hidden Hub



Procross – race-inspired design with "extreme attention to detail." Lightweight yet engineered to perform, "a balance between the fine line of race and luxury styling gave birth to the sculpted spokes".



7-Valve - the classic mag-wheel "flooded with Ness flavor to successfully merge art with function in a semi-massive bold styling with a lightweight design".

All Ness wheels are precision-machined from radial forged 6061-T6 aluminum and structurally tested to meet or exceed DOT, JAS test load ratings. The special hidden hub design includes wheel bearings - both are installed and pre-set by Ness for optimal radial and lateral runout accuracy; ABS/non-ABS compatible.

Speedster Shorts with Race-Pro Style Tips

Cobra's 2-into-1 Speedster exhaust systems are said to "combine traditional styling and modern performance technology. These Speedster Shorts offer chrome or black shotgun-styled pipes featuring



full-length, 222-degree heat shields, and black powder coated or chrome Race-Pro style tips." Cobra PowerPort technology increases overall power from idle to redline - "the result is the kind of power increase you'd expect from a 2-into-1 system, while retaining the clean classic lines of a 2-into-2 pipe."

John Doe Motoshirts for women with XTM-Fiber



The Motoshirt with XTM-Fiber was designed specifically for riding motorcycles - "it combines a great classic look with cutting edge safety technology. The lumberjack shirt's high functionality and appropriate protection in extreme conditions come from combining flannel cotton twill with a lining made from the worldwide innovation XTM-Fiber - a fiber technology made from DuPont Kevlar, Coolmax and Lycra." Equipped with armor pockets on the shoulders, elbows and back for extra protection where it is needed.

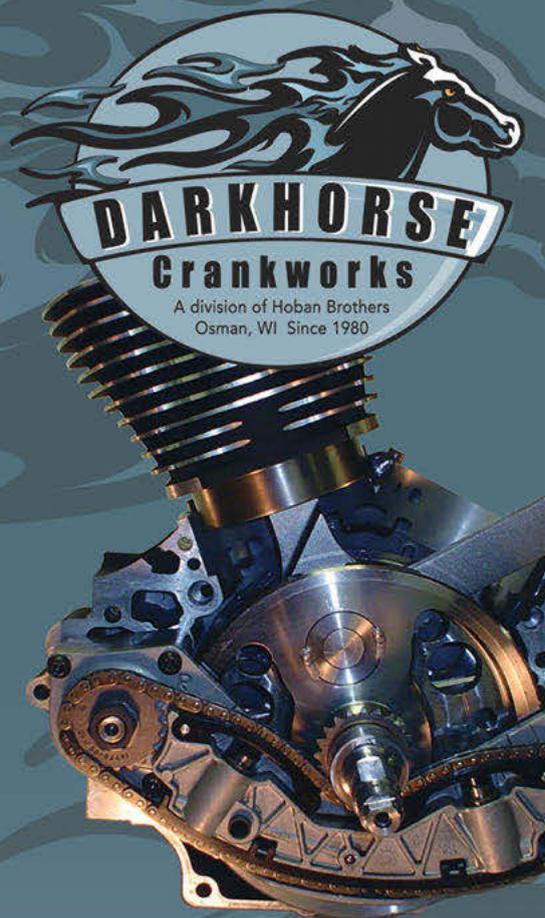
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REMOTES



M-8 SOFTAILS
2018 & 2019



LIFTED



SLAMMED



2018 SOFTAIL
SHOCK MOUNTED

Custom Chrome Europe Additions

Burly Brand Luggage



Custom Chrome Europe has "gone deep" on Burly's 'Dark Oak' cotton canvas and leather and 'Black' Cordura and leather 'Voyager' tank and tailbags, saddlebags and backpacks.

The 'Voyager' saddlebags feature a durable metal and polyethylene reinforced internal frame to keep their shape, a quick release pinlock bracket system, roll top closure and snap/Velcro road shield, "Anti-Fail Snap System" and high quality "moto centric" speed buckles and zippers.

The 'Voyager' backpack has a fully padded interior with a partition for a 15" laptop, auxiliary port, Burly flannel straps, "Anti-Fail Snap System" and leather exterior panels for support.

The 'Voyager' tank and tailbag has an easy-off magnetic system reinforced with a tail-mounting accessory flange and pass-thru port for motorcycle charging accessories.

Barnett Braided Clutch Cables

The classic stainless steel braided (and traditional black vinyl) clutch cables by Californian manufacturer Barnett feature clear-coat finish, high efficiency inner wire for longer life, smoother cable action and reduced lever effort. Available for a wide selection of Touring and Softail models from 2018 and up.



TXT EVO Sportster Bobber Rear Fenders



Made in Germany by TXT Customparts, these Bobber style rear fenders are available for 883 and 1200cc Sportsters from 1986 to 2019 - including Evo era/style - with 130 - 150 (155 mm wide) and 160 - 180 (175 mm wide) rear tires.

Dakota Digital Instruments

Custom Chrome Europe has also "filled the shelves" with a wide range of feature-rich Dakota Digital instruments and gauges for OE



6 gauge kit direct plug-in digital instrumentation system



4 gauge kit, choose from black or chrome bezels and 31 illumination colors

replacement/upgrade and custom applications on 1996 - 2003 and 2004 - 2013 Touring models.

The MLX-8600 6-gauge kit for Touring models has Bluetooth technology for Android or Apple iOS support and is a direct plug-in digital instrumentation system, available with black or chrome bezels and up to 31 illumination colors that can be chosen from 12 pre-set themes or independently.

The message center below the main speed and tach readings offers plenty of information and can be configured to show just what the rider wants to see. The gauge display automatically dims for comfortable night-time riding and brightens to a high contrast mode for excellent visibility, even in direct sunlight.

The speedometer can be calibrated for custom-gearing situations and allows the user to select mph or km/h in the set-up menu. The four small gauges can be programmed by the rider for their ideal layout - options include oil pressure, oil temperature, fuel level and voltage. Also available as a 4-gauge kit (MLX-840) with similar features and options.

The MLX-8414 replacement 4-gauge kit is a direct plug-in digital instrumentation system for 2014 and up Touring models with the Harley-Davidson infotainment and message center screen.

Dakota Digital's 4.5" MLX-2000 series speedometer/tachometer in chrome or black for a wide range of 1999 - 2017 Softail and Dyna and MLX-3000 series instruments for stock 3 3/8" tank and handlebar mounts on Sportster, Rocker and various Dyna models are also in stock at Custom Chrome Europe.

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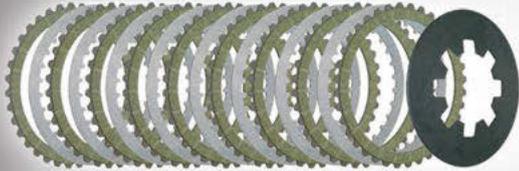
BTX-5



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!

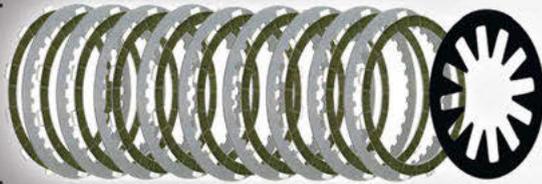
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BTX-11



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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Zodiac Additions

Feuling M-8 Oil Plate and Cam plate Kit



According to Zodiac International, these kits combine all the needed components to finish your Milwaukee-Eight engine oiling system and increase oil pressure, oil volume, engine oil flow and return oil scavenging.

The kits include a billet cam plate made from 7075 aluminum, which is said to be 50% harder and stronger than the factory cam plates. These plates increase oil flow and volume by enlarging the oil pump reservoirs and critical oil passages, including matching the oil port holes throughout the cam plate to the port holes in the engine case - this increases engine oil flow to the lifters, piston cooling jets, crankshaft and rod bearings.

The included oil pumps are bench tested; the relief valve is seated and sealed to a minimum of 30 psi with full pop-off at 55-60 psi. The increased oil volume from the larger gears and properly sized passages, along with the pressure relief valve seat and seal from these oil pumps, "is essential for proper oiling system function. This oil pump and cam plate combination eliminates common pressure and scavange issues associated with the factory oiling systems."

Le Pera 'Maverick' for FXBB



Pure touring luxury, the deeply contoured driver seating area is 14" (35.6 cm) wide with 7" (17.8 cm) of back support and a 11.5" (29.2 cm) wide passenger seating area. Fits FXBB Street Bob 2018 to present.

Metzeler Cruisetec Tires

The Metzeler Cruisetec is said to "enhance handling thanks to the combination of sport touring derived profiles mated to a muscular carcass. In a segment where large and heavy motorcycles are being transformed into high performance machines, Cruisetec features performance-oriented solutions and strong structural support features," according to



Zodiac International.

"The combination of a sturdy tread pattern and constant-curvature contours with dual compound rear tires ensures even wear and enhanced contact patch. Sport touring-like tire profiles ensure even wear and incredible stability in both straight line riding and side-to-side transitions, even with a passenger, giving the rider effortless steering with a solid feeling up front."

Specified to match or slightly exceed the mileage of OE V-twin tires, features include softer shoulder compounds on the dual compound rear tires, stiffer internal cords which allow more room for thicker rubber for enhanced damping properties, high silica compounds and water shedding tread pattern; the linear contact patch response works with all generations of rider aides such as ABS and traction control.

M-8 Solid Compensator



This solid 34-tooth sprocket conversion replaces the often slipping and noisy OEM compensator assembly. It weighs more than 50% less than the OEM or Screamin' Eagle unit. Fits 2017 to present Touring and Trike models and 2018 to present Softail models, except FLFB and FLFB5 Fat Boy, FXBR and FXBRS Breakout and FXDR.

S&S Hooligan Kits

These easy to install bolt-on S&S Big Bore Hooligan



kits for 2000 to present Sportsters boost 883 XLs to 1200 cc, or 1200 to 1250 cc. No extra machining or rebalancing of the crankshaft is required. The kits include pistons, piston rings, cylinders, head and base gaskets, camshafts and premium tappets to make the most of the added displacement. S&S claims a +80% horsepower increase for a stock 883 - or up to +85% when combined with an S&S air cleaner and exhaust. The kits use the stock heads, pushrods and fuel system and are available in silver or a black powder coat to match the stock finish.

EZ-Go Helmet Carry Strap



Universal fit, with an extra wide shoulder strap; convenient one-click clamp.

Torx 'Brad' Helmets



These E-approved motocross inspired helmets combine vintage or neo-retro styling with "a great price point", a classic black and white blocked race-inspired pattern, a removable sun visor and ventilated mouth guard.

Wiseco Tracker Series Piston Kits



State-of-the-art "near net shaped" pistons - near net shape forging means the crown and the valve pockets are forged into the part, whereas these are machined in more conventional piston manufacturing processes. The design process is more complicated, thus more expensive, but production costs are drastically reduced. This results in a lower price compared to conventionally produced pistons. Wiseco Tracker series piston kits come complete with piston ring sets, wrist pins and circlips.

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Biltwell MX-inspired Pegs and Exfil 'Glove Box'

Temecula, California based Biltwell has added a wide range of styles and finishes to its already popular range of vintage MX-inspired footpegs for "more grip, less slip".

Its investment-cast stainless steel 'Mushman'

'Mushman'
footpegs



footpegs are available in polished or black electroplate finishes for a variety of vintage and modern motorcycles, including most '07-'19 Sportsters and '18 and up Softails.

Also seen here, classic style meets modern

'Norman' folding
footpegs



performance with injection-molded PVC sleeve and 6061 T6 CNC-turned aluminum core, 'Norman' folding footpegs are available in a choice of three position options.

Also noted for the rider-friendly and well-built line of Exfil luggage, the new 'Exfil-3' handlebar bag promises "all-purpose awesomeness" for

'Exfil-3' handlebar bag



motorcycles with tall riser/bar combos - "but you can mount it just about anywhere."

"This bag makes a great glove box, phone holder, tool bag or junk drawer. It comes with six ruggedly reinforced Velcro straps for universal mounting. The front features a vertical pocket and seven MOLLE loops for attaching other stuff like a key fob, carabiner, pocket knife etc.

"Inside you'll find organizing panels for securing small items. These panels are removable, so you can take one or both out to create larger volume. UV-treated 500 Tarpaulin PVC. Dimensions: 6.75" wide x 10" tall x 3.5" deep."

Talking of straps, Biltwell's all-purpose tie-down straps "are perfect for securing gear to a motorcycle." Constructed of 24G polyester webbing with reflective stitching for increased visibility at night, they are available in a choice of widths and lengths.

All-purpose tie
down straps



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Ken's Factory Bolt-on Bagger Bests

Signal Hill, California based Ken's Factory has announced a new line of "Hottest Bagger Bolt-ons" - including master cylinder, ignition switch, gas cap covers and saddlebag latches.

"At Ken's Factory, each part is designed with the mantra 'details create style'. More and more touring model riders are putting attention in and these top designs from Ken's Factory deliver the kind of authentic look that riders seek."

Available in polished or black machine finish, the gas cap cover fits 2008 and up FL models. The

ignition switch cover is for 2014 and up Touring models; the Neo-Fusion clutch master cylinder covers are for 2017 and up FLT applications and the saddle bag latches are for 2014 and up.

KEN'S FACTORY, Signal Hill, California, USA, kensfactoryusa.com



Gas cap
cover

Neo-Fusion master
cylinder cover



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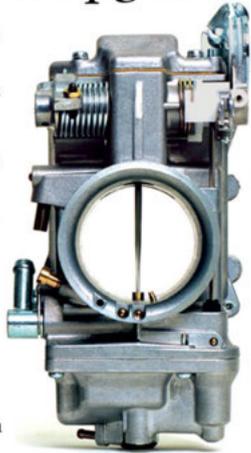
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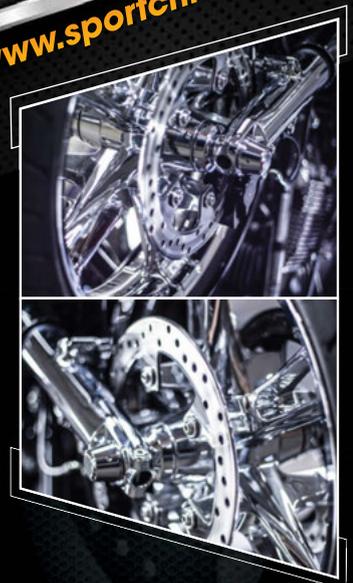
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As at mid-June 2019, still some 17 months before the event, the 2020 AMD World Championship of Custom Bike Building has received 25 confirmed entries for the 14th 'AMD' - well ahead of this time in the cycle at any time since the event moved to Europe from Sturgis and became biennial. In total 31 bikes are already entered, 22 of them for the Avon Tyres FreeStyle Class, with builders coming from 16 countries in total.

Harley says that it made history in May with the 5 millionth motorcycle rolling off their York, PA. assembly line. Having initially been a WWII ant-aircraft gun factory of the U.S. Navy, Harley moved Ironhead Sportster and Shovelhead FL model production there in 1973.



The July 5-7 Honda AMA Vintage Motorcycle Days presented by Avon Tyres will celebrate the 40th anniversary of the 6-cyl. CBX, the 50th anniversary of Honda's legendary 1969 CB750 and the 60th anniversary of American Honda Motor Co. Inc. Biltwell will take a product display to the event and sponsor three competition events - The Biltwell Pit Bike Races, the Biltwell Holeshot Challenge and the Biltwell Off-Road Poker Run.

Charvat - "My work here is done"

In what might go down in powersports industry history as the ultimate 'mic drop,' Motorsport Aftermarket Group (MAG) CEO Hugh Charvat left the company at the end of June 2019. In May he announced delivery on his plan to "unwind the errors of the past" with the strategic decision to "unwind the vertical" by "spinning out" MAG's individual business units into stand alone, independent operations. His view is that decisions taken following the LDI/Tucker Rocky acquisition of MAG - to integrate manufacturers, brands, distribution and retail into a multifaceted channel busting tall business model - were

multi-brand organization," he said "we've asked each of our senior leaders to focus 100% of their efforts on creating value, delivering growth and expanding the entrepreneurial mindset within their business unit and their brands," stating that "when we do this, we will become nimbler, more

I feel that this is the time to unleash those individuals and all of our great employees to return our brands to the status they've enjoyed in the past, without the operating restraints that have been in place as MAG.

"There's no question that we damaged a lot of carefully built relationships. By recreating the independence among the business units, they will have the freedom needed to be able to re-establish those relationships."

Speaking with him again after he announced his departure, he said that he'd had various scenarios and timescales on which the "unwind" could be achieved, but "even I



Hugh Charvat, now former CEO of MAG told AMD "My work here is done. The individual component parts, the six business units will now report independently and directly to the MAG board and no longer be integrated into a "vertical" business model that restricted their freedom to compete."

'unwinding the vertical'

mistakes that "compromised the ability of the individual business units to conduct their business in the ways that had made them great companies and brands in the first place." Worse, Charvat believed that in a relationship-based industry such as the powersports market, one where "people buy from people", this 'vertical' model alienated many of the group's largest customers as it positioned MAG and its constituent parts as potential competition. His solution, announced in May, was to "unwind the vertical" and re-establish the individual business units in smaller groups of sympathetic manufacturing, brand and sales management operations and return to them the freedom and flexibility to respond individually to their own specific market challenges and opportunities. At the time Charvat announced what he (rightly) described as a "new and significant change to managing the

'recreating the independence'

underestimated just how quickly it would 'snap to fit' - just how soon it would become apparent that we'd be unleashing the kind of dynamism and entrepreneurial leadership we knew we had at each of the businesses and groups.

"The logic of the strategy is that I and CFO Tony Vacchiano are now redundant. Our role has been as enablers, and if an executive level remained between the talented business unit managers and the board, then we'd be getting in the way and adding unnecessarily to exactly the kind of complexity we are trying to eliminate."

Charvat was eager to make sure that the market understood that the decision that his job should go away was purely strategic and not, as some have worried, as sign of further financial trouble. "Far from it" he says. "The decision has been entirely strategic, not financial."

aggressive and have a greater focus on the market and on our customers. "We'd rather have a portfolio of successful companies with complete independence than force them to integrate - which turned out to be detrimental to several of our brands. While our business units will continue to collaborate where helpful, there will be no corporate mandate to do so. We'll ensure complete independence between Tucker Powersports, J&P Cycles and our four other business units. "By making them stand-alone businesses we are empowering each of our talented management teams to make the decisions that best suit their business opportunities. The board and

Sources: AMD, IDN, FT, Reuters, PSB, MPN, B&B, BDN, MCN, AP, Bloomberg, M1NW

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- Compression 24 clicks
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