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

H-D Q3: Domestic US Retail Motorcycle Sales -3.60%; International +2.70%; Forecasting 212,000 to 217,000 Unit Shipments for 2019

Harley-Davidson's third quarter 2019 results have been released, and the headline news is that Harley's retail motorcycle sales may be starting to show some signs of recovery - or at least a slowing of the deterioration.

It was thought that a decent March might have suggested such a rally, but the Q2 numbers didn't continue the trend seen towards the end of Q1. However, for the three months to the end of September 2019, Harley unit sales may, just may, finally be headed in a better direction.

Domestic US retail motorcycle sales were down by -3.60% in Q3 at 34,903 units in a 601 cc+ market that Harley says was down by -1.7%, with domestic US retail sales down by -5.60% for the nine months at 105,756 units. In Europe (EMEA) sales were -6.0% for the quarter (10,483 units) and -6.0% for the nine-month period (36,899 units).

There was strong Q3 growth in Asia Pacific (+8.7%/8,078 units) and

Canada (+4.4%/2,560 units). Latin America was -3.10%/2,498 units, meaning that total international sales were +2.70% for Q3 at 23,619 units, which has improved 2019 YTD international sales to a decline of -3.90% (73,763 units). This has taken Harley's worldwide total sales to



58,522 units (-1.2%) for Q3 and 179,519 units (-4.90%) for the YTD. Harley-Davidson's third quarter U.S. market share was 49.8 percent; their year-to-date European market share was 8.9 percent through September. Revenue from the Motorcycles and Related Products (Motorcycles) segment was down in the third quarter behind lower shipments. Operating income decreased primarily due to

lower revenues and increased tariff costs, partially offset by savings realized from the company's manufacturing optimization initiative. For the full year 2019, the company says it continues to expect motorcycle shipments to be approximately 212,000 to 217,000, with some 38,500 to 43,500 to ship in Q4. Motorcycles segment operating margin as a percent of revenue is expected to be approximately six to seven percent, with Financial Services segment operating income expected to be down year-over-year.

During the quarter, the company says it "delivered earnings per share and Motorcycles segment operating margin ahead of expectations. The company was encouraged by global retail sales results driven by its actions and a tempered U.S. industry rate of decline.

"We are driving stability in our business and bringing data insights and intensified consumer focus to guide our efforts to build committed riders and meet our near and long-

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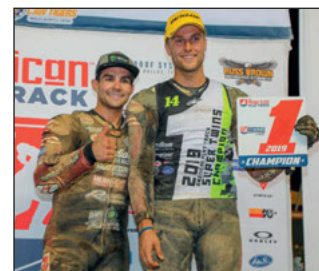
NOV 2019
ISSUE #244

WISECO TRACKER SERIES H-D BIG BORE PISTONS



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Indian MOTORCYCLE 'Challenger'

The much teased 2020 Indian 'Challenger' - Indian's biggest big inch Bagger yet - featuring the new PowerPlus 108 ci (1,770 cc) DOHC water-cooled 60-degree V-twin ... see pages 32-33

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EDITOR-IN-CHIEF

ROBIN BRADLEY
robin@dealer-world.com

PUBLISHER

SONJA WALLACE
sonja@dealer-world.com

GENERAL MANAGER

SARA VINEY
sara@dealer-world.com

DESIGN & PRODUCTION DIRECTOR

BEN OAG
ben@dealer-world.com

AMD WORLD CHAMPIONSHIP DIRECTOR

NEIL BLABER
neil@dealer-world.com

PHOTOGRAPHERS

ONNO WIERINGA
MADNESS PHOTOGRAPHY, NL
www.madnessphotography.eu

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

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NOVEMBER 2019 (#244)



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Robin Bradley coming off a long run again - the target of this month's ire? A brave new marketing world at Harley - one in which they will try to market themselves properly!



Wiseco 54-56

The Ohio performance piston specialist does it again with price-point excellence.



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Does the trade association's 'Plan to Have a Plan' sound like another case of the "Blindingly Obvious"?

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File under "Blindingly Obvious"

Michael Caine: "Now, listen up lads, well, the thing is, we here at Harley-Davidson have got this great brand, right?"

Lads: "Yeah, what of it?"

Michael Caine: "Well, how would it be if we, like, really, really tried hard to, you know, 'work it'?"

Wow! Genius!!

It isn't that the 'Amplify Brand' initiative and whatever else Neil Grimmer can bring to Harley-Davidson's table is a "bad thing" as such. What is a "bad thing" though is that a full year into its 'More Roads' strategic plan to 'Accelerated Growth', a plan which itself was at least two years in the making, Harley has only just started to look under the heading of "blindingly obvious" for solutions to the non-engineering 'soft issues' and demographic deficits that have been as important in driving its malaise as any of the other factors (internal and external).

For those who haven't been paying attention, a Mr. Neil Grimmer was hired by Harley earlier this year as the new "President, Harley-Davidson Brand, responsible for Communications, Marketing and Brand, Product Planning and Portfolio, Consumer Retail Experience and the Harley-Davidson Museum."

At the time of his appointment Harley proudly shouted about how this is the first time ever it had hired someone to fulfil this senior management role. In other words, the first time (at least in the recent decades of its 116 year history) that it had figured out that putting one single, qualified and experienced person in charge to create consistent, holistic, joined-up management of all matters related to selling the 'company story' would be a pretty sharp idea. Potato, potato!

In a year that has seen at least half of its competitors aggressively increase its promotional activity in the first six months of 2019, Harley are clearly going to make sure that Mr. Grimmer's style isn't cramped by lack of budget, with the company reducing its investments into sales incentives at the same time - and by at least -50% in the third quarter with an increase in overall marketing spend of +30% in order to clear his path. The money saved by that cut-back in incentive spending (at a time of considerable need) is being re-channelled into 'Brand Amplification' - to you and I that means driving brand equity in different ways for differing demographic and age related sectors, leveraging what Matt Levatich referred to recently as an incredible amount of data and understanding of what gets people riding, and how to keep them riding - and that is primarily Grimmer's job.

To engage kids with the Bar and Shield at the earliest possible age (hence the StaCyc acquisition and IRONe launch) and to keep them engaged until the last possible stage in life - Harley mobility scooters anyone?

Nobody in such a role can do the job if the products aren't there of course, but we are now only another year out from the debut of the 'Middleweights' which, in turn, will be followed by the 'Pan American' ADV - so it seems to me to be only now addressing just how they are going to be selling the metal, and to whom, may be just as late in the business cycle as 'More Roads' itself was.

On the occasion of the release of its (actually not as bad as touted) Q3 results (October 22nd), CEO and President Matt Levatich drew investors' attention to how, in September, we were going to "sharpen the focus of our objectives to build riders in the United States,

and made clear how we plan to invoke the power of our brand in new ways to deepen the commitment of riders now and into the future."

Fair enough. Everybody should always be looking to do better. "Guiding all our efforts are deeper analysis and insights on why people engage, participate and disengage from riding. Our advanced analytics capabilities and rider-migration database have evolved into a powerful asset and a wealth of information and inspiration for us. We know more than ever about how to attract people to riding and keep them engaged to build committed riders, and we know how this applies, no matter what their experience level, age or life stage."

Well, yes, again, fair enough - but does this imply that the company has knowingly been flying blind for the past decade? "We have two primary focus areas: attracting more people to riding and keeping riders riding." Yes, of course, good.

"Our execution might be different for a young adult versus a returning rider, but the essence of our work is the same across the customer spectrum. We're bringing precise focus to how we influence each customer at their decision points to build the total number

of committed Harley-Davidson riders." Okay, so now we've introduced the variable pattern into the equation - how to market different products, in different ways, to different people. Marketing 101 - a quick read of Marshall

McLuhan's 1964 magnum opus "Understanding Media" would have given Harley that much.

"Where we previously had an objective to build two million new riders in the U.S., we now know why, where, how and what we can do to work both sides of the equation, attracting and retaining to increase the total number of riders. We've done the math considering demographics in used bikes, and we've set targets for new riders we need to attract and retention rates that we need to achieve four million total U.S. Harley-Davidson riders by 2027. Reframing these objectives helps us sharpen our focus on both increasing the pools of incoming riders and better activating passions of new and existing riders. This is an important refinement that underscores what we've said for several years now." Important? Err, yes, I'd say so!

Okay, okay, I'll 'play nice. Let us just agree that the CEO's intention to direct investment into "building capabilities and structuring the organization to activate the Harley-Davidson brand more powerfully" is to be welcomed and that the intention to intensify "our rider-centric approach to spark passion that deepens rider commitment" and that "in line with this focus" Harley is to add "Amplify Brand as a growth catalyst in the More Roads to Harley-Davidson plan" is entirely appropriate.

Ha. I've just managed to write an entire piece about Harley without mentioning the LiveWire. Ooops, that's blown it!

“Potato, Potato”

Robin Bradley
Co-owner/Editor-in-Chief
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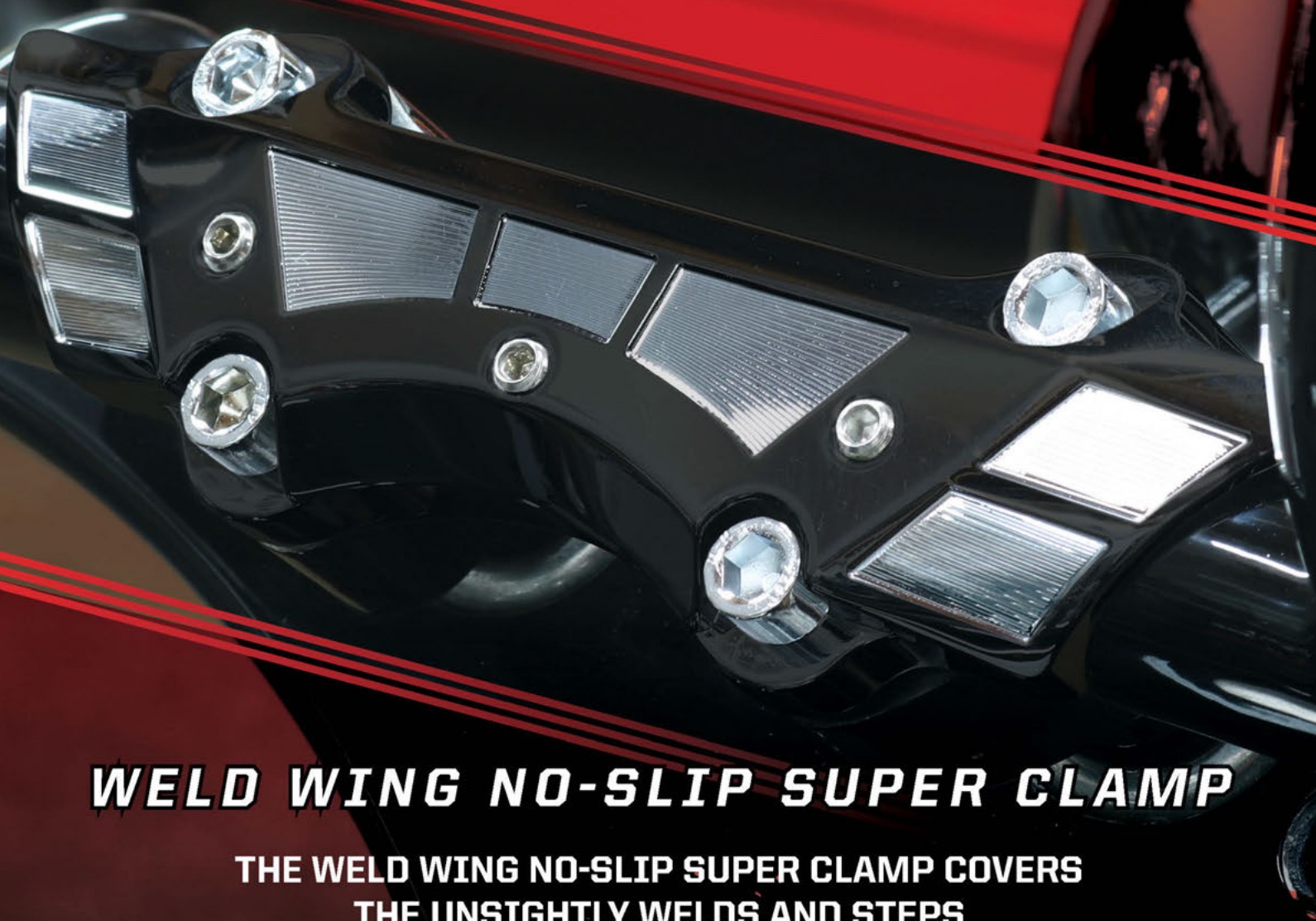
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<<< Continued from cover

term objectives," said Matt Levatich, President and Chief Executive Officer of Harley-Davidson. "We'll continue to fuel all aspects of the riding experience and add new solutions to fully develop, engage and retain riders through their journey, starting with the very first spark of interest," said Levatich.

Harley says that during the quarter it delivered GAAP diluted EPS of \$0.55 (\$0.68 for the year-ago period), repurchased \$112.5 million of shares, paid dividends of \$0.375 per share and improved their worldwide year-over-year retail sales rate.

Excluding restructuring plan costs and the impact of recent EU and China tariffs, adjusted third quarter 2019 diluted EPS was \$0.70 compared to \$0.82 in the third quarter of 2018. Third quarter 2019 net income was \$86.6 million on consolidated revenue of \$1.27 billion versus net income of \$113.9 million on consolidated revenue of \$1.32 billion in 2018.

Harley is also pointing to the launch of its new model year 2020 motorcycles, including Low Rider S, CVO Tri Glide and LiveWire; introduced the IRONe electric-powered two-wheelers for kids; realized significant savings from its manufacturing optimization initiative; progressed its 'More Roads to Harley-Davidson' accelerated plan for growth and activated 'Amplify Brand' as a "fourth 'More Roads' growth catalyst to build committed riders".

The company says it also "advanced its brand amplification efforts and developed capabilities to invigorate the Harley-Davidson experience and build committed riders.

"During the quarter, Harley-Davidson sharpened its U.S. and international objectives through 2027 to better align with its expanded efforts to build committed riders.

"Harley-Davidson's strategic objectives through 2027 are: expand to four million total Harley-Davidson riders in the U.S., grow international business to 50 percent of annual HDMC revenue, launch 100 new high-

Harley-Davidson sales revenue and production data... 3rd quarter 2019

Income statements in \$1,000s (except share)	THREE MONTHS ENDED		NINE MONTHS ENDED	
	2019 Q3	2018 Q3	2019 Q3	2018 Q3
Net sales revenue	\$1,068,942	\$1,123,945	\$3,698,583	\$4,013,013
Gross profit	\$320,064	\$347,415	\$1,122,241	\$1,353,273
Total operating income	\$119,844	\$149,416	\$543,213	\$709,780
Net income	\$86,563	\$113,855	\$410,139	\$530,956
Diluted earnings per common share	\$0.55	\$0.68	\$2.58	\$3.17
NET SALES REVENUE				
H-D Motorcycles	\$779,344	\$821,670	\$2,871,982	\$3,144,796
Parts & Accessories	\$203,173	\$212,406	\$584,134	\$612,495
General Merchandise	\$60,334	\$58,266	\$180,379	\$183,520
Other	\$17,480	\$20,923	\$34,989	\$42,757
MOTORCYCLE SHIPMENT DATA NOTE: H-D MOTORCYCLE SHIPMENT DATA IS NOT THE SAME AS RETAIL REGISTRATIONS				
United States	25,572	26,213	101,481	108,057
International	20,265	22,426	72,004	77,119
Total	45,837	48,639	173,485	185,176
PRODUCT MIX				
Touring	19,905	22,204	75,871	84,125
Cruiser	16,225	16,049	59,367	61,951
Sportster/Street	9,707	10,386	38,247	39,100
RETAIL SALES OF H-D MOTORCYCLES:				
United States	34,903	36,220	105,756	112,019
Canada	2,560	2,453	7,787	8,340
EMEA Region	10,483	10,543	36,899	39,249
Asia Pacific Region	8,078	7,433	21,822	21,480
Latin America Region	2,498	2,577	7,255	7,652
Total	58,522	59,226	179,519	188,740

impact motorcycles, and do so profitably and sustainably.

"'More Roads to Harley-Davidson' is the company's accelerated plan for growth that drives the company's strategy to deliver sustainable growth and build the next generation of riders from 2018 through 2022. The company is focusing investment and building new capabilities to invigorate the Harley-Davidson brand to spark

passion that deepens rider commitment. To reflect this, 'Amplify Brand' was added as a growth catalyst in the 'More Roads' plan and will bolster the other growth catalysts of New Products, Broader Access and Stronger Dealers.

"The company plans to maintain its investment and return profile and capital allocation strategy, while it funds strategic opportunities expected to drive revenue growth and expand operating margin, through 2022.

"During the third quarter, Harley-Davidson continued to advance its 'More Roads' plan initiatives by realizing improvements in retail sales, service revenue and website visits for dealers participating in Harley-Davidson performance consulting; strengthened its leadership in the electrification of motorcycles; launched high impact new models and added significant technology to its class-leading model year 2020 motorcycles to inspire new and existing riders; announced the presenting partnership with 2020 Hella Mega music experience tour."

In terms of manufacturing optimization, Harley says it realized total savings of \$16.7 million and incurred costs of \$10.0 million in the

third quarter. Since the first quarter of 2018, the company closed its wheel manufacturing facility in Australia and consolidated its motorcycle assembly plant in Kansas City, Mo. into its plant in York, Pa. The company continues to expect 2019 full year costs of \$40 million to \$50 million, 2019 full year savings of \$25 million to \$30 million and ongoing annual cash savings of \$65 million to \$75 million after 2020. Financial Services segment third quarter operating income of \$72.9 million was down -13.0 percent.

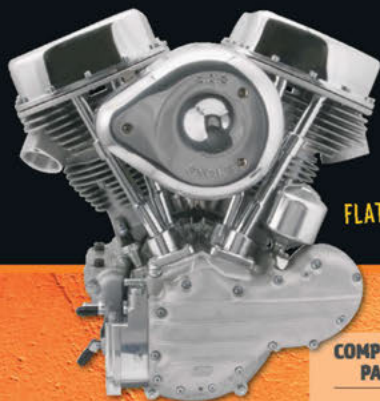
Cash and marketable securities were \$862.4 million at the end of the third quarter of 2019, compared to \$937.0 million in 2018. Through September, Harley-Davidson generated \$848.6 million of cash from operating activities in 2019 compared to \$1.12 billion in 2018. The company paid a cash dividend of \$0.375 per share in the third quarter, and a cumulative total of \$1.125 per share for the first nine months of 2019. On a discretionary basis, Harley-Davidson repurchased 3.3 million shares of its common stock during the quarter for \$112.5 million. During the quarter, there were approximately 156.9 million weighted-average diluted common shares outstanding.



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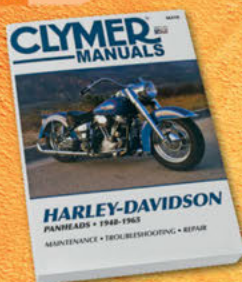
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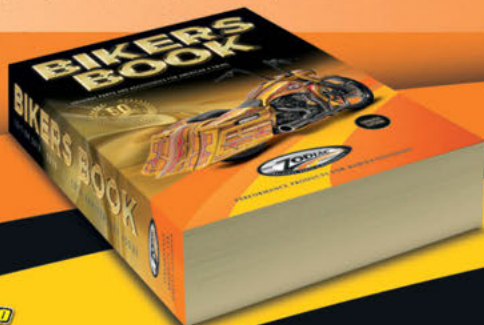


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NEWS BRIEFS

Corbin

Mike and Bev Corbin (of Corbin Saddles fame) are donating a full size Jeff Decker bronze of famous Board and Flat Track racer Joe Petrali to Dale's Wheels Through Time Motorcycle Museum in Maggie Valley, N.C. "Our precious piece of motorcycle art has been on display in our Florida facilities for over 20 years and will now be enjoyed for many years to come under the passionate and loving care of the Walksler family," said Mike.

United States imports of Japanese made motorcycles (Honda, Yamaha, Kawasaki and Suzuki) continue to fall sharply with a -23.79% decline for the eight months to August 2019 at 37,559 units; the lowest figure since before 1999, the market for the corresponding period having peaked at 276,000 units in 2006.



South African carbon wheels specialist Blackstone Tek has unveiled a new website, with "new brand experience and new product features. Our new brand identity - Distinctly The Best - reflects the forward-moving direction of the company. Our new identity and tagline represent BST's commitment to innovation and new product development, while honouring our years in the carbon fibre industry."

Harley Adds 'Amplify Brand' Strategy to 'More Roads'



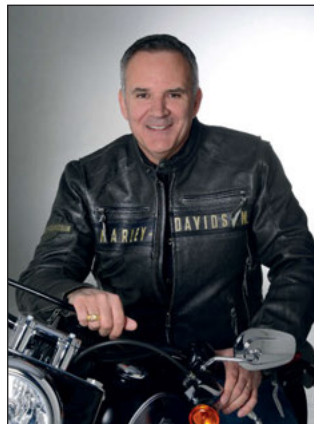
In what sounds like a reboot of its July 2018 announced 'More Roads to Harley-Davidson' growth plan and a first input from its recently hired and first ever Brand President Neil Grimmer, Harley-Davidson has announced that it is to add an additional dimension to its much vaunted strategic plan, stating that "with deeper consumer insights driving its refined plan and sharpened objectives, Harley-Davidson is strengthening its efforts to build the next generation of riders."

In a September 24 news release Harley said that "the company plans to focus investment and build new capabilities to invigorate the Harley-Davidson brand and experience to spark passion that deepens rider commitment."

"Brand and consumer-facing teams are being structured and aligned with an even deeper consumer focus to reach people with consistent and engaging brand experiences. To reflect this, 'Amplify Brand' has been added as a growth catalyst in the 'More Roads to Harley-Davidson' plan and will bolster the existing growth catalysts of new products, broader access and stronger dealers."

Matt Levatic, President and Chief Executive Officer of Harley-Davidson, stated that "we see a meaningful opportunity to leverage the power of the brand to demonstrate how riding a Harley-Davidson fills the mind, body and soul in ways that help riders live for real."

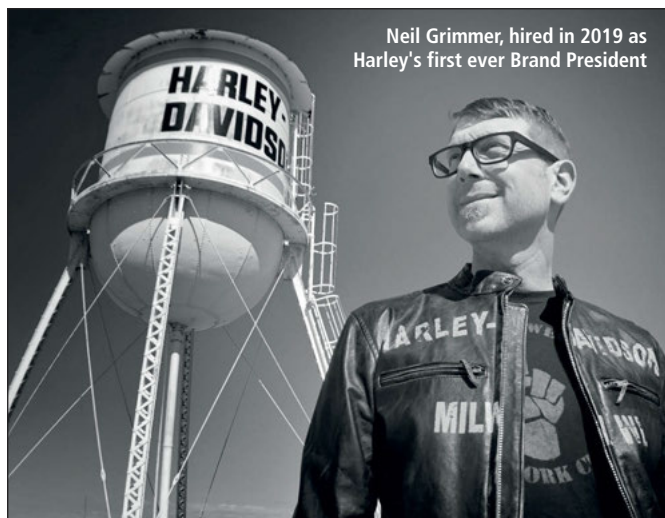
The company goes on to say that its "intensified rider-centric approach



and extensive consumer research show that bringing new riders in and keeping all riders riding - no matter what their experience level, age or life stage - is critical to achieving its objectives.

"As a result, Harley-Davidson has sharpened its objectives through 2027 to better align with its expanded efforts to build committed riders. In the U.S., the company plans to expand to four million total Harley-Davidson riders in the U.S. through 2027. There were about three million total Harley-Davidson riders in the U.S. in 2017.

"Outside the U.S., the company has sharpened its objective through 2027 and plans to grow international business to 50% of annual revenue."



Neil Grimmer, hired in 2019 as Harley's first ever Brand President



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Mees Completes Mile Sweep at Season Finale

The final race of the AFT Twins presented by Vance & Hines 2019 series saw outgoing champion Jared Mees complete a clean sweep of the season's Mile races by taking the win at the Meadowlands Mile, at East Rutherford, NJ on September 28.

With Briar Bauman (No. 14 Indian Motorcycle/Progressive Insurance FTR750) coming home in 15th, having already won the 2019 championship, Mees (No. 1 Indian Motorcycle/Progressive Insurance FTR750) secured his own bragging rights by ending the season with a perfect sweep of the season's finale. Mees was pushed hard by long-time rival Bryan Smith (No. 4 Crosley Brands/Howerton Motorsports Kawasaki Ninja 650) who finished second, with Bronson Bauman (No. 37 Indian Motorcycle/Progressive Insurance FTR750) third, securing a season 1-2-3 for the Indian Wrecking Crew.

Jeffrey Carver Jr. (No. 23 Roof Systems of Dallas/Indian of Metro Milwaukee FTR750) secured fourth spot in the 2019 championship with his sixth place finish at Meadowlands; Brandon Robinson (No. 44 Harley-Davidson/Vance & Hines XG750R Rev

X) was fourth, securing championship fifth spot; ahead of Henry Wiles (No. 17 Bandit Industries/DPC Racing/Wilco Racing Indian FTR750) fifth for a seventh place championship finish behind Jarod Vanderkooi, who brought the second

AFT TWINS		
Pos	Rider	Points
1	Briar Bauman	326
2	Jared Mees	320
3	Bronson Bauman	251
4	Jeffrey Carver Jr.	223
5	Brandon Robinson	206

AFT SINGLES		
Pos	Rider	Points
1	Dalton Gauthier	286
2	Mikey Rush	280
3	Dan Bromley	277
4	Ryan Wells	197
5	Chad Cose	190

AFT PRODUCTION TWINS		
Pos	Rider	Points
1	Cory Texter	190
2	Ryan Varnes	182
3	Kolby Carlile	173
4	Dalton Gauthier	145
5	Chad Cose	139



factory H-D XG750R Rev X home in 9th for a sixth place championship finish.

In the AFT Singles, Dalton Gauthier (No. 122 D&D Cycles/Gobert Smash Husqvarna FC450) completed his remarkable comeback season with an uncharacteristically quiet ride to 14th at Meadowlands - good enough nonetheless to secure the 2019 championship title.

The Meadowlands win was taken by Mikey Rush (No. 15 RMR Honda/Red Riders Rewards Honda CRF450R), securing him second place in the championship, with Ryan Wells (No. 94 Estenson Racing Yamaha YZ450F) second, for fourth place championship finish and 2018 AFT Singles champ Dan Bromley (No. 1 Red Bull KTM Factory Racing 450 SX-

F) third at Meadowlands for a third place championship finish. Chad Cose finished the Singles championship in fifth place.

In the AFT Production Twins class, Chad Cose (No. 49 Parkinson Bros Racing Kawasaki Ninja 650) took the win, ahead of Ryan Varnes (No. 68 Varnes Racing/RoyBuilt Kawasaki Ninja 650) second and James Rispoli (No. 71 Black Hills Harley-Davidson XG750R).

The 2019 Production Twins championship win went to Cory Texter (No. 65 G&G Racing/Holeshot Powersports Yamaha MT-07); with Ryan Varnes second; Kolby Carlile (No. 136 Estenson Racing Yamaha MT-07) third; Dalton Gauthier fourth and Chad Cose fifth.

www.americanflatrack.com

Briar Bauman Crowned 2019 AFT Twins Champion

Briar Bauman (No. 14 Indian Motorcycle/Progressive Insurance FTR750) has secured the 2019 AFT Twins presented by Vance & Hines Championship with one race to go after finishing third in the Indian Motorcycle Minnesota Mile at Canterbury Park, Shakopee, Minnesota on Saturday, September 21st.

Multi-time reigning champion Jared Mees (No. 1 Indian Motorcycle/Progressive Insurance FTR750) took the win, with Bryan Smith (No. 4 Crosley Brands/Howerton Motorsports Kawasaki Ninja 650) second, but a 15th podium, any podium, in his 17th race of the season was all the younger of the Bauman brothers needed to secure his first AFT Twins Crown.

Jeffrey Carver Jr. (No. 23 Roof Systems of Dallas/Indian of Metro Milwaukee FTR750) brought it home in fourth, with Henry Wiles (No. 17 Bandit Industries/DPC Racing/Wilco

Racing Indian FTR750) fifth. Going into the final race of the 2019 season (the Meadowlands Mile, East Rutherford, NJ) on Saturday, September 28, Mees is second in the standings, ahead of fellow Indian Wrecking Crew rider Bronson Bauman third, Jeffrey Carver Jr. fourth and Brandon Robinson (No. 44 Kennedy Racing/Armbruster Racing Indian FTR750) fifth to give the FTR750 a potential

championship top five riders. Following 15 thrilling laps of Roof Systems AFT Singles presented by Russ Brown Motorcycle Attorneys action, Mikey Rush (No. 15 RMR Honda/Red Riders Rewards Honda CRF450R) edged Ryan Wells (No. 94 Estenson Racing Yamaha YZ450F) by an impossibly close 0.004 seconds for a third victory of the season, with rookie standout Dallas Daniels (No. 163

Estenson Racing Yamaha YZ450F) and championship leader Dalton Gauthier (No. 122 D&D Cycles/Gobert Smash Husqvarna FC450) moving a step closer to winning the Singles title by finishing fourth. In the Production Twins, Kolby Carlile (No. 136 Estenson Racing Yamaha MT-07) made certain the AFT Production Twins championship fight would go down to the season finale with his second class victory of the season.

Chad Cose (No. 49 Parkinson Bros Racing Kawasaki Ninja 650) took second, with Cody Johncox (No. 196 Sunnyside Cycles/Luczak Racing Yamaha MT-07) picking up his second podium of the season ahead of Cory Texter (No. 65 G&G Racing/Holeshot Powersports Yamaha MT-07) fourth and Dalton Gauthier (Black Hills Harley-Davidson, Pro-Beam by Custom Dynamics, Harley-Davidson XG750R Rev X) fifth.



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NEWS BRIEFS

Paris Harley-Davidson (as in Paris, Texas) has set a Guinness World Record for the Most Harley-Davidson Motorcycles in a Parade. The number to beat was 2,404, and the Paris H-D parade recorded 3,497 motorcycles on October 5 with Harley enthusiasts from 48 states, Canada and Europe traveling to the event.



Cardo Systems, Ltd. and Ducati Motor Holdings S.p.A. have announced retail availability of its special edition Ducati Red PACKTALK units at Ducati dealers in the USA. PACKTALK products are powered by Cardo's ground-breaking Dynamic Mesh Communication (DMC) technology, allowing up to 15 riders to connect seamlessly and feature Cardo's natural voice-command and sound by JBL.

Ewan McGregor and Charley Boorman are reportedly preparing for their third extended adventure biking trip - riding Harley-Davidson LiveWires from the southernmost tip of Argentina to Los Angeles (6,800 miles), or maybe even Alaska. Back-up will be provided by two pick-up trucks probably carrying DC fast chargers. LiveWires have a range of between 95 and 140 (urban) miles. Best of luck boys!



The 36th edition of the popular Motor Beurs, Utrecht, will take place from February 20 to 23rd, 2020. Regularly attracting over 100,000 visitors - making it the largest motorcycle show in the Netherlands.

Indian Motorcycle was in 14th position in market share terms in Germany for the year to August 2019 with 1,016 units sold YTD for a 1.05% share - up by +9.36% over the year-ago period.

"Motorcycling is About Individuality, Independence and Freedom" - MIC Unveils Shock Research Findings at AIMExpo

The Motorcycle Industry Council presented its "strategic framework for the long-term, industry-wide effort" designed to boost ridership by getting more riders, riding more, at the opening session at AIMExpo (Columbus, Ohio) at the end of September.

Speakers revealed new findings about the 'culture code' of motorcycling - "how Americans relate to motorcycles, which is critical in understanding how to reach potential new riders," and speakers provided details about new research into the four steps on the journey to becoming a motorcyclist. "This industry-led program will enable all stakeholders to benefit," said Paul Vitrano, MIC Board Chair and senior assistant general counsel of Indian Motorcycle and Polaris Inc. "The MIC is developing this to bring the might of the entire industry together, in order to power our collective future."

'the Culture Code'

MIC leadership urged everyone throughout the industry to unify, support the initiative, engage with it, and send questions, comments and suggestions to newriders@mic.org. An action plan and an initial set of tactical elements will be presented at the annual MIC Communications Symposium in Long Beach, Calif., on Nov. 21.

The presentation was led by Vitrano, MIC Vice Chair Chuck Boderman of American Honda Motor Co., Inc., incoming MIC President and CEO Erik Pritchard, and long-time motorcyclist and media personality Ariana Escalante.

"We conducted exhaustive research into the key drivers that underlie our



Incoming MIC CEO/President Erik Pritchard



MOTORCYCLE
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Four key steps were identified on the journey to becoming a rider:

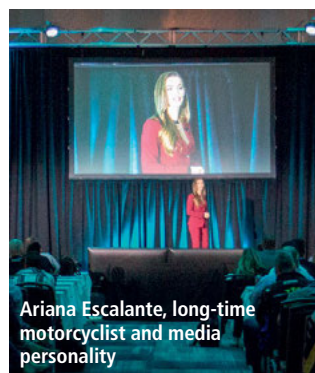
Inspire - Get more people to take notice of motorcycling

Explore - Help more people learn about motorcycling in a way that aligns with their lifestyle and personal interests

Engage - Knock down barriers and welcome new folks

Integrate - Make motorcycling accessible, affordable, and enriching

"We are working to refine these elements into an action plan."



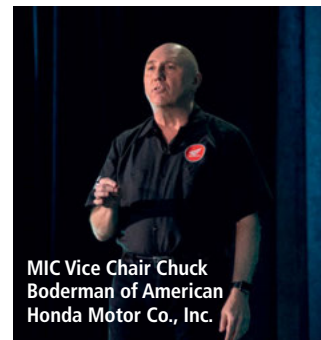
Ariana Escalante, long-time motorcyclist and media personality

industry," Vitrano said. "We knew we had to dig deeper and go further than anyone had previously gone into the real issues that motivate people to ride - and even more importantly, what keeps them from riding."

"After months of intense, collaborative work with consulting firm Centauric, it was clear that potential consumers not only exist, they might actually be out there waiting for us to find them," Vitrano said.

To reach these potential riders, the MIC worked with Centauric to understand the 'culture code' of motorcycling in America, and to identify the four steps on the journey to becoming a rider.

Information gathered in focus groups, lab experiences and other research "allowed us to discern our most critical understanding," Boderman said, "the distillation of the culture code of motorcycling in America, which can be



MIC Vice Chair Chuck Boderman of American Honda Motor Co., Inc.

summed up in two words: personal sovereignty."

The 'culture code' is "comprised of independence, power, mastery of both self and domain, and being at least a little bit bad-ass about it," he said. "Personal sovereignty is the essential key to understanding how to powerfully connect with potential riders. It is how most Americans

'Inspire, Explore, Engage, Integrate'

subconsciously relate to motorcycles." "We need more riders, riding more," Pritchard said. "Potential riders are on a journey, and it's our job - all of us - to provide a roadmap and help them along the way to make sure they reach the destination."

"We are working to refine these elements into an action plan," Pritchard said. "Our industry is at an essential turning point, where we must unify as one body, speaking the culture code of motorcycling, and pulling in the same direction to create new riders."



Paul Vitrano, MIC Board Chair and senior assistant general counsel of Indian Motorcycle and Polaris Inc.

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NEWS BRIEFS

The cause of a fire at an Indian Motorcycle dealership is under investigation, with the owner reporting that damage to the bikes alone could exceed \$1 million. Bison Thunder Motorcycle in St. Michael had extensive interior damage from the fire. Owner Doug Kauth reports that there were no injuries in the Sept. 25 fire. The dealership re-opened in an adjacent building ten days after the fire. The dealership also owns Bison Thunder Motorcycle, St. Paul.



Norton Motorcycles' founder Stuart Garner has appointed "prominent law firm and corporate adviser Fieldfisher to sound out potential investors". It is said that Garner is looking for GBP £5m to buy parts to fulfil a £26m order book. Previously Norton has relied on Garner's own financial resources. BDN reports that the company's most recent annual accounts to March 2018 show a 20% revenue increase to £6.7m, turning a loss of £201,842 in the preceding year into a £33,701 pre-tax profit.

Harley was in 6th place in Germany in market share terms for the eight months to August 2019, having sold 8,753 units in 2019 so far for a 9.07% market share, one of five manufacturers within 1.4% of each other behind runaway market leader BMW, but well ahead of Suzuki, Ducati, Triumph and Husqvarna. Their top seller YTD had been the Street Bob (1,008 units sold) - the 18th most popular motorcycle in Germany - with the Sport Glide XL 1200X, Breakout 114 and Sport Glide Special also registering in Germany's Top 50 YTD sellers.

KTM Industries AG, which is changing the name of its corporate parent company to Pierer Mobility AG, has signed a manufacturing joint venture partnership with Spanish trials bike specialist Gas Gas owner Black Toro Capital (BTC). The plan is for new models to be developed alongside the existing Trials and Enduro models, with production to be continued at the existing Gas Gas and Torrot electric vehicle facility near Girona in north east Spain (Catalonia). It is intended that Gas Gas branded models will be added alongside KTM and Husqvarna models in dealerships.

Cardo Rental Availability at Select Hertz Ride Locations

Cardo Systems has announced that motorcyclists renting bikes from select Hertz Ride outlets can now stay connected with Cardo's PACKTALK line-up.

Allowing greater connection to their riding group, mobile device, GPS and music, Hertz Ride service will provide customers with the option to add Cardo's PACKTALK BOLD or PACKTALK SLIM units to their two-wheeled vehicle rentals.

The PACKTALK products are powered by Cardo's industry-leading Dynamic Mesh Communication (DMC) technology, which allows riders to remain seamlessly connected with up to 15 riders for an enhanced group riding experience. With Cardo's natural voice-command, activating the device no longer requires a specific action such as push-to-talk, so riders can keep their hands on the bars at all times.

Riders can simply say "Hey Cardo" with the desired action to the always-on system, and it reacts instantaneously. Plus, riders will experience sound by



JBL, which is said to deliver a superior audio experience to motorcyclists and sets a new standard in audio quality for helmet communications systems.

"For many people, especially renters, riding a motorcycle is all about the experience. With the addition of our industry-leading PACKTALK line-up to Hertz's offering, we will be able to enhance that experience for these riders," said Jonathan Yanai, Cardo's VP Global Sales.

"We are excited to continue our work with Hertz by not only offering this opportunity to U.S. riders, but to continue to expand our partnership to

provide world-class experiences around the globe."

The partnership between Cardo Systems and Hertz Ride, which was announced in June of 2018, initially saw Cardo units in select locations around Europe. Debuting in Spain, France and Italy to great success, the program has continued to expand, with select U.S. Hertz Ride locations now also making Cardo's PACKTALK line-up available.

Going forward, Cardo and Hertz will look to continue expanding to more Hertz Ride locations.

www.cardosystems.com

Canadian Motorcycle Manufacturer Havoc's new 140 hp 'Voodoo'

Havoc Motorcycles (Charlottetown, Prince Edward Island, Canada) has launched a new model - the 1960s styled 127 ci, 140 hp 'Voodoo'

"Performance Supercruiser" for the company's 2020 model year. Sporting a 2.081 liter (127 ci) V-twin producing 140 hp and 140 ft lbs torque, Havoc says "its power-to-weight ratio approaches superbike territory." The retro-themed design with a hidden shock frame, springer front end, thick spoke wheels, sprung solo saddle and high tracker pipe combined with "modern technology where it counts," such as dual 4-piston front brake calipers on floating rotors, LED illumination and full digital instrumentation made by Dakota Digital.

Describing it as being "back-to-basics with modern technology and tons of power," the power gets to the ground via a double belt drive dry clutch system and a 200/50R-18 Metzeler ME888. The front gets a 21 x 3.5 dual disc wheel with a 120/70-21 Metzeler.

Additional performance features include a single-fire ignition and dedicated coil per cylinder.

The pre-production model shown here has gloss black accents over satin black powder-coat applied to the frame, springer fork, wheels, exhaust and handlebars. However, the bike will also be available with a "Show Chrome Package," with all of the same components in chrome at no additional charge.

"Our philosophy is that customers should be able to personalize their motorcycle at the time of order," says Havoc's Jarrod Wiener. "We also operate one of Canada's largest online stores for customizing American

V-twin motorcycles, so our most popular performance enhancements are already designed right into the bike. A customer can further personalize the metal finish options to their own preference at the time of order for no extra charge.

"We're doing a limited production run of the 127 Voodoo for 2020 - it's a true production custom". Pre-order pricing is USD\$22,500 or CAD\$29,995. A \$5,000 deposit secures the bike, which will be shipped to a Havoc Motorcycles Dealer or Authorized Service Center across Canada and the US for delivery in the Spring.

www.havoc-motorcycles.com



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NEWS BRIEFS

A lawsuit sheds new light on the collapse of five Seattle-area motorcycle dealerships that left employees without jobs, customers without bikes, and the motorcycle community with questions about the plans and whereabouts of the owner - one Howard Crow, a Microsoft program manager turned motorcycle dealer, whose NobleRush chain of dealerships was abruptly shut down. The lawsuit claims that Crow and his companies failed to make some payments on bike loans and have refused to voluntarily surrender the bikes. Crow's Ducati dealerships, along with three other dealerships - a BMW store at the Lake City location and two multibrand dealerships in Auburn - have been shuttered since Sept. 19.



The popular Moto Bike Expo (MBE) takes place again in Italy from January 16th - 19th. This will be the 11th year it has been staged at Verona following its acrimonious split from Padua. A combination custom and 'mainstream' show, MBE has the backing of most of the major OEMs, including Honda, Yamaha, Kawasaki, Suzuki, Ducati, BMW, Triumph, Royal Enfield, H-D and Indian Motorcycle.

Harley was in fifth place in market share terms in Switzerland for the first nine months of 2019, having sold 1,904 units, down from 2,457 for the year ago period. Market leader in the Swiss market is Yamaha, followed by BMW and Honda, with Kawasaki fourth.

In Polaris Europe's home market, Indian Motorcycle was in 10th spot in market share terms in Switzerland for the first nine months of 2019, having sold 459 units, compared to 379 for the year-ago period. Its top selling model has been the Scout, the 18th most popular motorcycle in the Swiss market with 199 units sold YTD, down from 212 for the year-ago period.



Eagle Rider Motorcycle Rentals and Tours has announced the addition of the Royal Enfield Himalayan, Interceptor 650 and Continental GT 650 to its rentals fleet. It will also be adding the Harley LiveWire at select outlets soon.

AIMExpo - Columbus, Ohio September 26-29

This year's AIMExpo is said to have seen a combined total dealer/industry and consumer attendance of 19,358, with 13,983 consumers and 2,314 recorded as dealers/buyers from 992 individual "unique retail locations"; the remainder of the attendance being exhibitor booth staff and "associated industry professionals.x" All 50 U.S. states were represented by dealer attendees, with visitors from 55



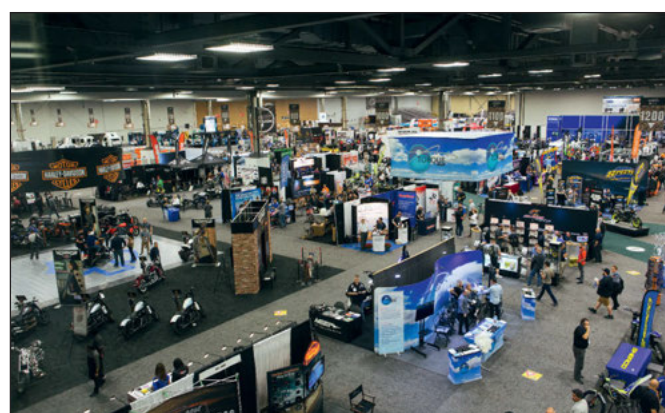
countries in total. There were 370 exhibiting companies, with 35 total OEMs represented on the show floor;

830 people were recorded as attending the Powersports Dealer Seminars, with representatives of 186 media outlets in attendance.

The organizers have estimated that the show generated 416,000 social media engagements and 4.6 million social media impressions.

The show is slated to return to Columbus in October 2020, maintaining its two-day trade and weekend two-day consumer attendance formula (1st through 4th). Many in the motorcycle industry are hoping that the Expo will 'drop anchor' at Columbus and make the popular Midwestern city its permanent home.

www.aimexpousa.com



Bagger Nation Dealer Portal - "The Ultimate Profit Maker"



The Paul Yaffe's Bagger Nation Dealer Portal is a dealer-network exclusive dealer site that is "an important resource for any shop," says Paul. "The site includes free product displays for the showroom, free to use professional grade product photography in a complete library of all our products and information and parts displays, all you need to professionally present the latest from Bagger Nation directly to your customers. "Instructional videos make installing our products a breeze and easy online 24 hours a day direct ordering with u-to-date cost and retail pricing means that you can order and install Bagger Nation with confidence. "All products include fitment

specs and digital instructions, and with customizing tips and exclusive portal-only

promotions, this is the ultimate dealer profit maker." www.baggernation.com

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NEWS BRIEFS

MC MÄSSAN 2020

The annual Swedish Motorcycle Show MC Massan will be staged at Gothenburg on Sweden's west coast from January 24-26. Alternating with the capital Stockholm, the show is a broad based, all industry, mainstream powersports industry event that usually attracts over 50,000 visitors.

Harley unit sales in Australia through Q3 declined by -11.1% to 4,617 units for the first nine months of 2019. Its top selling model has been the FXBRS (635 units), followed by the XG500 (541) and FLFB (335). The total market in Australia was down by -8.0% at 62,973 units for the period. Honda is market share leader with 23.1% of sales, followed by Yamaha (21%) and Kawasaki (10.6%). Indian Motorcycle sold 550 units, -11.6%, including 275 Scouts and 77 Chieftains.

WDW2020 WORLD DUCATI WEEK

Ducati is to stage its 11th biennial World Ducati Week at the Misano World Circuit Marco Simoncelli in Italy from July 17-19, 2020. In 2018 the event attracted 91,000 visitors (aka 'Ducatista') for three days of worship at the altar of all things Red.

A 1260 Pikes Peak became the 100,000th Multistrada built by Ducati in September - 16 years after the first Multistrada rolled off the assembly line. The buyer was Dave Hayward, a German 'Ducatista' who had ordered his Multistrada from the Düsseldorf dealership - it was presented to him by Ducati CEO Claudio Domenicali in person.

PROGRESSIVE INTERNATIONAL MOTORCYCLE SHOWS

Progressive International Motorcycle Shows (IMS) has announced the launch of "Next Steps," an extension of their Discover the Ride program which "serves the entire motorsports community by breaking down the industry's high barriers to entry." Dtr introduced over 2,000 potential riders to the experience of motorcycling for the first time - "Next Steps represents an evolution of the program by helping new riders get trained. After receiving their motorcycle license, new riders can familiarize themselves with the world of motorcycling through NewTo2.com, an online platform within Dtr dedicated to the continued education of the new generation of riders."

Veracka Family Harley-Davidson Dealer Group Splits into Two Companies

One of the world's largest Harley-Davidson dealer groups has split into two companies "representing another chapter of the Veracka family's 40-year motorcycle industry legacy." Paul Veracka and Michael Veracka, owners of the Veracka family Harley-Davidson Dealer Group, have officially separated themselves as of October 1, 2019. They will no longer own or operate any of their Harley-Davidson dealerships together.

"It's exciting as we go our separate ways with our own companies. We've been in the Harley-Davidson business together for 11 years now, growing our footprint to cover the entire United States," said Michael Veracka. "I'm looking forward to my stores competing with Paul's stores."

"This move simply gives us the chance to establish our own visions for our own companies," said Paul Veracka. "Owning our individual stores has been something we've discussed for a few years now, and in anticipation of this split, we have been restructuring operationally. This will allow a seamless transition for the current staff at the dealerships," Paul added.

As the brothers go their separate ways, they will be creating new roles within their respective companies, including opportunities to promote current staff and attract additional experienced talent from outside the industry. "The systems and procedures we've created and implemented at the stores allow the average skilled performers to do a great job, and the highly skilled performers to excel. It's no secret that our stores have historically been some of the highest volume stores across the country," said Michael Veracka.

Paul Veracka stated: "Our business model of explosive growth will only intensify as we branch out on our own. We bought five stores over the last couple years as one company, now it's going to be a race." In addition to the brothers' split, their father, David Veracka, will continue to be involved in the motorcycle industry, taking over the former group parent company, The Motorcycle Company, which will become a consulting company. TMC will provide services to Harley-Davidson dealers as well as all other brand motorcycle dealers in the form of sales training, marketing and



accounting. David will be actively pursuing new clients outside of Veracka owned dealerships.

Paul Veracka now owns Rockstar Harley-Davidson, Fort Myers, Florida, Palm Beach Harley-Davidson, West Palm Beach, Florida, Motown Harley-Davidson, Taylor, Michigan and High Octane Harley-Davidson, Billerica, Massachusetts.

Michael Veracka now owns Avalanche Harley-Davidson, Golden, Colorado; Rawhide Harley-Davidson, Olathe, Kansas, Riverside Harley-Davidson, Riverside, California, Huntington Beach Harley-Davidson, Westminster, California, Jet City Harley-Davidson, Renton, Washington and Desert Wind Harley-Davidson, Mesa, Arizona.

Lynchburg Garage - Indian Motorcycle Destination and Retail Store

Indian Motorcycle in America has taken its promotional partnership with Jack Daniel's in an additional, new direction with the opening of Lynchburg Garage, a new motorcycle and merchandise store that celebrates the history of the two iconic American brands. Located at Lynchburg, Tennessee, just down the street from the Jack Daniel's distillery, Lynchburg Garage "is a must-stop destination for tourists and motorcyclists alike. "Inspired by the storied history

of Indian Motorcycle and Jack Daniel's, Lynchburg Garage represents a new chapter for Indian Motorcycle as the brand expands its reach into apparel and merchandise outlets. "Inside, guests can grab a refreshment and relax in the hospitality area featuring branded artifacts, a hometown pin board for guests to mark where they're from, and a large-scale map showcasing the best motorcycle rides in Tennessee. Additionally, motorcycle rentals will be

available starting in September for riders to experience Indian Motorcycle's latest model year line-up. Indian Motorcycle lifestyle apparel and co-branded Jack Daniel's gear is also available for purchase.

"Jack Daniel's has been an incredible partner over the past several years, and we're extremely excited to bring a taste of Indian Motorcycle to Lynchburg," said Reid Wilson, Senior Director for Indian Motorcycle. "Although a small town, Lynchburg is a critical piece of American history and a popular destination for tourists traveling to Nashville, and now with Lynchburg Garage, visitors will also have an opportunity to engage with the Indian Motorcycle brand and its history."

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NEWS BRIEFS

Delaware, USA based Global Market Insights, Inc., has stated that the "worldwide battery electric vehicles market was valued at US \$150 billion in 2018 and will surpass US \$425 billion by 2025 - an annual growth rate of 16% from 2019 to 2025."

In further signs of the global corporate re-alignment taking place as the automotive industry eyes an electric future, fierce rivals BMW Group and Daimler AG (Mercedes-Benz) have embarked on a long-term development cooperation for automated driving. The initial goal is to "develop technologies for driver assistance systems, highly automated driving on highways, and automated parking (all up to SAE Level 4)" with market launch in series production vehicles scheduled for 2024.



Swedish apparel specialist Jofama has sold its Halvarssons and Lindstrands brands. They have been designing "versatile riding apparel for motorbike riding: jackets, trousers, underwear, footwear, bags and gloves" for 70 years.



Zero Motorcycles, the world's leading manufacturer of full-sized all-electric motorcycles, has beaten off stiff competition to win the title of 'Motorcycle News (MCN) Electric Bike of the Year' in the UK. Judges called the SR/F "the genesis of a new generation of electric bikes", adding "it is a real-life road bike that works, not some long-promised unicorn." The SR/F features the new Zero Z-Force motor that delivers 190 Nm of torque and a top speed of 124 mph from a 14.4 kWh battery.

Harley-Davidson is the latest Powered Two-Wheeler (PTW) manufacturer to join BMW, Ducati, Kawasaki, Kymco, Suzuki, Triumph and Yamaha as a participant in the MCIA SECURED anti-theft initiative in the UK. The scheme gives motorcycle buyers important information about standard fit security items by allowing them to make accurate comparisons between models of interest. Every Harley model has been given a four-star rating.

MIC Says 100% Tariffs on EU Powersports Products Defeated

The MIC (Irvine, California) says that proposed tariffs of up to 100% on motorcycles, parts and accessories going into the USA from European Union countries have been "staved off" following efforts by the MIC's Government Relations Office and some key member manufacturers.

"Representatives from member companies KTM and Indian Motorcycle, and MIC staff, made the case against the proposed tariffs, testifying this summer at hearings in Washington, D.C., and holding meetings with key staff at the Office of the United States Trade Representative. The MIC, along with motorcycle-manufacturing member companies Cobra, Ducati, Indian Motorcycle and KTM, also submitted written comments to the USTR opposing these tariffs.

"In a show of transcontinental industry support, ACEM, the European Association of Motorcycle Manufacturers, also submitted written arguments against the proposed tariffs [as did many European vendors such as Zodiac International and AMD



Erik Pritchard, MIC President and CEO: "The tariffs would have meant extremely high prices for our American consumers of European motorcycles, parts and accessories."

Magazine]. The tariffs would have greatly affected the powersports business and came about as part of a dispute regarding certain EU countries subsidizing their large-aircraft manufacturing sector.

"We have been actively engaged in this dispute from day one, both in Washington, D.C., and also in Europe, to protect our dealers, support the



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motorcycle industry and allow our customers to continue to ride and experience motorcycling," said John Hinz, CEO of KTM North America. "Our brands and dealers have been operating in the United States for over fifty years and it is our responsibility to protect and grow the future of motorcycling. We commend the USTR's recognition of the negative impact that the proposed tariffs would have had on our U.S. business, partners, dealers and customers."

"Had the tariffs been enacted, that would have meant extremely high prices for our American consumers of European motorcycles, parts and accessories," said Erik Pritchard, incoming MIC President and CEO. "Increased costs would have even discouraged motorcycle riders from performing routine but critical maintenance, such as brake pad and tire replacements, due to potential doubling on the price of parts."

AHDRA Back on Track in 2020

Tim Hailey reports that there's good news for drag racers of American-made V-Twin motorcycles. AHDRA has been purchased by Pulse Marketing, a Pennsylvania-based motorsports promotion company run by veteran drag racer Bill Rowe Jr. and family.

AHDRA was THE place to drag race Harley-Davidsons in the 2000s, with racers criss-crossing the country with the fully-sponsored, well-marketed series run by Craig Tharpe. "We want to thank Craig for trusting us to take the AHDRA over," said Rowe Jr.

AHDRA's last season was 2012, but Pulse says they will have the series up and running with somewhere between six to eight races in 2020, with Sturgis likely the only race west of the Mississippi.

"We want people to know we're here and we're looking forward to a May 2020 start to our season," continued Rowe.

The Rowe family brings a lifetime of motorsports promotion to the effort. "My dad, Bill Sr., was a promoter when I was a kid," said Rowe, who's been racing for over 40 years and counts grasping the AMRA Eliminator championship out of Donnie Huffman's firm grip in 2017 as his proudest on-track achievement.

"At 14 years old I was racing, doing the rider payouts and handling the points system, so I've been doing this a while. "But it's not just me and my family. We have a good team of advisers on board to help us with this, and we'll be announcing them along with a schedule shortly.



Bill Rowe Jr.

"We're also working with the Top Fuel Harley racers to make sure our schedule plays nice with the NHRA schedule so that we get the pros at our events and develop the next generation of Top Fuel Harley stars right here at AHDRA.

"We've got five classes covered with sponsorships already, but there's room for more to jump on board. We're looking to bring back that AHDRA style of racing." A new AHDRA website will soon be up and running.





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Michelin Scorchers Sport Tires on LiveWire

Greenville, South Carolina based Michelin North America has announced that a custom-designed Scorchers Sport tire is Harley's OE fitment tire of choice on the LiveWire. Co-developed and co-branded with Harley-Davidson, the tire is "designed to enhance the ride and handling performance of Harley-Davidson's first electric motorcycle, leading a planned portfolio of electric two-wheelers aimed to establish Harley-Davidson as the leader in the electrification of motorcycles. The Scorchers Sport tire integrates Michelin's innovative Dual Compound Technology (2CT and 2CT+), the most advanced compounds ever used in Michelin Scorchers tires. These compounds extend the performance of the tire range by providing outstanding levels of wet and dry grip. Along with advanced compounds developed through years of sport radial tire innovation and



extensive track testing, this technology enables the tire to provide wear resistance in the center of the tread, with optimized grip on the shoulders, and also features a radial casing tuned specifically to extract the maximum performance from the LiveWire.



"The distinctive tread pattern and patented velvet sidewall design complement the styling of the innovative Harley-Davidson motorcycle."

Michelin says that it invests more than \$770 million in research and development annually and that for this project its engineers worked directly with Harley-Davidson for two years to co-design the tire specifically for the LiveWire. Headquartered in Greenville, S.C., Michelin North America employs about 22,700 people and operates 19 major manufacturing plants.

www.michelinman.com

AMA Motorcycle Hall of Fame Announces Class of 2019



The Pickerington, Ohio based AMA Motorcycle Hall of Fame will welcome five new inductees during the AMA Motorcycle Hall of Fame Induction Ceremony on Dec. 6 at the Hilton Columbus Downtown in Columbus, Ohio.

The AMA Motorcycle Hall of Fame Class of 2019 consists of rights advocate Mark Buckner, off-road racing champion Kurt Caselli, motocross champion Ron Lechien, trials pioneer Wiltz Wagner and museum founder and former Harley dealer Dale Walksler.

"The AMA Motorcycle Hall of Fame Class of 2019 includes individuals who have impacted motorcycling in positive and powerful ways, as both advocates and sportsmen, leaving a lasting impression on the sport we all love," said Ken Ford, a member of the AMA board of directors and chairman of the American Motorcycle Heritage

Foundation board.

"Generations of motorcyclists owe them a debt of gratitude for their accomplishments. We're honored to recognize them." The induction ceremony is part of the 2019 AMA Legends & Champions Weekend, Dec. 6-7, which also includes the 2019 AMA Championship Banquet on December 7 and the annual AMA Congress, where AMA Commission members will discuss rules governing AMA-sanctioned events.

Hall of Fame candidates are nominated by the public for consideration for the annual ballot. Independent Hall of Fame nomination committees select nominees for the ballot, which is voted on by all living Hall of Famers, members of the AMA and AMHF boards of directors and AMA Life Members.

www.motorcyclemuseum.org

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NEWS BRIEFS



Marietta, GA. based Yamaha Motor Corp., USA, is pledging up to \$500,000 in Yamaha Outdoor Access Initiative (OAI) grant funds for 2019 to support ventures protecting outdoor recreation. Yamaha is actively seeking organizations who can utilize the available funds and encourages interested parties to learn more about the program at YamahaOAI.com. As part of this effort, Yamaha has already awarded more than \$130,000 in funding and equipment to 13 organizations in the current funding cycle.



British "luxury" helmet manufacturer Hedon is to supply BMW with classic and custom-inspired helmets. The London-based company is known for its eclectic mix of retro-styled open and full-face lids. Despite that retro aesthetic, Hedon says its helmets are made with modern materials and features, including fibreglass/carbon fibre shells, anti-bacterial fabrics and multi-channel ventilation systems.

The German Association of Energy and Water Industries (BDEW) says that the number of public EV charging stations rose more than 50 percent from summer 2018 to summer 2019. Germany currently has 20,650 stations, up from 13,500 the previous year - sufficient to power up 13 million EVs, or 30% of all German cars of all types currently in use; 12% are rapid charging stations. There are now more EVs on the road in Germany than in any European country, although the percentage of Germans driving electric cars still lags behind nations like Norway. Germany's 16 federal states.

Crowdfunding continues to be the 'go to' source for idea-rich, capital-poor proto E-Bike brands. First seen in prototype guise at the 2018 'Milan' Show, would-be British manufacturer ARC has embarked on a second phase of a long-term funding program that is said to already include investment from Jaguar Land Rover's Venture Capital fund InMotion Venture. ARC says it plans to produce 390 ARC Vectors to sell at GBP £90,000 each (approx. US \$115,000/Euro 100,000). Best of luck with that plan boys!

Rinehart Racing Tackles Congressman on Tariff Impacts

The MIC says that its members continue to see benefits from this spring's annual MIC Capitol Hill Fly-In. Congressman Mark Meadows visited Rinehart Racing's facility and its employees in Asheville, North Carolina, in August as a direct result from the government relations event.

In April, Judd Hollifield, President and CEO of Rinehart Racing, met with Meadows at his Washington, D.C., office to discuss MIC priorities for the powersports industry. At that meeting, Hollifield offered to host Meadows at his company's office and production facility, an invitation the Congressman accepted.

"It was an honor to show Congressman Meadows our American-made premier exhaust systems, which are manufactured right here in his backyard," Hollifield said. "We also had a chance to discuss the significant impact that President Trump's China tariffs are having on our products. Even though



we have 100 percent American-made products using American steel and aluminum, the tariffs have really affected our business," Hollifield said. "With the tariffs making Chinese products more expensive, our American suppliers have taken an opportunistic approach and increased their prices, driving up our supply chain's raw material costs and lead times. "We have seen costs rise by as much as 30 percent for aluminum and 40 percent for steel. Moreover, our lead times have gone from two to four

weeks to as much as 16 to 20 weeks, slowing production." Hollifield said: "The Congressman committed to bring that message back to Trump administration officials." Scott Schloegel, MIC Senior Vice President of Government Relations, went on to say: "When lawmakers visit MIC members' facilities in their legislative districts, it helps reinforce the significant job and economic impact the powersports industry has across the country. These are exactly the type of relationships that we strive to establish with our annual Fly-Ins." www.rineharttracing.com

Data Shows Powersports Among Largest Outdoor Recreation Activities in USA

The MIC (Irvine, California) says that motorcycling, ATV riding and side-by-side driving are among the country's five largest traditional or conventional outdoor recreation activities in the United States - when ranked by economic output - according to U.S. Bureau of Economic Analysis data.

This was the first time that the BEA provided preliminary data on economic contribution in all 50 states and the District of Columbia, demonstrating how important outdoor recreation is to both local business as well as the nation's gross domestic product.

According to the BEA release, its Outdoor Recreation Satellite Account "shows that inflation-adjusted (real) GDP for the outdoor recreation economy grew by +3.9 percent in 2017, faster than the +2.4 percent growth of the overall U.S. economy. Real gross output, compensation and employment all grew faster in outdoor



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recreation than for the economy as a whole."

The bureau defines "conventional" outdoor recreation as activities done for pleasure, such as camping, hiking, hunting and fishing, and involving some physical effort.

"We have long known that motorcycling, ATV riding and side-by-side driving are major contributors to the economy, to our country's GDP, in so many ways," said Tim Buche, outgoing President and CEO of the MIC. "We boost local economies, too, and not just through powersports dealers and retailers. Our enthusiasts book hotel stays, pay park fees, buy

food, supplies and other gear they need for all sorts of great outdoor adventures. All of that makes them, and our industry, a powerful economic engine that merits the attention of policymakers and those who manage public lands."

The BEA data reveals that outdoor recreation accounts for +2.2 percent of U.S. GDP, creating \$778 billion in gross output, supporting 5.2 million jobs. Outdoor recreation in the United States is responsible for a larger share of GDP than many major industries, including chemical products manufacturing, farming and ranching, mining, and utilities.

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NEWS BRIEFS



Husqvarna

Husqvarna Motorcycles is the latest manufacturer to launch into the North American electric vehicle market. The new EE 5 is an electric engine competition mini cycle that "continues the brand's pioneering motocross journey" with "pioneering design and state-of-the-art technology. Perfect for pure beginners and experienced riders alike, the quick-charging EE 5 combines the latest high-quality components with bodywork specifically designed to give young riders an ergonomically effortless, all-electric riding experience."

LG Chem, one of the leading producers of Li-Ion battery cells for electric cars, is working on a potential new billion-dollar US battery cell factory. The Korean battery producer is already operating a battery factory in Michigan and now it is looking to expand to support the growing electric vehicle market. Reuters reports that LG, which counts General Motors and Volkswagen among its customers, is currently looking into locations for a \$1.7 billion factory that could begin production of over 10 GWh of battery cell capacity in 2022. Kentucky and Tennessee are among the candidates for the plant's site.

Meanwhile, SK Innovation, a rival Korean battery manufacturer, is also building a new electric vehicle battery Gigafactory in the US and it supplies batteries to Mercedes-Benz and Hyundai-Kia Motors. SK is currently being sued by LG Chem over allegedly stealing electric car battery trade secrets.



Dutch distributor Hoco Parts (owned by Parts Distribution Group/PDG in the Netherlands) has joined forces with Belgian distributor Rino Trading. PDG also owns DC Afam in Belgium and is one of a number of investors currently on the acquisition trail in Europe.

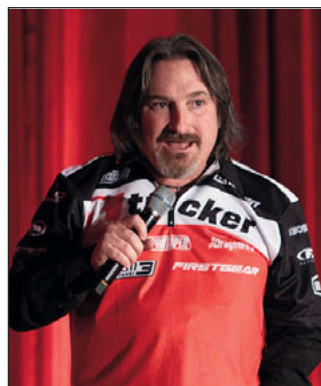
Researchers writing in Energy Storage Materials say they have designed an aluminum battery that is more environmentally friendly than the typical lithium kind, with twice the energy density of previous versions, and is made up of materials abundant in supply.

Tucker Helps Dealers - Mobile Marketing



Tucker Powersports has inked a partnership with the 7 Media Group to focus on driving value with dealer partners by addressing the most common challenge facing powersports retailers - more customers, aka 'door swings'.

"Tucker's sales and marketing

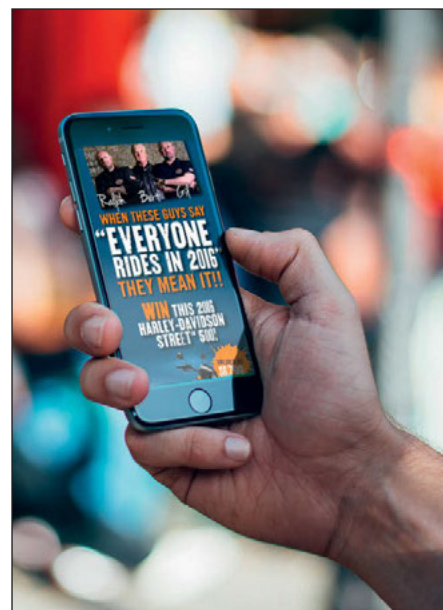


Jim Barker, Tucker VP Marketing: "7 Media has proven to provide value to over 200 powersports dealer customers. Helping drive new dealer 'door swings' is a primary focus for Tucker."

organization is introducing dealers to best practices in local, mobile and social media marketing and providing them with an exclusive offer available only to Tucker dealers - a 7 Media Group mobile marketing solution that includes SMS (text) capabilities, mobile web pages, mobile coupons with tracking capability, contest features for giveaways, and more."

Tucker says that it and 7 Media Group have been sharing customers and working on this partnership for the last 18 months. "We're proud to be able to extend our marketing services to Tucker dealers and can't wait to meet new ones at the 2020 Tucker Show," stated Ron Cariker, President of 7 Media Group.

Jim Barker, Vice President of Marketing at Tucker, said: "Ron and his team has



proven to provide value to over 200 powersports dealer customers. Helping drive new dealer 'door swings' is a primary focus for Tucker. We're proud to have a partner who understands the partnership we've built with our loyal Tucker dealer partners."

www.tucker.com

EagleRider Partners with Total Control Training

EagleRider Motorcycle Rentals and Tours is partnering with Total Control Training, Inc. "to continue

advancing motorcycle riding by providing access to great rides, motorcycles and training nationwide".

Total Control says it has been an innovation leader in motorcycle training programs since 1999, having trained well over 275,000 new and experienced riders.

"Training takes place on smaller motorcycles, but what happens when students graduate from these courses? EagleRider and Total Control are now offering a perfect solution for these new riders.

"As a Total Control Official Rental and Touring Partner, EagleRider and Total Control are establishing a communication channel that informs students of the benefits of joining Club EagleRider for graduates of all levels. Fresh out of training, Total



Control graduates can join Club EagleRider as they find the motorcycle of their dreams.

"By joining Club EagleRider for \$29, Total Control graduates start with two free rental days, and they get to select from multiple motorcycle brands. They also get to choose from hundreds of locations around the USA. Once in, for \$29 per month, riders continue to accrue one free rental day per month which they can use monthly or build up for longer rides, making day trips or longer adventures easier than ever.

"For Total Control graduates, joining Club EagleRider instantly provides ultimate test rides as they explore which bike is the

best fit for them. It also provides a 'bike in a suitcase' for those who travel, and very importantly, it immediately connects them with a local riding community so that they can build riding confidence while enjoying the camaraderie of like-minded motorcyclists as they continue to experience the joys of riding." To help make sure all this riding is being done safely and responsibly, Total Control says it will provide educational materials at EagleRider locations to help promote the benefits of intermediate and advanced training. It will also be involved in ongoing training for EagleRider Tour Guides to ensure they have the latest riding technology to promote safety and fun on their rides.

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NEWS BRIEFS

Intimidator UTV and TGB Engine Company have joined forces to bring you one of the most powerful UTVs on the market. Intimidator, based in Batesville, Arkansas, with dealers throughout the U.S., is powering its GC1K and GC1K Crew Series UTVs with TGB's 1000 engine. Taiwan Golden Bee (TGB) is a subsidiary of Taiwan Vespa Company (TVC) and was established in 1965 under a license of Italian Piaggio. Intimidator, Inc. is owned by entrepreneurs Robert and Becky Foster and "offers world-class American-made side-by-side 4x4 vehicles with unparalleled strength, power and performance at an affordable price."

A British start-up has launched what it claims is "the world's smallest and lightest" E-bike kit for conventional bicycles. The compact Swytch conversion kit weighs less than 7 pounds and is available through Indiegogo. It consists of a small, lightweight hub motor wheel (1.5 kg/3.3 lbs) that replaces a traditional bike's original front wheel, and a palm-sized power pack (also 1.5 kg), which attaches to the handlebars to provide 250W of power assist for a top assisted speed of 20 mph for the US version (15.5 mph for the EU market) and a claimed range up to 50 km/31 miles.

BMW is applying for a patent on technology that will lock the bike's transmission to make it impossible for a thief to wheel the bike away - technology that "will be far more robust and hard to defeat than its current equivalent, the steering lock".



Damon Motors Inc. (Canada) has raised US\$2.5m Seed Financing, including investment from Round 13 Capital, as the "leading two-wheel technology company" seeks further growth and product development. Damon's Advanced Warning System for Motorcycles (AWSM) addresses "safety pain points of the \$90 billion motorcycle industry, using sensor fusion, robotics and AI to form a 360 degree 'bird's eye' view for a safer and smarter ride". The company says that "major manufacturers are evaluating Damon technology for factory integration."

Swiss-Moto 2020 Zurich, February 20 - 23



The 17th annual Swiss-Moto, Switzerland's largest motorcycle, scooter and tuning show, will take place in Zurich again in 2020 with "numerous industry leaders and new brands already having confirmed their participation," according to Messe Zurich.

Features next year will include a revival of the popular Streetbike Freestyle Show and a focus on the response to the motorcycle driving licence regulations for young people aged 16 and over in the new "SWISS-MOTO Youth" meeting point 2020.

In the wake of the Swiss Federal Council's decision to allow young people aged 16 and over to ride motorcycles and scooters with a displacement of 125 cm³ (maximum

11 kW) by 2021, the organisers' new "SWISS-MOTO Youth" initiative will be a platform that appeals to young people between the ages of 14 and 17, with the show welcoming future riders with a mix of shows, news, gaming and the opportunity to experience first road tests.

Organiser Yves Vollenweider sees a big opportunity in the change of the law: "This adjustment opens up exciting opportunities for both the motorised two-wheeler industry in Switzerland and for Swiss-Moto as an expo."

"For us, as an important sector engine with a digital reach of around 1.7 million people interested in public transport and a media coverage worth over 1.3 million Swiss francs, it is clear that we are now responding to and

promoting the many advantages that motorcycling has to offer. A target-group campaign is planned that uses humour and creativity to highlight the many advantages of riding a motorised two-wheeler at a young age, such as the unrivalled price/performance ratio compared to public transport and the independence that two-wheelers bring to their lifestyles.

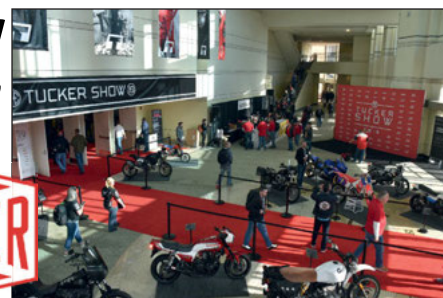
"As an additional highlight, after a ten-year break, the organisers are reviving the crowd pulling Streetbike Freestyle Show. Action is provided by international stunt professionals with spectacular stunts, smoking burn-outs and daredevil manoeuvres on two or one bike."

www.swiss-moto.ch

Tucker V-Twin 2020 Dealer Expo Fort Worth, Texas, January 21st to 23rd

Expanded to three days of expo, Tucker Powersports has confirmed its 2020 Dealer Expo for January 21 - 23 at the downtown Fort Worth, Texas Convention Center.

Expected to attract an increased dealer attendance and featuring seminars, networking, Texas style hospitality and around 100 or more vendor displays, many of the V-twin market's majors will be there - from S&S to Vance & Hines, Kuryakyn to Twin Power, Avon Tyres to Arlen Ness, Memphis Shades, Barnett, Letric Lighting Co., JIMS, Andrews, Le Pera, Aquatic, NAMZ and more. www.tuckershow.com



Polaris Opens its Nevada Distribution Center

Polaris Industries has formally opened its previously announced 475,000 sq ft (50,000 sq m) Fernley, Nevada Aftermarket, Parts, Garments & Accessories Distribution Center.

Described as its first Aftermarket and PG&A multi-brand DC, the facility "will support Polaris' growing Aftermarket, Parts, Garments & Accessories businesses by providing additional capacity, improving delivery speed and customer service, and optimizing operations."

Polaris says that early operations and initial shipments began last month [August] at the facility located just 30 miles east of Reno. The Fernley location is said to offer an experienced workforce and access to prime transportation routes, allowing Polaris



to "enhance customer and dealer service within the western region of the United States."

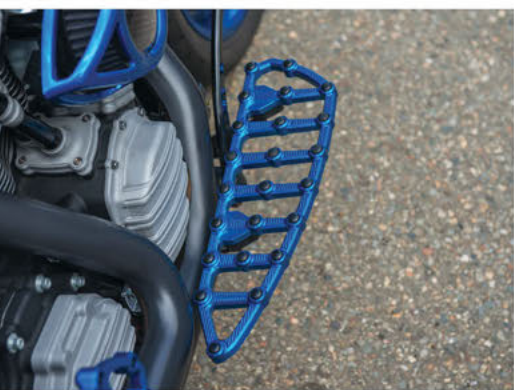
"The addition of a western region distribution center to support our growing portfolio of brands and customers is an important strategic investment for the company," said Steve Eastman, President of Aftermarket, PG&A at Polaris. "From initial concept through construction, this state-of-the-art facility has been designed to elevate service to our customers while leveraging innovative technology and impressive local talent



to efficiently support an expansive range of products and brands."

The Fernley facility will serve Polaris, Transamerican Auto Parts and Kolpin customers. Similar to other Polaris distribution centers, the facility's automated footprint "provides flexible operations while supporting speed, quality and safety."

Construction of the DC is said to have been completed within 12 months and already employs 50 people, with plans to employ up to 100 at full capacity.



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Indian Confirms PowerPlus 1000 'Challenger' - Its Biggest of B

The 'Challenger' sees a return for the PowerPlus engine name - one first used as early as 1916. The name was brought back by 'Gilroy' Indian for what became colloquially known as its

'bottletop' engine and subsequently refined by the Stephen Julius/Stellican owned King's Mountain, NC, Indian iteration that Polaris bought in 2011.

Polaris/Indian retired the engine and the name straight away, in favour of the now familiar 'Thunder Stroke'. The new PowerPlus engine is a last hurrah for work that had been done at the Osceola, Wisconsin facility for future Victory Motorcycle models. It was a design that had apparently been intended for a new Victory Cross Country model.

When the decision to close Victory was taken, the engine, or at least the name and then design concept, was inherited by the Indian Motorcycle team under the 'Legend' codename.

At 108 ci (1,770 cc) it is the largest and most powerful stock engine yet offered by Indian Motorcycle, producing a claimed 122 horsepower and 128 ft-lbs of torque. A DOHC, 60-degree water-cooled V-twin, the engine will be produced at Osceola, Wisconsin, with final assembly of the 'Challenger' at the present Indian Motorcycle assembly facility at Spirit Lake, Iowa.

Said to "establish a dramatically new standard for V-twin performance," the PowerPlus will "serve as the heart of the new Indian Challenger, an all-new, fixed-fairing bagger that utilizes Indian Motorcycle's state-of-the-art technology to become the highest performing American V-twin ever developed. The new engine's name is a nod to Indian Motorcycle's iconic history, paying homage to the Indian PowerPlus motorcycle" (produced from 1916 to 1924).

"We challenge our engineers with the notion that anything less than best-in-class design and performance will simply not get

it done, and it's clear with this new engine they have delivered on that high standard," said Steve Menneto, Indian Motorcycle President. "Countless hours were spent in design, development and testing to ensure this is the best liquid-cooled V-twin ever developed, and I could not be prouder of our team and this incredible motor."

Indian says that the PowerPlus adopts several design and performance features from the liquid-cooled 1,133 cc Indian Scout engine, including an overhead camshaft design utilizing four valves per cylinder.

"But comparisons end there. The PowerPlus was developed with a big-piston, big-torque mindset with an end game of maximum power delivery across the entire curve."

The all-new powertrain features a six-speed transmission with "true overdrive", assist clutch to reduce clutch effort, and three ride modes that allow riders to tailor throttle mapping to their riding preferences.

Advanced technology also includes hydraulic valve lash adjusters and hydraulic camshaft chain tensioners for ease of

maintenance and reliability.

"The PowerPlus was tested, refined and proven by one of the industry's most rigorous development and testing programs, accumulating nearly one million miles of simulated testing, including state-of-the-art dyno testing, and more than 250,000 on-road miles."

"You simply cannot deliver the ultimate bagger without an engine that stands head and shoulders above anything else in its class, and that was the motivation behind the PowerPlus," said John Callahan, Indian Motorcycle Vice President, Engineering. "We developed the most sophisticated V-twin powerplant in the industry, and then we spent month after month, hour upon hour, putting it through the most intense paces to ensure it could take whatever we threw at it. The end result is something truly special."

www.indianmotorcycle.com



Indian now offers four Dark Horse Big Twins - left to right: Challenger, Springfield, Chief and Chieftain.



Challenger Limited

08 Powered Big Twins



Indian
MOTORCYCLE

Indian Motorcycle has finally confirmed the 'Challenger' Big Twin as an additional new 2020 model. The bike had been one of the most widely teased open secrets of the year, having been in the planning at Indian for some time under the 'Raptor' codename, and especially following patent and trade mark filings, its debut at the company's August dealer meeting in Las Vegas, and a not so subtle 'ghost' appearance behind a picture of the new anniversary edition Scout in its MY 2020 photography.



There are three models of Challenger, this is the Dark Horse.

Indian Motorcycle PowerPlus Engine Specifications

Engine Displacement: 108
cubic inches (1,769 cc)

Power: 122 hp at 5,500 rpm

Torque: 128 ft-lbs at 3,800 rpm

Maximum Engine Speed:
6,500 rpm

Architecture: 60-degree V-twin,
liquid-cooled powerplant

Crankcase: Unit design
featuring a high capacity
semi-dry sump oil system

Timing System: Overhead
camshafts and four valves
per cylinder

Fuel System: Electronic fuel
injection, 52 mm dual bore
throttle bodies

Compression Ratio: 11:1

Transmission: Six-speed with
true overdrive, constant mesh

Clutch: Assist clutch



Challenger



PowerPlus 108 ci DOHC 60 degree
water-cooled V-twin



Vented Gas Cap with Knurl and Weld-in Bung

Duisburg, Germany based Dock66 has these small, vented aluminum gas caps with classic knurl, polished top and weld-in bung.

They come with a steel bung for weld-in, so they can be used for DIY gas tanks, modification of stock, chopper style or custom gas and oil tanks.

Total height with the steel bung is 37 mm, the cap is 40 mm diameter, the steel bung is 41 mm at the top (29 mm inner diameter), with a height of 25 mm and lower outside diameter of 38 mm for a stylish and minimalist custom solution.

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Steel Fuel Pump Frame



Dutch frame specialist VG Motorcycle has developed a steel fuel pump frame for customizing fuel injection engine models - answering the issues often encountered when trying to mount a fuel pump unit on a frame with a custom gas tank. The steel fuel pump frame can be welded into a custom aftermarket gas tank by using the OEM H-D Sportster fuel pump unit.



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Feuling ARP Stainless Fastener Kits



Oceanside, California based Feuling Parts is offering dealers access to the ARP (Automotive Racing Products) range of stainless 12-point external engine fastener kits for M-8 (Touring and Softail), Twin Cam, Evo and XL models.

Backed by a lifetime warranty, they are show polished with corrosion resistant finish. Available kits include points cover dress-up, cylinder stud and head bolt kits, primary and transmission stainless 12-point dress-up kits, rocker arm shaft studs and nuts to help relieve stress on M-8 cylinder heads, stainless chassis and trim dress-up fasteners and exhaust studs and nuts.

Best known for their cam plates, Reaper Cams and HP+ premium camshaft kits and HP+ and RS (Race Series) oil pumps, oiling systems and camchest kits, Feuling parts are manufactured in the United States to exacting tolerances and the "precision to perform."

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Motorcycle Storehouse Additions

Arlen Ness Style and Function for Indian Models



Motorcycle Storehouse has a number of "High End" Arlen Ness "style and function" parts and accessory applications for Indian Motorcycle models including floorboards, footpegs, handlebar grips and Ram Air intake air cleaner systems.

Avon Grips for Indian Models



Avon Gel grips are the softest and most ergonomic in the popular Avon line-up. Air cushioned, they are made from a core bar with air pockets, providing an airride for the hands. Grips from memory foam come with a closed cell skin, are soft, durable and chemical resistant. These custom grips are manufactured from Kraton rubber with a very soft serrated texture for an excellent grip in all circumstances. All grip sets are finished with 6061 billet aluminum caps and collars and available in a wide range of colors and finishes for '15-'19 Scouts and all Indian Big Twins '14-'17.

Knox Urban Pro Armoured Shirt



The Urban Pro is the latest addition from noted British protective apparel specialist Knox and features a high level of added abrasion resistance. A singular solution in hot weather so the rider stays cool and protected, just add any warm or waterproof layers over the top if the weather changes. Safe, comfortable, flexible and Class A CE approved.

Shinko Tires for Harley



Japanese specialist Shinko manufactured bicycle tires and inner tubes in Osaka, Japan, as early as 1946. In 1988 Shinko bought tire technology and molds from Yokohama. Combining Japanese engineering with South Korean workmanship, Shinko now offer a series of tires "that have long surpassed the Yokohama tire series. Amongst the approx. 200,000 motorcycle tires that are produced per month are the well known classic 240 and 270 series. Along with the Shinko 777 series, they are especially designed for modern, high performance Harley-Davidson motorcycles. Quality tires for high mileage - good grip in black wall, white wall and dual white wall.

Wera Tools



Wera is a German tool manufacturer that has been in the tool business since 1936 and currently employs over 750 people. They specialize in manufacturing application and task-specific tools only and are focussed towards professional market quality. Tools include bits, screwdrivers, hex keys, sockets, ratchets and some innovative wrenches. Some tools come with VDE (Verband der Elektrotechnik) approval. VDE approved parts are individually tested at 10,000 volts, in accordance with IEC 60900, which ensures safe working with live wiring up to 1,000 volts. "Wera VDE tools feature a dual layer isolation yellow insulation core under a red insulation outer layer. This helps visual identification of isolation issues. Many regular and VDE approved tool sets are also offered in special high-quality, fold-up, high-strength carry packs. Each and every Wera tool is meticulously designed, packed with innovative ideas, patented and made of the finest steels available to offer a noticeable improvement over regular high-end tools."



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Dynamic 4.5" Amber/White LED Light Bars

These new dynamic 4.5" amber/white LED light bars from Custom Dynamics provide "professional grade LED white running light with amber turn signal function, sealed in a slim, gloss black housing."

Each unit includes 21 super bright dual color amber/white LEDs and mounts to any 4.5" flat mounting surface and comes pre-tapped for easy install. Included AW converters allow for the white LEDs to turn completely off for the entire turn signal cycle, providing greater visibility of the amber turn signal.

Compatible with any 12VDC negative ground system, it is available through Drag Specialties and backed by the Custom Dynamics lifetime LED warranty.

Also seen here, these LED fascia panels for standard and special Street Glides, Road Glide Custom/Special and Road King Specials feature 45 super bright dual intensity red LEDs on each side to function as additional running and brake lights on 2006-2013 models and run, brake and turn signal on 2014-2020 models.

The design of the fascia LED Panels complements the ProBEAM LED TriBar, completing the look of the rear fender while adding extra visibility. They are



completely sealed units with a choice of red or smoked lens with a decorative chrome or gloss black trim; plug and play wire harness included.

CUSTOM DYNAMICS LLC
Youngsville, North Carolina, USA
Tel: 919 554 0949
info@customdynamics.com
www.customdynamics.com

Phantom Floorboards for H-D



Somerset, Wisconsin based Kuryakyn has followed up its recent launch of Phantom floorboards for Indian Motorcycle models with applications for H-D Touring, Trike, select FL Softail models ('86-'17) and '12-'16 Dyna Switchbacks.

"Phantom floorboards offer riders an easy bolt-on style and comfort upgrade over stock. Available in chrome or gloss black finishes, signature design cues include pass-through styling and sleek angular housings constructed from durable aluminum alloy.

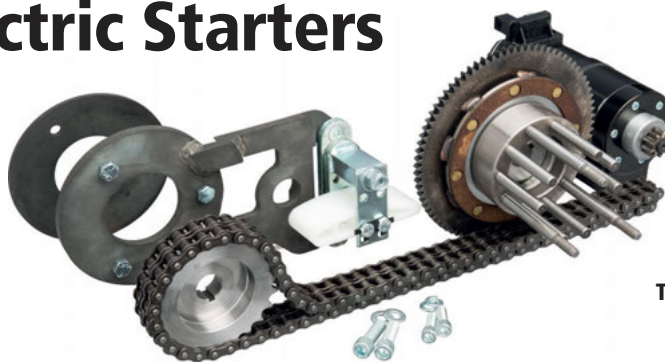
"The aggressive design features more overall surface area and incorporates ribbed EPDM rubber inserts to create a solid foundation for stability, traction and vibration-dampening comfort."

KURYAKYN
Somerset, Wisconsin, USA
Tel: 715 247 5008
salesupport@kuryakyn.com
www.kuryakyn.com

Cannonball Electric Starters

W&W Cycles in Germany is offering a choice of stealth starter systems. With the company's SSC series (C for clutch drive), as seen here, the starter motor engages in a clutch hub starter sprocket. Available for Big Twin models 1937-54 (SSC-E, E for Early) and 1955-57 (SSC-L, L for Late).

With their SSK series (K for Kickstart drive) the starter motor engages in the bike's original kickstart system. Available for models with rigid frames (SSK-R, R for Rigid) and swingarm frames (SSK-S, S for Swingarm).



W&W CYCLES AG
Wuerzburg, GERMANY
Tel: +49 (0)931 250 61 16
sales@wwag.com
www.wwag.com

Dual Rat Eye Fork Mount Turn Signals

Joker Machine's new dual rat eye fork mount turn signals "follow the contour of the triple trees for a simple yet stylish look." They can be mounted outwards or inwards anywhere between the upper and lower trees.

Equipped with four DRL waterproof LED bulbs, they produce a super bright amber LED light over a large area for great day or night visibility. Heavy duty construction to withstand the elements. Multiple lighting



configuration options. Installation does not require a control box or load equalizer on newer models. Available in black or chrome finishes, they fit 39 mm, 41 mm and 49 mm fork tubes.

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Drag Specialties Additions

Male-Mount Soft Ride Footpegs



These new Drag Specialties footpegs have been designed to increase rider comfort by absorbing vibrations. Long-lasting neoprene rubber insert cleats have a hollow core and are mounted on a special chrome socket-head bolt. Available in black with large or small diameter.

Reusable Air Filters



"Easily add noticeable performance with these reusable air filters," says Drag Specialties. "Increases in engine efficiency and power are achieved through a durable epoxy-coated wire mesh designed to maximize airflow and provide peak filtration. Also

uses high-flow, four-layer surgical-grade cotton filtration and a super-tough urethane body that won't crack or curl like rubber. Comes pre-oiled for fast installation and is 100% washable." Available for '17-'19 FLHT/FLHR/FLHX/FLTRX/FLTRU and H-D FL Trike models and replaces OEM #29400212.

Electronic Speedometer Sensor



This high-quality transmission mount speedometer sensor is a direct OEM replacement and also works on any aftermarket transmission case with a speedometer sensor hole. Fits '04-'19 FLHT/FLHR/FLHX/FLTRX/FLTRU/FL Trike, '07-'19 Softail, '06-'19 Dyna and '05-'19 XL models.

Replacement Shock Absorbers

"Improve ride comfort immediately" with these replacement shock absorbers from Drag Specialties. Progressively wound springs with hydraulic steel monotube damper bodies with either black or chrome finish. Available in 11.5", 12.5" and 13" lengths for '86-'03 XL models and mount with existing hardware.



3/4 Solo Seats



These new Drag Specialties seats are constructed from molded polyurethane foam, "offering the maximum in comfort and styling, while also providing better leg clearance and 3 1/4" back support." The high-quality automotive-grade vinyl cover is available in five variations: smooth, double diamond stitch with black thread, double diamond stitch with silver thread, double diamond stitch with red thread and distressed brown leather. Seat base is ABS thermoformed for a perfect fit and includes a carpeted bottom and rubber bumpers to protect the motorcycle's paint. Available for '04-'20 XL models.

DRAG SPECIALTIES
Janesville, Wisconsin, USA
Tel: 608 758 1111
drag@dragspecialties.com
www.dragspecialties.com



Painless Stainless

Brunswick, Ohio based Lowbrow Customs is offering these 1" diameter stainless steel handlebars, available with stock-style dimples for those using stock Harley-



Davidson hand controls or smooth for use on any custom motorcycle. Also available in black, they offer "perfect fit and finish, 100% TIG welded all stainless steel construction and can be left as delivered or polished to a mirror shine." Also seen here, Lowbrow offers Big Twin and Sportster throttles that "clamp snugly in place without leaving an unsightly gap and deliver up smooth, crisp throttle action." Available in many configurations, including single cable, dual cable, thread-in for early and push-fit for 1996 and later Harley-Davidsons, in choice of tumbled aluminum, black or solid brass. The Sportster pictured here has a Lowbrow dual cable, push-in throttle housing, Super Four handlebars, Cole Foster grips and an LC Fabrications brake switch pod delete. "That combo makes for a very tidy package, ready



to knock out some miles." All Lowbrow's stainless handlebars and throttles are made in the USA.

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Letric Lighting Co. - 'Buck Shot' LED Headlamps



Brand new to the Letric Lighting Co. family is a pair of 'Buck Shot' 5.75" and 7" multi-LED headlamps.

"Loaded with ultra-bright LEDs, these low and high beam super-thin headlamps will illuminate the road in front of you without exceeding your budget. Our 'Buck Shot' LEDs have that custom look to really set your ride apart from the pack."

LED headlamps draw less current than traditional halogen H4 bulbs "and last a heck of a lot longer," says Letric CEO Jeff Zielinski. "Plus, they put a lot less strain on your bike's charging system. The 5.75" boasts eight high-powered LEDs for running light (with an optional horizontal light bar) and an additional six ultra-bright LEDs for high beam function.

The larger 7" version boasts ten high-powered LEDs for running light (with an optional horizontal light bar) and an additional 14 ultra-bright LEDs for the high beam function. "Both LED headlamps come pre-wired and are 100% plug-n-play."

LETIC LIGHTING CO.
Oreland, Pennsylvania, USA
Tel: 610 265 7100
info@namzccp.com
www.letriclighting.com



Custom Chrome Europe Additions



J.W. Speaker Model 97 Headlight



Germantown, Wisconsin based lighting specialist J.W. Speaker's DOT and ECE compliant 100 mm Bi-LED headlight can be mounted as the main headlight or as supplement to existing lighting as running/driving lights. The LED headlight features high and low beam with front position and DRL, 1,800 raw lumen output high beam, 1,600 raw lumen output low beam, 5,000 K color temperature, and a heavy-duty aluminum housing with UV-resistant polycarbonate lens for ultra-clarity. The company says that this is "currently the smallest LED headlight unit on the market" and that "this versatile light will fit a variety of applications and ships with bottom mount bracket."

Jammer Grips



These Jammer Cycle grips in "cool and timeless designs" feature a soft grip with ergonomic shape and absorb shock and damping vibration. CCE also offers single and dual cable application throttle tubes - throttle by wire models use a sensor type throttle tube. Eight different designs are available in black, brown or dark red.

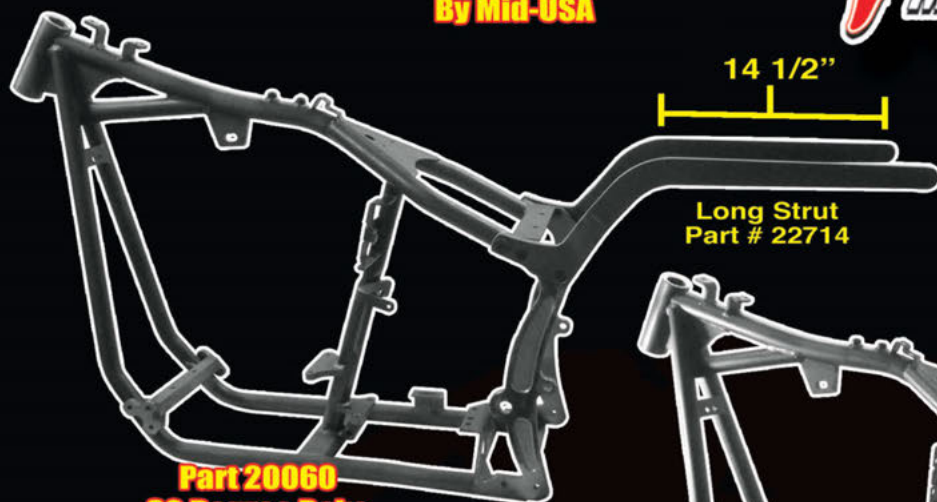
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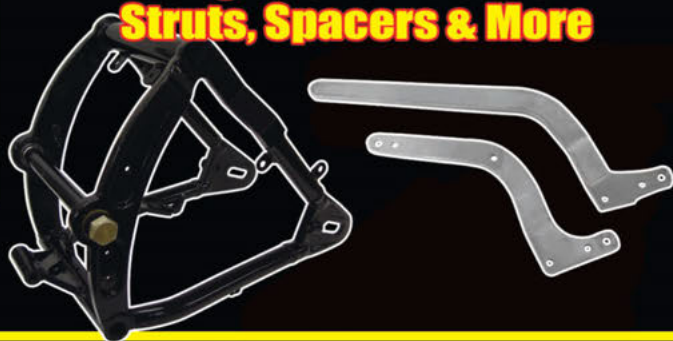
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Hydraulic Custom Clutch Lever

MG Biketec of Austria has released a reach-adjustable clutch lever for 2017 and up H-D Touring models, which come with hydraulic clutch controls. The levers (also available as brake lever) offer "excellent feel, optimal dosage and maximum control." All MG Biketec levers feature on-the-fly 25 mm/seven-position reach adjustability with the lever adapter designed to optimize leverage and ergonomics.

CNC-machined from high-tensile 6082 grade, heat-treated billet aluminum, they feature a ball bearing mounted adjuster mechanism, are "extremely lightweight" and come fully anodized in black with black stainless steel hardware, or highly polished with silver hardware.

The kit ships with the clutch lever, with the adapter fitted and ready for installation, and detailed installation instructions. Each lever comes with TÜV Austria type-approved, milled E-markings and the associated documents.

MG Biketec says it ship worldwide, offer first class



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Chrome Center Post Oil Tank

The latest addition to the V-twin select product line from Newburgh, New York based V-Twin Manufacturing/Tedd Cycle is this chrome center post mount oil tank. Featuring a chrome finish with side fill screw-in cap, it can be adapted to fit any stock or custom single center post frame. The tank includes screw-in filler plug and drain plug and has 1/8" NPT inserts to accept rubber or braided steel oil lines and battery box for 12 volt mini batteries. Fits G model 1941-1973, W and WR model 1941-1952 and XL models 1957-1985.

V-TWIN MFG/ TEDD CYCLE, INC.
Newburgh, New York, USA
Tel: 845 565 2806
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PARTS EUROPE

Parts Europe says that "Memphis Shades brings a whole new level of style when it comes to custom motorcycle windshields, fairings and accessories. The quality, style, selection and custom mounting hardware available sets these products apart from the pack."

Seen here, Parts Europe is offering its dealer network in Europe the Memphis Shades 'Road Warrior' fairing for the 2018-2019 Softail FXFB Fat Bob and for the 2017-2019 FLHRXS Road King Special. The complete

kit consists of a mounting kit and a windshield – available in different sizes.

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These Parkerized pegs and pivot bolts with zinc plated mounting blocks fit all 45 ci Solo models 1929 thru 1952.

E-Approved LED License Plate Mount



This pre-wired 5-LED, 69 mm wide and 15 mm high license plate illumination unit comes with E-approval.

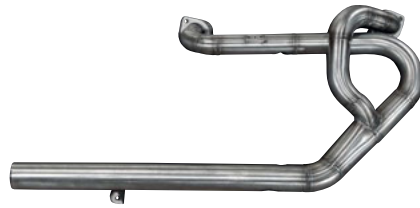
Le Pera 'KickFlip' for Softails



Among the new seats available from Californian manufacturer Le Pera for the 2018 - 2019 Softails, the 'KickFlip' features maximized back support and ample seating area for FXBB Street Bob and FL SL Slim 2018 to present. Options include stitching choices, Biker Gel, leather seating and full leather. Still handcrafting all its seats at its North Hollywood, California headquarters after nearly 45 years as the market's design leader, all Le Pera seats feature a powder-coated steel base plate, a specially poured high density "Marathon" molded foam foundation and double-stitched, handcrafted cover with bonded polyester thread for durability.

Mad Stainless Steel Exhaust Pipes

Handcrafted in the Netherlands from stainless steel tubing in precision build molds, Zodiac says that



"these custom exhaust pipes are more a work of art than 'just another' exhaust" - they come in raw stainless steel with welds just as you see them on race bikes. Add your own baffles or mufflers or use them as they come for the track or show.

Available as Shorty 2-into-2, Long 2-into-1, 'Eleanor' 2-into-1, 'Switch' 2-into-1 with long and short turn-out end caps and 'Twister' 2-into-1-into-2 for 1986 to present Sportsters.

Micro LED Taillight



This super small E-approved LED taillight with brake light function is only 1.18" (30 mm) in diameter and 0.59" (15 mm) deep and easy to fit with the M6 center stud on the rear. With red LEDs, they are available with clear or smoke lens.

"V" Style Fender Tips and Trim



Zodiac says these are "exact reproductions of the early FL front and rear fender tips and stainless steel trim pieces. The tips are cast like the OEM pieces and have a perfect chrome finish. The lower edge trim is pressed from stainless steel "to make these tips and trims an exact duplicate in both form and material." OEM replacement on FL models '59-'66, but can be fitted to all FL style front fenders '49-'86 and all FL style rear fenders '59-'86. Available options are front fender tip "V" style (OEM 59216-59), front fender side spear set (OEM 59205-57 and 59206-57) and rear fender tip "V" style (OEM 59887-59).

ZODIAC INTERNATIONAL BV
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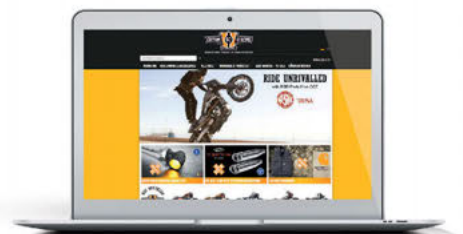
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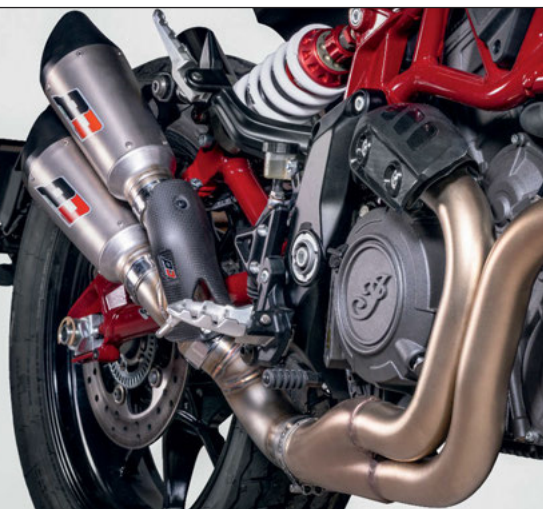


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Dyna pictured with "Pleated" style.
FXR pictured with "Grip Tape" style.
Bagger pictured with "Diamond" style.
Sportster pictured with "Basket Weave" style.
All 4 production styles available for all 4 models.

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

Aeromach to Distribute QD Exhausts for Indian FTR in the USA



Charlotte, North Carolina based motorcycle parts manufacturer and distributor Aeromach USA, LLC has announced that it is the US distributor for the Italian made (Vercelli, near Milan) QD exhaust line for the new Indian FTR motorcycle.

"We are excited to add this line of quality products to our offerings for the new FTR motorcycle," said Paul Aiken, owner of Aeromach. "We have been

selling QD exhausts for the Indian Scout for a while and have always had enthusiastic and positive feedback about them. So when I met with the team from QD, we immediately decided we needed to step up to make these beautiful Italian mufflers available to all dealers, right across the U.S."

The slip-on mufflers feature a carbon fiber heat shield and can be mounted directly to the factory resonator, or with the available QD-70005 "cat-delete" pipe to remove the resonator. A reflash unit will follow shortly to reflash the bike's ECU to compensate for the exhaust change when removing the factory resonator.

Aeromach is a manufacturer of billet aluminum motorcycle accessories including mirrors, handlebar risers, levers and other accessories for Indian, Harley-Davidson, Victory and metric cruisers. Aeromach is also the US representative for Highway Hawk motorcycle accessories from Germany and, now, QD exhausts from Italy.

AEROMACH USA, LLC
Charlotte, North Carolina, USA
Tel: 704 599 1333
sales@aeromach.net
www.aeromach.net

Barnett Clutch Kit - Late Model FL Touring and Softail Models



Californian specialist Barnett Clutches & Cables says that one of the latest additions to its long line of Harley-Davidson clutch kits is this direct-fit upgrade clutch kit for 2017-2020 FL Touring models and 2018-2020 Softails.

This kit features Barnett's segmented Kevlar friction plates, which are said to be designed for more oil flow, longer life and smoother clutch operation.

Also included are a set of tempered steel drive plates and a set of three heavy duty

clutch springs. "All our kits are quality checked for exact stack height prior to packaging to guarantee proper fit and optimal performance. These kits are made by us in-house here in California."

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El Dorado, 50-State Legal Exhaust System for M-8 Touring models



S&S Cycle has updated its El Dorado 50-State legal high flow exhaust system for M-8 Touring models. Designed around their proven 4.5" mufflers and stainless steel header for 2017-2019 M-8 powered Touring models, S&S says it has now received accreditation for 2019 models from the California Air Resources Board (CARB), saying that "the El Dorado will flow a 124" engine."

Additionally, the company has added a chrome tip/chrome body combo to the El Dorado line. The El Dorado is a complete system that includes Power Tune headers and a set of MK45 mufflers fitted with the latest S&S designed, high flow cat technology. "Much like the automotive industry years ago, high flow catalysts have finally made their way to the V-twin space." S&S says that the El Dorado "combines clean styling and an authoritative note with increased torque and horsepower. It is 50-State legal, without the performance punishment, is a bolt-on installation, does not require tuning and is available in show quality chrome or black ceramic finish with Tracer or Thruster exhaust tips."



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PowerHouse Valve Guide Seals

Available in year/model-specific versions for Ironhead Sportsters (1957/1985), late Shovelheads (1981 and later), Big Twin Evo and Twin Cams and 1986 through 2003 Sportsters (intake and exhaust, some intake machining required), these PowerHouse valve guide seals from Hazelwood, Missouri based Mid-USA Motorcycle Parts are said to be "the best valve guide seals available."

Made from elastic Viton fluoropolymer, with 5% Teflon added to help prevent excessive valve to seal friction. A metal garter spring retains a constant valve seal to valve tension for precise oil control.

Additional features include a bonded steel jacket, providing a secure fit to the valve guide and internal



ribs that are designed to easily slip the seal onto the valve guide without the use of a valve seal installation tool, but that still hold snug after installation. They are sold in packs of four.

Also seen here, and new to the PowerHouse range of valve train components this year, are the valve

guide seals for 2004 and up Twin Cams (Metal Body Top Hat design) and 2017 and later M-8 engines with 'Supreme' Top Hat design.



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Rinehart 4.5" End Cap Options

Asheville, North Carolina based Rinehart Racing has expanded its line-up of options for its popular MotoPro45 and DBX45 slip-on exhausts for Touring models with the addition of new 4.5" Moto Series end caps.

Specially designed to "stand out in the crowd and add a color-matched or contrasting accent to the mufflers, the 'Slot' and 'Merge' styles are now available in the new 4.5" size in both black and chrome color options."

CNC-machined in-house using U.S. sourced billet aluminum, both designs "perfectly complement our Moto Series inverted air

cleaners for a combination that provides a cohesive look throughout the motorcycle while also improving its performance."

Compatible with 4.5" MotoPro45 and DBX45 slip-on exhaust systems for 1995 and later Touring models, they are available in pairs and can be installed with basic tools. Additionally, MotoPro45 slip-on systems for 2017 and later Harley Touring models are available pre-configured with either the 'Slot' or 'Merge' Moto Series end caps.



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



Metalsport Now Offering Indian Chief Fitments



South Gate, California based Metalsport Wheels has responded to the "ever-growing enthusiasm for the current generation of Indian Motorcycle models" with hub fitments for the most popular Indian design - the Chief models 2014 and up, available with matching two-piece rotors.

Metalsport's Terry Quintana told AMD Magazine: "Our hubs and rotor carriers are manufactured from 6061-T6 aluminum and made here in California. You can pick any of Metalsport Wheels' 2D designs for the Indian Chief - and if you're thinking about whitewalls to go with them, we offer the full line of whitewall tires from Vee Rubber.

"All our wheels come with your choice of hub, and

we offer matching rotors. We can even offer the wheel already mounted with a Vee Rubber tire." Metalsport offers a full line of 3D and 2D finished wheels featuring over 28 designs including the Chip Foote exclusive line and says they "have one of the largest selections of wheel sizes in the USA. Wheel sizes start from the 16" wheel to our monster 34" wheel. All wheels come with options to add matching rotors, pulleys, sprockets and hubs."

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Increased Street Legal HP and Torque for FTR 1200/S

Austrian exhaust manufacturer and sound management specialist Remus has released a new twin-tube 'vertical' style slip-on muffler for the Indian FTR 1200/S. It is available in matt stainless steel or black finish, with road legal EG/ECE, or as a race version (removable baffle/sound insert) with optional stainless steel connection tube. Remus says that the street legal version adds notable additional horsepower in the all-important 4,000 to 6,000 rpm range with +6.2% PS (6.1 hp) and +9.7 Nm at 4,900 rpm.



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Le Pera Options for 2018 and up Softail Slim

California based specialist Le Pera has announced that all the seats it has listed for the 2018 Softail

Street Bob are now also available for 2018 and up Softail Slim owners.



For example, the 'KickFlip' for the Street Bob, and now additionally offered for the Slim, delivers 11" of driver seating and is available in Diamond, Pleated and Basket Weave stitching.

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

Stitching choices and additional options such as Biker Gel, leather seating and full leather are all detailed in the latest Le Pera catalog, which is available online.

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Wiseco Tracker Series H-D Big Bore Pistons

Wiseco says that its new Tracker Series pistons have been created "to provide a featured, high-performance forged piston option at a more affordable price that is available in various overbore and compression ratio options."

Development on the new Tracker Series began at the end of 2017, with manufacturing having kicked off around April this year. "The hurdle was to find a balance between performance and price - our engineers have succeeded by blending classic piston manufacturing processes with state-of-the-art techniques."

Near-Net Shape Forging

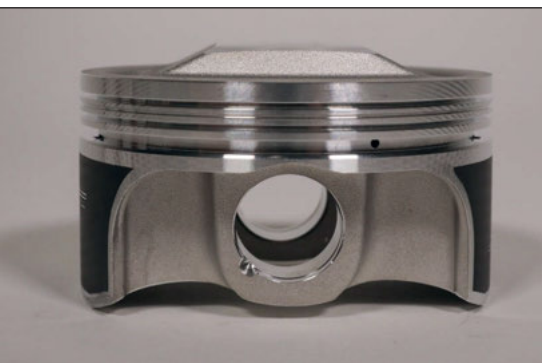
"The major challenge in this project was to decrease the end cost to the consumer. That's where near-net shape forging came into play," says Wiseco engineer Dave Sulecki.

"Near-net shape forging is where we form most of the geometry on the top of the piston - it is built-in at the forging process. The crown and the valve pockets are forged into the part. Those areas are machined in most other piston manufacturing processes.

"You forge out the aluminum and get the slug, then you have to machine all of that metal away to get the valve pockets and the crown to achieve whatever specific design you're trying to hit, or the specific compression ratio you are looking for. At Wiseco we are forging those features directly into the piston. When our near-net forged pistons come off the presses they need less finishing and machining as they go through the factory. The whole crown area comes right off the press and looks like a finished product. It's a really unique way to form a piston." Sulecki says that upon inspection, "it doesn't take a metallurgist to realize that different processes were utilized during construction of a Tracker Series piston. The mirror-like sheen of the machined area is offset by the textured surface of the forged aluminum left during near-net shape forging. Those visual differences are also noticeable on the underside of the piston.

Aligned Grain Flow

"One of the upsides to near-net shape forging is that it gives the piston added strength, since the features are being forged in. This process allows the



Wiseco says that "as with all our pistons, the forging process aligns the grain structure of the aluminum to provide improved tensile strength.



Wiseco offers fully featured high-performance pistons, such as the Black Edition line, but found it was missing a featured performance piston at a mid-level price point. The new Tracker Series piston line is engineered to fill that gap - "a featured, high-performance piston offering for Evo, Twin Cam and Sportsters at a more affordable price point."



The forgings for Tracker Series pistons have crown features designed into them - so when the piston is forged, valve pockets and any other crown designs are already complete, requiring no additional machining.



The valve pockets show a forged aluminum finish because they required no machining. Other features, such as the oil drain backs, are also forged into the part instead of machined, to keep the cost down.

aluminum to flow through the features of the piston with an aligned grain flow. That grain flow condenses the aluminum for better fatigue strength and overall durability.

"The other upside, of course, is the cost compared to the combined forging and machining needed for piston ranges like our Black Edition series and ArmorPlating featured pistons. Those cost savings trickle directly down to the consumer - a Tracker Series piston is roughly \$80-\$100 (at retail value) less than the higher price point offerings."

Feature-Rich

Aside from outstanding durability and a very attractive price point, Wiseco says that the Tracker Series piston "has a secret weapon in the performance department. ArmorGlide is our solution

to reducing friction and is applied to the skirt, and we take it a step further by emblazoning our logo



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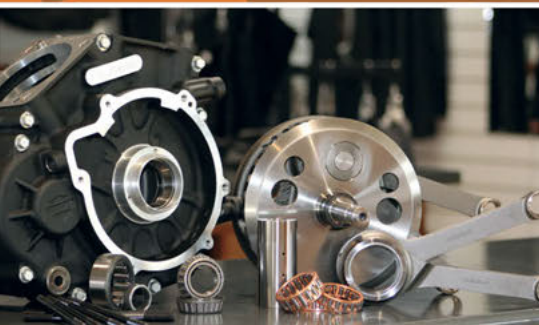
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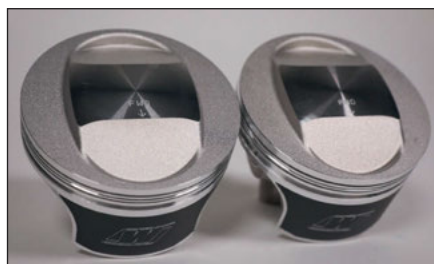
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A new high-tension 3 mm oil ring set is supplied with Tracker pistons for Twin Cam, Sportster and EVO models. "Oil consumption control is an important performance consideration in the V-twin market."



One of the most popular Twin Cam kits is the overbore to 103 ci - available through the Tracker Series in multiple compression ratios; 10.5:1 pictured here.



"Bumping up an 883 Sportster to 1200 cc is a popular mod among Sportster riders. Tracker pistons are available for these kits in both 9.5:1 and 10:1 compression ratios."



The Tracker Series also offers a choice of options for EVO riders - a stock compression 8.5:1 (shown here) and a 10:1.

compression. The Tracker Series pistons accomplish both.

"One of our most popular kits for the Twin Cam engine takes it from the stock 96-cubic inch to the 103-cubic inch size," explains Sulecki. "You can increase the stock bore without having to bore the crankcases. Simply bore the cylinder, install the piston, get a bump in compression, and you're at 103 cubic inches."

"Not only that, but we also offer a 106-cubic inch piston option for the Harley-Davidson Twin Cam engine."

into the dry-film lubricant.

"Wiseco spared no expense in the Tracker Series piston kit," Sulecki states. "V-twin riders are getting nearly the same level of features, but with less cost on our side, so we can pass the savings on to the end user."

Premium rings are supplied with each piston, with Wiseco using a new high-tension 3 mm oil ring set in Twin Cam applications. "That is really important in that market because we can control oil consumption in the engine. The premium rings, wrist pin and circlips are also found in our Sportster and EVO (Evolution) applications. It pays that we know our audience. We found that the majority of V-twin owners wanted to not only increase the displacement of their engine, but also raise



The Wiseco Tracker Series "provides a featured performance piston that improves reliability for less than a premium price point. Tracker piston kits come complete with wrist pin, rings and circlips."

EVO - Flat Top Vs. Domed

If you have an EVO generation engine, then Sulecki says that "thanks to the Tracker piston, you have the choice between a flat top or a domed piston. The flat top piston has an 8.5:1 compression ratio, which is for a standard application. The domed piston is the higher performance offering with a beefy 10:1 ratio."

Increased Displacement

Wiseco says that its number one selling piston in the V-twin market is the Sportster big bore piston kit that takes the stock 883 cc engine up to 1200 cc. "That's a lot of power for a small-scale package - upsizing offers a nice increase in performance. The customer has the choice of stepping up to a slightly higher 9.5:1 compression ratio or going 'whole hog' with the 10:1 ratio. The latter option is preferred in the burgeoning Flat Track series and with Hooligan bike builders and tuners."



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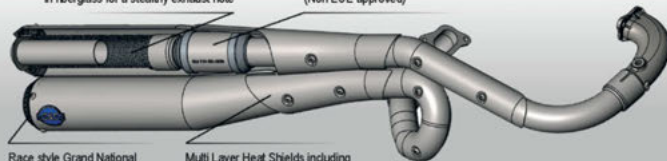


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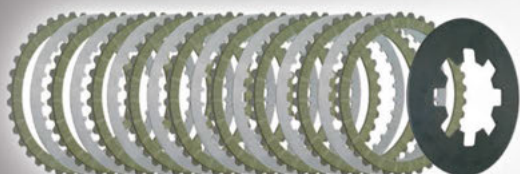
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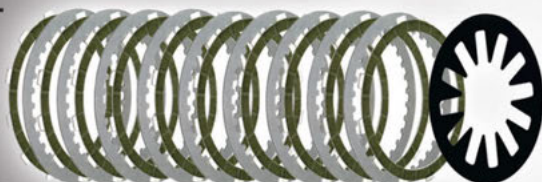
Fits 1941 - 1984 Big Twin. Includes 6 friction plates with 6061 T6 aluminum cores and 5 tempered steel drive plates. Also includes 10 zero crush coil type clutch springs. Stack height is pre-set for easy, accurate installation. Can run wet or dry. 20% more surface area than stock!

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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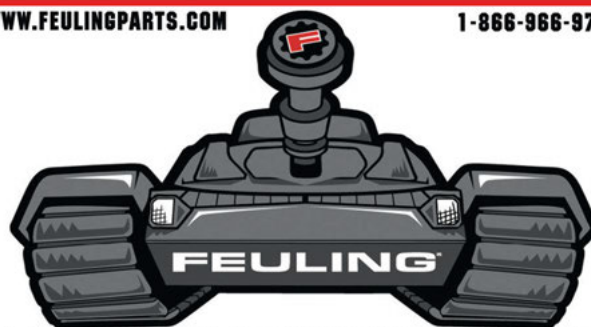
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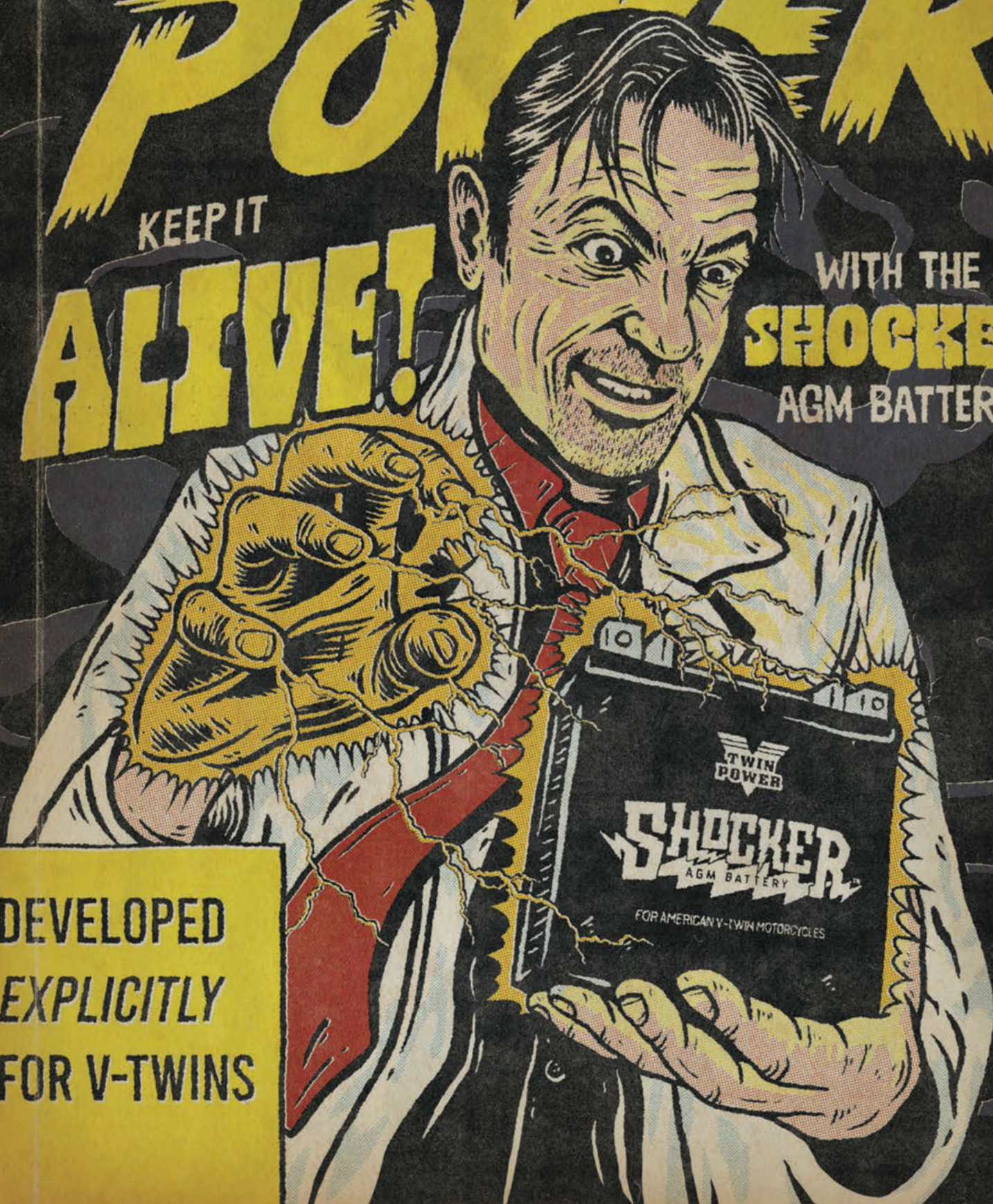
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MCS SPANISH AGENT

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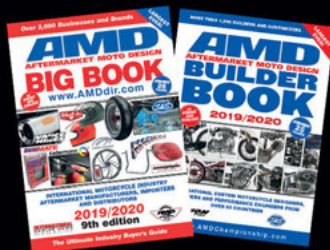
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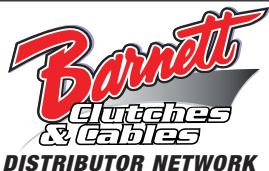


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NEWS BRIEFS

INTERMOT CUSTOMIZED

More than 220,000 riders are again expected to visit next year's INTERMOT (Cologne, Germany, Trade days 6-7 October, public opening 8-11 October). In addition to the AMD World Championship of Custom Bike Building highlighting INTERMOT Customized in Hall 10, a "spectacular innovative event stage - 'Stage X' - will global stream new model launches and guest appearances, with new products, innovations and services being staged and the whole world of motorcycling brought to life, live from Cologne." The show will announce a whole range of initiatives to attract young consumers in the coming months; October 6 and 7 will be reserved specifically for the press and German and international industry and dealer visitors.



Indian Motorcycle has issued a recall for certain 2019 Chieftains over a taillight issue - apparently they may be too bright - exceeding the maximum light output allowed. "Due to increased brightness, other drivers may have difficulties discerning the brake light from the taillight, and thus may be unaware that the motorcycle is braking, thereby increasing the risk of a crash."

Fort Worth, Texas based Tucker Powersports (formerly Tucker Rocky Distributing) has announced its 2020 'Tucker Show' for the downtown Fort Worth Convention Center for three days from January 21st to 23rd 2020.



Polaris Q3: Total Sales +7% (\$1,772m); Indian Retail Unit Sales Down "Mid-Teens Percent"

Polaris motorcycles segment sales, including PG&A, totaled \$150 million in Q3, down -3% compared to the third quarter of 2018. Both Indian and Slingshot reported sales decline during the quarter. Gross third quarter profit for Polaris' motorcycle segment was \$12 million compared to \$20 million in the third quarter of 2018. The decrease in gross profit was primarily due to tariff costs and negative mix.

North American consumer retail sales for Polaris Indian motorcycles decreased mid-teens percent during the third quarter of 2019 primarily due to the weak mid to heavy-weight two-wheel motorcycle industry that was down high-single digits percent and retail pressure from heavy competitive promotional spending.

North American consumer retail sales for Polaris' motorcycle segment, including both Indian Motorcycles and Slingshot, decreased low-double digits percent during the third quarter of 2019, while the North American motorcycle industry retail sales for mid to heavy-weight motorcycles, including three-wheel vehicles, was down low-single digits percent in the third quarter of 2019.

Polaris narrowed its full year 2019 earnings guidance by maintaining the upper end of the net income range and increasing the lower end of the range and now expects earnings to be in the \$6.20 to \$6.30 per diluted share range. Full year 2019 adjusted sales growth guidance is expected to be up approximately 12% over the prior year.

Scott Wine, Chairman and Chief Executive Officer of Polaris Industries Inc., said: "Through the strength of



POLARIS
INDUSTRIES INC.

Indian
MOTORCYCLE

CONSOLIDATED STATEMENTS OF INCOME (LOSS)				
(in thousands US \$)	Three months ended Sept 30		Nine months ended Sept 30	
	2019	2018	2019	2018
Sales	1,771,647	1,651,415	5,046,652	4,451,420
Cost of sales	1,335,105	1,250,145	3,851,214	3,341,493
Gross profit	436,542	401,270	1,225,438	1,109,927
Operating expenses:				
Selling and marketing	149,759	128,929	419,621	369,495
Research and development	77,337	64,181	220,836	197,741
General and administrative	100,794	90,639	297,822	262,206
Total operating expenses	327,890	283,749	938,279	829,442
Income from financial services	21,602	21,348	60,153	64,117
Operating income	130,254	138,869	347,312	344,602
Net income	88,388	95,529	224,929	243,783
Diluted Net income per share:	\$1.42	\$1.50	\$3.62	\$3.78



Scott Wine,
Polaris CEO.

We also launched our evolved Polaris brand and Think Outside tagline. This more modern compass appeals to broader demographics - as seen in Polaris Adventures bringing 90 percent new customers to the brand, or the uptick in millennial purchases of the RZR and RANGER.

"Indeed, our RANGER/GENERAL and RZR brands continue to perform well, driving growth in side-by-sides despite an increasingly competitive market. We converted this growth into increased profitability, as our strategic supply chain investments, which are driving organization-wide value enhancement, began realizing cost savings in the quarter. Our commitment to being a customer-centric, highly efficient growth company remains steadfast, and coupled with industry-leading innovation, it will further solidify our position as the global leader in powersports."

our brand portfolio and solid execution from our team, Polaris delivered +7 percent revenue growth and modest margin expansion amid mounting macroeconomic ambiguity. "We augmented our industry-leading Off-Road Vehicle line-up with the introduction of our Model Year '20 products and continued to improve dealer satisfaction and engagement.

40%

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