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Harley CEO Matt Levatich "Steps Down"; Jochen Zeitz Acting CEO and President

MAR 2020
ISSUE #248

After five years at the helm, H-D, Inc. announced that Matt Levatich stepped down as President and CEO (and as a member of the Board of Directors) effective 28 February.

The Board of Directors has appointed current Board member Jochen Zeitz as Acting President and CEO. A committee of the Board will be formed, and the company will utilize an external search firm to undertake a search for a new CEO, and a further announcement will be made at a later date. Levatich will assist with the transition through the end of March. As part of this leadership change, Jochen Zeitz has also been named Chairman of the Board and will remain Chairman once a new CEO is appointed. Current Chairman of the Board, Michael Cave, is now Presiding Director.

Zeitz said: "The Board and Matt mutually agreed that now is the time for new leadership at Harley-Davidson.

Matt was instrumental in defining the 'More Roads to Harley-Davidson' accelerated plan for growth, and we will look to new leadership to recharge our business. On behalf of the Board, I would like to thank Matt for his 26 years of service to Harley-Davidson. He



has worked tirelessly to navigate the company through a period of significant industry change while ensuring the preservation of one of the most iconic brands in the world."

"The Harley-Davidson Board and leadership team will continue to work closely together as we search for a new

CEO. We have confidence that our combined leadership experience and deep understanding of Harley-Davidson will ensure an effective transition. As a passionate Board Member of Harley-Davidson, I look forward to continuing to work with my colleagues and other Harley-Davidson stakeholders to advance and deliver the company's strategy and execution during this important time," Zeitz continued.

Levatich said: "I am very fortunate to have spent many years with a company as revered as Harley-Davidson. The grit and determination of the employees and dealers and their passion for bringing our brand of freedom to people around the world has always been inspiring. I am proud of what we have achieved during my time as CEO, in one of the most challenging periods in our history, and I am confident that the progress we have made on the More Roads plan will position Harley-

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TUCKER SHOW



Getting Fatter - it has been 30 years since Harley-Davidson unveiled the Fat Boy and the popular Softail has been a Harley cruiser staple ever since - details on page 12 ...



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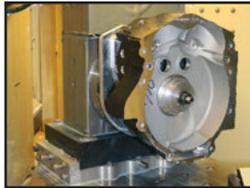
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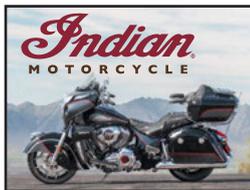
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Robin Bradley on the plethora of specials, updates and new models from Harley and Indian, and Harley's 2019 results, share price and the first signs of investor unease.



Product Extra - Ultima - Twin Cam Replacement 48

As the first decade of Twin Cam engines start to age out (1999 launch and up), Ultima Motorcycle Products has an all new 113" Competition Series hydraulic chain tensioner direct bolt-in replacement engine for 1999-2006 "A" motorcycles. 



Indian - Road Master Elite 10

Indian Motorcycle raids the parts bin for a fully loaded limited-edition Roadmaster Elite return that has had everything thrown at it.



Harley-Davidson - Back to Basics 18

Harley has forgotten where the parts bin is for this stripped down, highly customizable, economical entry level Softail Standard.

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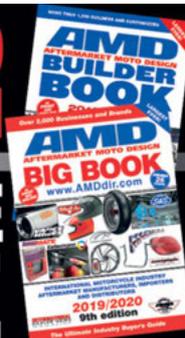
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Mid-Cycle Cycles Everywhere

I hope it is as much about gaining momentum as it is about draining the parts bin, but far from being a novelty, a spike of excitement and interest every four or five years, mid-cycle new models, specials, limited editions and paint jobs are so 'de rigueur' now that they risk rendering the annual summer MY announcements predictable and meaningless.

At the very least, in these days of underpopulated print and saturated online so-called media, the chances of so many coming at once from the market's two primary OEMs almost certainly means that the consumer attention they are designed to capture is becoming diluted.

Not that the days of seeing a huge bounce in share price in response to a new model initiative are going to come back any time soon. The last time I can recall a reasonable stock market reaction to Harley's summer new model announcement was in 2013 when the MY2014 Project Rushmore Touring model updates were unveiled - and that wasn't an earth shattering reaction, a few dollars maybe, but it was en route to the post financial crisis high of around \$72.00 in May 2014.

The start of dealer shipments of Harley's much vaunted five-years-in-the-making entry into motorcycle electrification with the LiveWire finally going live in August last year didn't bother the Wall Street Richter Scale - in fact the share price just continued south.

It was around the spring and summer of 2014 that there appeared to be what would prove to be a false dawn for the motorcycle industry in the United States. It looked like the 36 months of modest market growth seen following the nadir of the financial crisis may have been locked in, but alas it was not. Ever since then it has been mostly decline for registrations in the USA as well as for Harley's share price.

I wrote last month about how the share price had, effectively, halved in five years. Well, it doesn't look like the atrophy is going to start reversing any time soon. The 2019 full year fiscals and the associated start of murmurings from the generally tolerant analysts who dial in to the CEO and CFO Q&A on the quarterly day of reckoning didn't do anything to staunch the haemorrhaging.

At the end of 2019 the H-D share price was \$37.19. By the end of January, a few days after the 2019 financial announcements, it was down to \$34.84. Worse, at the time of writing (February 27th) the price had plumbed the depths of \$31.54, which is less than a dollar above the lowest seen since the post downturn peak in 2014 and represents a further 15% drop in Harley's market capitalization in just two months.

Okay, the tail end of that period coincided with the (start of the?) general coronavirus scare and sell-off - which itself throws a potentially huge curve ball into every aspect of everything we do - but even a brief uptick in response to the dividend news hasn't helped Harley's share price keep its head above water.

Harley's most recent share buy-back authorization means it could, if it wanted to (and it does have the cash), buy back more than 11% of its outstanding stock in the next year or more. Even that and the increase of quarterly dividend from \$0.375 per share to \$0.38 hasn't encouraged many investors to stay in the waiting room,

even though on an annualized basis that still represents a healthy return relative to the S&P 500 average.

My piece last month was written a few days before the 2019 full year fiscals were unveiled, so always a risky moment to make forecasts, but as it transpires, I wasn't far off. Its 2019 Q4 results were probably the best quarterlies in three years in terms of the decline of motorcycle sales, with the wider domestic U.S. market also showing signs that overall sales may now be starting to reach the bottom of a very rocky, very wide U-curve.

Unfortunately though, as we all know to our chagrin, in absolute terms the actual numbers are not the stuff of legendary financial performance, which may cast some light on Harley's enthusiasm for premium mid-cycle specials, paint jobs and accessory packages - a disease that Indian has caught.

It will also make sense of Harley's Qianjiang partnership in the 2 million-unit domestic Chinese 150 to 400 cc market. While it might feel like "chocolate by the checkout" compared to \$20k plus M-8s, it nonetheless will be income, will be profit, and will be unit growth (of a kind).

Harley is relatively cash-rich and remains a profitable enterprise, which is simultaneously a strength and a weakness. While the cost to acquire Harley would be higher than if it was in need of turning around from a loss making position, the fact that any new owner would immediately be buying into a potential cash cow where the turnaround priorities are more strategic and longer term in nature must also increase its likely appeal to buyers - hostile, leveraged or otherwise.

Harley CEO Matt Levatic and CFO John Olin made sure that returning shareholder value (dividends ahead of the S&P 500 average, share buy-backs etc.) were as central to the 'More Roads' strategic plan as the 100 new models in ten years would be. It was and remains a very broad definition of "sustainability". In that respect Harley is doing the best job it

can in terms of keeping the sharks at a distance. But none of that changes the fact that Harley revenue declined way more in percentage terms last quarter and last year as a whole than had been the expectation.

While we are edging closer to the next slew of internal combustion engine new models, in the shape of the Pan America dual sport and Bronx Streetfighter (both now expected around November 2020 apparently) and the "significant revenue growth" Levatic and Olin are promising from 2021 onwards, do they have any more than a year (if that) to convince the sharks that they remain a long term opportunity rather than just today's lunch?

“ Harley is profitable and relatively cash-rich ”

Robin Bradley
Co-owner/Editor-in-Chief
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SET OF MUFFLERS

art. no. 781809

Fits 2018 to present Milwaukee Eight FXFB & FXFBS Softail Fat Bob. Available in satin stainless or black ceramic.



SET OF MUFFLERS

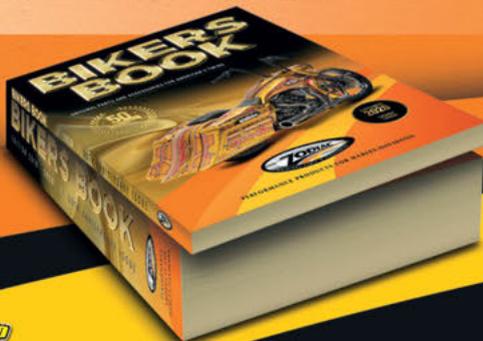
art. no. 781803

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NEWS BRIEFS

The H-D share price was \$32.76 as this edition went to press (2/25/20), having been \$34.84 a month prior and \$37.19 at the start of the year. Its 12-month high was \$41.04 (April 2019), with a 12-month low of \$30.39 (August 2019 - immediately following a MY2020 announcement that included the availability of the LiveWire).



Harley has approved a cash dividend of \$0.38 per share for the first quarter of 2020 on Feb. 19, 2020. This represents an increase of +1.3% from its fourth quarter 2019 dividend of \$0.375 per share. The dividend is payable March 20, 2020 to the shareholders of record of the company's common stock as of March 5, 2020. The board has also authorized the company to repurchase up to an additional 10 million shares of Harley-Davidson, Inc. common stock. This authorization is in addition to the existing share repurchase authorization approved in February 2018. As of the end of 2019, 8.2 million shares remained on that share repurchase authorization.



The championship round of the J&P Cycles Ultimate Builder Custom Bike Show series staged on the final weekend of the 2019/2020 IMS tour (Chicago, February 9) saw Jordan Dickinson (Union Speed & Style, Monticello, MN) crowned Ultimate Builder with 'SourKraut', the 1947 Knucklehead with which he scooped 8th place in the 2018 AMD World Championship of Custom Bike Building at INTERMOT Customized in Cologne, Germany. Full report in the next AMD Magazine edition.

As at the start of February 2020, it is rumored that Harley's distribution center in Belgium had not received a single container of Harley PG&A since December 2019. For some time, AMD Magazine had been receiving reports from authorized dealers in Europe that DMS issues were preventing them ordering or successfully receiving their PG&A orders - even of service items and replacement parts. It would appear that the problem was systemic, affecting logistics as well as dealer front ends.

Harley-Davidson sales revenue and production data... 4th quarter 2019

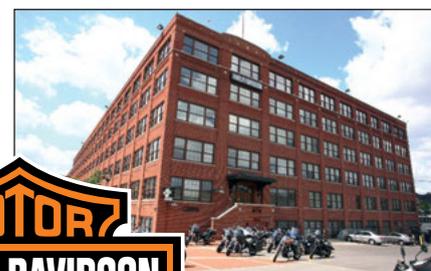
Income statements in \$1,000s (except share)	THREE MONTHS ENDED		NINE MONTHS ENDED	
	2019 Q4	2018 Q4	2019 Q4	2018 Q4
Net sales revenue	\$874,095	\$955,633	\$4,572,678	\$4,968,646
Gross profit	\$220,639	\$263,577	\$1,342,880	\$1,616,850
Total operating income	\$12,395	\$3,743	\$555,608	\$713,523
Net income	\$13,496	\$495	\$423,635	\$531,451
Diluted earnings per common share	\$0.09	\$ -	\$2.68	\$3.19
NET SALES REVENUE				
H-D Motorcycles	\$666,287	\$738,167	\$3,538,269	\$3,882,963
Parts & Accessories	\$129,266	\$142,168	\$713,400	\$754,663
General Merchandise	\$57,187	\$58,444	\$237,566	\$241,964
Other	\$12,537	\$7,623	\$47,526	\$50,380
MOTORCYCLE SHIPMENT DATA NOTE: H-D MOTORCYCLE SHIPMENT DATA IS NOT THE SAME AS RETAIL REGISTRATIONS				
United States	22,845	24,376	124,326	132,433
Exports	17,609	19,113	89,613	96,232
Total H-D	40,454	43,489	213,939	228,665
PRODUCT MIX				
Touring	15,147	17,817	91,018	101,942
Cruiser	16,685	16,578	76,052	78,529
Sportster/ Street	8,622	9,094	46,869	48,194
Total	40,454	43,489	213,939	228,665
RETAIL SALES OF H-D MOTORCYCLES:				
United States	20,204	20,849	125,960	132,868
Canada	1,159	1,350	8,946	9,690
EMEA Region	7,187	7,353	44,086	46,602
Asia Pacific Region	7,691	7,244	29,513	28,724
Latin America Region	2,513	2,515	9,768	10,167
Total	38,754	39,311	218,273	228,051

<<< Continued from page 64
Davidson. This year we will broaden the reach of our brand and build more committed riders as we enter new and growing segments in motorcycling and eBicycles; more and easier access to two-wheeled freedom on a Harley is well underway," said Levatich. International retail sales were up slightly in the fourth quarter behind continued growth in emerging markets. Full-year international retail sales finished down -3.0%, full-year 601+ cc Europe market share was 8.9%.

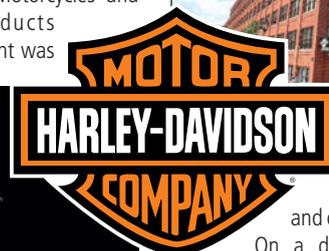


Revenue from the Motorcycles and Related Products (Motorcycles) segment was

Former Harley-Davidson CEO Matt Levatich has date-stamped when the first financial results of the much vaunted strategic plan will be seen when quoted as saying that "in 2019, we took important steps toward returning to significant growth in 2021."



"Rumored to be likely to start shipping in November 2020"



down in the fourth quarter and on a full-year basis. On a discretionary basis, Harley repurchased 2.2 million shares of its common stock during the quarter for \$78.7 million, and 8.2 million shares for \$286.7 million on a full-year basis. For the full year 2020, the company says it expects Motorcycles segment revenue of approximately \$4.53 to \$4.66 billion.

Sources: AMD, IDN, FT, Reuters, PSB, MPN, B&B, BDN, MCM, AP, Bloomberg, MSNW, Electrek, electricmotorcycles.news

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Davidson for long-term success." Jochen Zeitz has been a member of the Harley-Davidson Board of Directors since 2007, but is far from being a corporate archetype, never mind a motorcycle industry or Harley company lifer - it was he who established Harley's Brand and Sustainability Committee. Born in Mannheim in 1963 and educated, among other places, at the European Business School (EBS), Wiesbaden, Germany. He has an impressive resume, having been Chairman and CEO of the sporting goods company PUMA from 1993 to 2011. He was also PUMA's CFO from 1993 to 2005.

Zeitz served as a director of luxury goods company Kering from 2012 to 2016 (formerly PPR and a major shareholder in PUMA at the time). Paris, France based Kering is the owner of the Gucci, Yves Saint Laurent and Alexander McQueen brands, among others. He was a member of Kering's Executive Committee and CEO of its Sport & Lifestyle division from 2010 to 2012 and is a Board Member of the Cranemere Group Limited - a London based Private Equity investor. Zeitz founded his own foundation - The Zeitz Foundation - in 2008, described as being focussed on "Intercultural Ecosphere Safety." The foundation's mission is "creating a better future through conservation, community,

culture and commerce." In 2013 he co-founded (and remains on the board of) The B Team - a global non-profit initiative which he co-founded with serial entrepreneur Sir Richard Branson of Virgin Atlantic, Galactic and much else fame. B-Team describes itself as bringing together "a group of global leaders from business, civil society and government to catalyze a better way of doing business that prioritizes the wellbeing of people and the planet." Zeitz is also an author. In 2013 he published "The Manager and the Monk - A Discourse on Prayer, Profit and Principles", co-authored with Anselm Gruen, a monk and cellarer at a Benedictine Monastery in Germany.

In 2014 he co-authored "The Breakthrough Challenge - 10 Ways to Connect Today's Profits With Tomorrow's Bottom Line" with John Elkington, an environmentalist and prophet of "social entrepreneurship" who was described in 2004 by Business Week as "a dean of the corporate responsibility movement for three decades." Zeitz's fingerprints are clearly visible on the environment and fiscal sustainability elements of Harley's 'More Roads' strategic plan. However, despite his connection with Sir Richard Branson, rumors of a MY 2021 Harley branded low earth orbit cruiser powered by recycled Wildebeest dung are thought to be wide of the mark!

Roadmaster Elite - "Ultra Premium Touring Machine"



Indian Motorcycle has introduced a 2020 mid-cycle addition to its Big Twin line-up - a 225 production, limited edition return of the Roadmaster Elite - "offering classic styling, premium amenities and industry-leading technology." Powered by the Thunder Stroke 116 engine, the 2020 model "pairs modern touring amenities with iconic Indian Motorcycle styling - each and every Roadmaster Elite undergoes a meticulous paint process that takes more than 30 hours to complete and is finished by hand. The new Thunder Black Vivid Crystal over Gunmetal Flake paint with offset red pinstripes and exclusive red elite badging with matching pushrod tubes delivers a new, meaner and sportier look. The 19-inch precision-machined wheel under the valanced front fender adds to this look, while still maintaining a classic aesthetic." An upgraded 600 watt

PowerBand Audio Plus system "means riders will be heard" (in the next county!) from "high-output fairing, trunk and saddlebag speakers that are 50 percent louder when compared to the stock audio system - it features an enhanced, noise compensating nine-band



Reid Wilson, Vice President for Indian Motorcycle: "Designed specifically for riders who pay attention to each and every detail."

dynamic equalizer that auto-adjusts specific frequencies to the optimal level at different vehicle speeds." "The Roadmaster itself delivers the ultimate touring experience, but the Roadmaster Elite takes that experience to an even higher level, designed specifically for riders who pay attention to each and every detail," said Reid Wilson, Vice President for Indian Motorcycle. "Whether riding around town or

across the country, the Roadmaster Elite is a statement maker - packed with all the modern touring amenities riders would ever need or want, with an aesthetic that is captivating." The Thunder Stroke 116 engine features a new high-flow cylinder head that delivers class-leading performance (126 ft-lbs of torque) and three selectable ride modes. Pricing starts at \$38,999 in the U.S. and \$46,999 in Canada.

Upgrades

Optional extras for the Roadmaster Elite include a color-matched open front fender in Thunder Black Vivid Crystal over Gunmetal Flake for a more aggressive look and Stage 1 or 2 performance upgrades such as a Thunder Stroke performance air intake or high flow air intake; Stage 1 slip-on exhaust kit with choice of end caps and Stage 2 performance cams (+13% hp and +7% torque).



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LA CHOPPERS: Riser Kit for Paughco Springer

PAUGHCO: Big Twin Rigid Wishbone Frame & Rear Axle Kit, Leaf Spring Front End Assembly, Transmission Mounting Plate, Oil Tank Assembly

PIRELLI: MT66 Front & Rear Tires

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S&S: Super E Shorty Carburetor*

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

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NEWS BRIEFS

Riverside Harley-Davidson, California, has been named first in the world for new H-D bike sales and has been awarded the Gold Bar & Shield Award by the Harley-Davidson Motor Company for 2019.

San Bernardino, California based motorcycle dealer Chaparral Motorsports has bought the former WPS/HardDrive warehouse at Memphis, TN., to open a 108,000 sq ft East Coast fulfillment facility. WPS recently moved its East Coast operations to a new 245,000 sq ft custom built distribution center near Savannah, Georgia. Still family owned and operated, Chaparral has been in business for more than 50 years and encompasses a 160,000 sq ft footprint in San Bernardino, California, making it one of the largest multi-line motorcycle dealerships in the U.S. Chaparral says it will now be able to ship product to 85% of US based customers in two days or less.



Ducati has reported sales of 53,183 Ducati motorcycles for 2019 to customers in 90 countries (53,004 in 2018). Italy remains the number one market (9,474 units, +3%); the company saw double-digit growth in China (3,200 units, +12%), Brazil (+20%) and Spain (+10%). A record number of advance orders (over 1,700) have been taken for the new Streetfighter V4, and the Panigale was the world's best-selling Superbike in 2019 (8,304 units for a 25% of the global Superbike market). In the United States, Ducati deliveries totaled 7,682 units, -2%, but ahead of overall domestic U.S. market decline for 2019 (-7%).

Lind Automotive Group is the largest Harley dealership group in the UK - the opening of the purpose-built two-story Watford H-D store north of London in February takes the company to five dealerships - already owning showrooms in Guildford, Newmarket, Norwich and Reading. Lind also owns BMW and Triumph stores.

Getting Fatter? 30th Anniversary Fat Boy



Harley-Davidson is celebrating the 30th anniversary of the Fat Boy with a special 2,500 example limited edition - "cloaked in dark finishes with bronze highlights and powered by a blacked-out M-8 114 engine, each serialized with a number plate affixed to the fuel tank console."

"The Fat Boy was a perfectly outrageous name for a motorcycle that at its 1990 introduction was brilliantly bodacious, taking its look, proportions and silhouette from a 1949 Hydra Glide motorcycle and completely modernized for a new generation of riders," explains Brad Richards, Harley-Davidson Vice President of Styling and Design.

"Those riders appreciated our post-war design DNA but also found themselves drawn to the clean simplicity of contemporary industrial design. Each of these elements was captured in the new 2018 version of the Fat Boy model. For this 30th Anniversary model we wanted to

create something very special, so we leaned into the popularity of darker finishes and a limited run/serialized strategy to make the bike truly unique and exclusive."

The blacked-out Milwaukee-Eight 114 powertrain is finished with engine covers in gloss black and subtle bronze-tone lower rocker covers and timer cover script. A Vivid Black LED headlamp nacelle, handlebar and controls complete the overall dark look that is distinctive from the regular production model. A new bronze-tone waterslide Fat Boy tank logo complements the black finish and other bronze details that set the Fat Boy 30th Anniversary apart from the regular production model.

"The entire Fat Boy front end is massive and Lakester disc aluminum wheels update that defining Fat Boy style point. The 160 mm front tire is balanced by a signature 240 mm rear tire that delivers a factory custom look."

Introduced in 1989 as a 1990 model, the original Fat Boy was designed by legendary Harley-Davidson stylists Willie G. Davidson and Louie Netz and combined a fresh, contemporary look with classic Harley-Davidson styling cues. To achieve a "milled from billet" look, the bike was finished in monochromatic Fine Silver Metallic with a matching powder-coated frame and rolled on aluminum disc wheels – the rear exposed by the Softail chassis – that would become the defining characteristic of the Fat Boy model. The look was beefy for the time, from the fat front tire covered with a trimmed fender to the wide handlebar and a seven-inch headlamp in a massive chrome housing perched on a polished FL-style nacelle. Davidson designed the winged tank logo, which has been an enduring feature of the Fat Boy model.

In 1991 the Harley-Davidson Fat Boy motorcycle entered popular culture with its featured appearance in the motion picture "Terminator 2: Judgment Day," in which actor Arnold Schwarzenegger rides a Fat Boy motorcycle through Los Angeles in a dramatic chase scene. The movie was a global sensation, helping cement the Fat Boy model as an iconic representative of the Harley-Davidson brand in many markets, especially Europe.

Base MRSP is \$21,949.

Bagger Nation Bags ODC Suspension

Phoenix, Arizona based Paul Yaffe's Bagger Nation and Paul Yaffe Originals have scored big with the announcement of an exclusive partnership with noted Italian specialist ODC Suspension. Paul told AMD: "ODC's fantastic suspension components were created by the greatest racing suspension minds in Italy and are the perfect balance of performance coupled with sleek Italian design."

"ODC's flagship inverted front fork for touring models paired with incredible piggyback shocks will offer sport touring riders the ultimate smooth ride with unprecedented tuneability for the most discerning



'Milano' inverted touring forks

performance enthusiast."

The ODC product line will be available for all H-D touring models as well as Bagger Nation's new SRT performance wide tire kits. Bagger Nation will also offer full fork, cartridge and shock combos for Dynas, FXRs and new M-8 Softails. Noted for style and quality, ODC Suspension front ends and performance shocks have been a popular choice with performance customizers and big inch Bagger builders for many years.

Owned and operated by Christian Cagnola and based just a few miles north west of Milan, Italy, ODC parts have been no strangers to the pages of AMD Magazine down the years and are one of Europe's leading players in the Bagger space.

'Milano' and 'Roma' series inverted front forks have been top sellers in Europe for a decade or more and are noted for their precision machining and excellent handling.

www.odcsuspension.com
www.baggernation.com



Paul Yaffe (left) with Christian Cagnola

Sources: AMD, IDN, FT, Reuters, PSB, MPN, B&B, BDN, MCN, AP, Bloomberg, MSNNW, Electrek, electricmotorcycles.news

OIL CHANGE MADE EASY



MAXIMA OIL CHANGE IN A BOX is designed to ease the oil change process in your H-D motorcycle. Each kit comes with all necessary products to complete a full oil change including engine oil, transmission oil, primary oil plus a ProFilter Premium Spin-On Oil Filter with Wrench Removal Nut in black or chrome. Depending on the year and model motorcycle, synthetic or mineral engine oil kits are available.

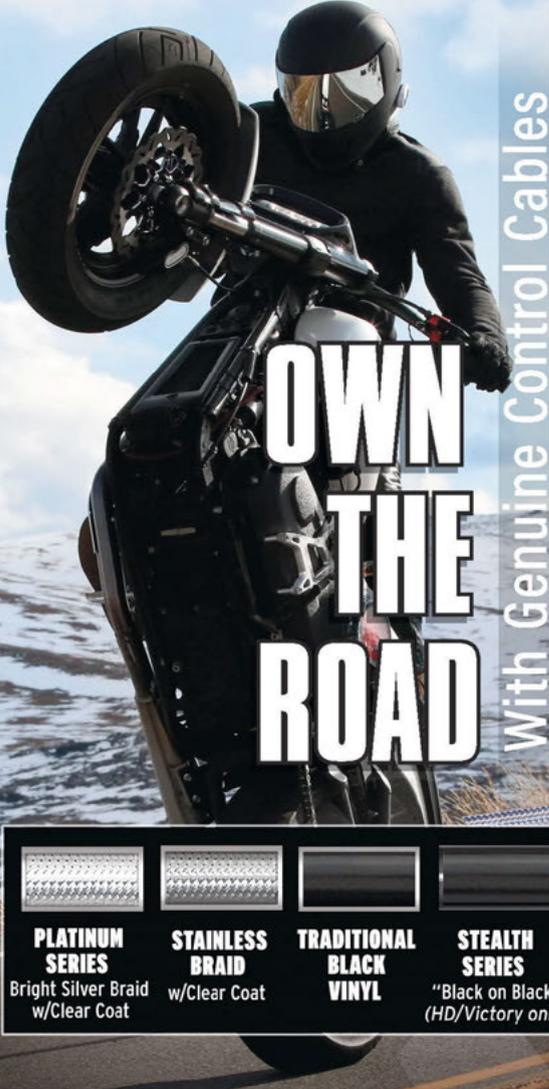
MAXIMA QUICK CHANGE KITS include one gallon of engine oil and a ProFilter Premium Spin-On Oil Filter with Wrench Removal Nut in black or chrome to complete an oil change on your H-D motorcycle. Depending on the year and model motorcycle, synthetic or mineral engine oil kits are available.

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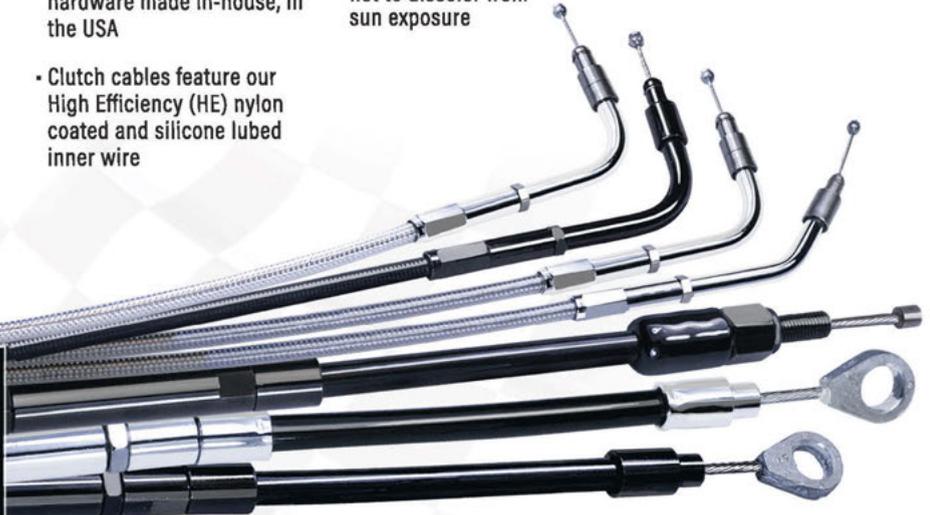
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NEWS BRIEFS

Ambitious British motorcycle maker Norton has filed for bankruptcy amid a flurry of accusations of pension fund misuse and general financial malfeasance. It looks highly likely that some kind of Phoenix Norton project will emerge, with several motorcycle industry and former investors rumored to be trying to rescue the brand. Norton's Chinese proto-collaborator Zongshen could be a candidate, and while Triumph have ruled themselves out of the running, their Indian partner and KTM shareholder Bajaj Auto may be another.



Polaris announced a +2% in its regular quarterly cash dividend, raising the payout to \$0.62 per share. This increase represents the 25th consecutive year of Polaris increasing its dividend effective with the 2020 first quarter.

The tough times for newtrade dependent print magazine publishers continues with leading German custom motorcycle and tattoo magazine publisher and event operator Huber Verlag filing for a form of bankruptcy protection. It is expected to emerge from what is essentially an administration process with the most popular of its publishing assets and its annual Bad Salzflufen Custombike Show (December) intact.

Industrial Opportunity Partners (IOP), an "operations-focused" Evanston, Illinois private equity investor which owns Torrance, CA, based Edelbrock LLC, has bought the COMP Performance Group - aka Competition Cams of Memphis, TN. Best known in the V-twin market for its V-Thunder range of cams and valvetrain components, initially at least the respective management teams will operate as independent organizations. Vic Edelbrock was a legendary automotive aftermarket performance parts engineer (best known for Edelbrock heads), racer and one of the founders of the American hot rod movement. On his son Jr.'s watch the company was active within the V-twin market for a decade or so around the turn of the century - especially with Twin Cam EFI Performer RPM kits for Twin Cam Big Twins. Vic Sr. was famous for being the first man to get one horsepower per cubic inch from a 283 Chevy small-block in 1958.

Vance & Hines - AFT SuperTwins Class Sponsorship, Operation of H-D Team

Vance & Hines has been named the presenting sponsor of the American Flat Track (AFT) SuperTwins class, and has confirmed that it will continue to provide 'end-to-end' support for Harley-Davidson's three riders in the series.

Team members include former Champion Bryan Smith, Jarod Vanderkooi and Dalton Gauthier, who will ride Vance & Hines-tuned Harley-Davidson XG750R motorcycles.

"It's natural for us to dive deeply into this series. Vance & Hines was built on making motorcycles go fast. Our partners at Harley-Davidson, our customers and our employees know how passionate we are about racing," said Terry Vance, the Hall of Fame drag racer who founded the company with his tuner/partner Byron Hines in 1979. Vance & Hines President Mike Kennedy, who during his tenure at Harley-Davidson launched the company's highly successful efforts in NHRA Pro Stock motorcycle drag racing, feels just as engaged. "Our AFT



Hall of Fame drag racer and Vance & Hines co-founder Terry Vance will continue to lead Harley-Davidson's efforts to win another championship in American Flat Track racing.

sponsorship program places our brand prominently in front of our fans and running the Harley-Davidson racing program puts us right there on the track. This is who we are," said Kennedy.

"We make great performance products, and we do that because our racing DNA guides our product development and our production. No other company in the industry is as engaged in racing performance as Vance & Hines, and we're really proud of that."



Starting with the season's first race in Daytona Beach, AFT has renamed the premier class as the AFT SuperTwins presented by Vance & Hines. www.vanceandhines.com



Harley-Davidson factory team member Jarod Vanderkooi (#20) will begin this year's campaign to win AFT's SuperTwins presented by Vance & Hines at Daytona in March.

FTR 1200 Rally - a Scrambler with Cruise Control

Indian Motorcycle used the occasion of being returning presenting sponsor for the 11th annual One Moto Show (Portland, Oregon, February 7-9) to follow up Drake's 2019 unveiling of his custom Indian FTR 1200 hooligan race bike with a new model for the North American market, alongside the debut of a custom Indian Challenger by motocross icon and custom builder Carey Hart.

The 1200 cc FTR Rally is described as combining "Scrambler styling with modern performance." Launched internationally in Milan at EICMA in November 2019, the FTR Rally is now shipping to Indian Motorcycle dealers throughout the U.S. and Canada.

"With an urban Scrambler aesthetic that's certain to turn heads, the FTR Rally takes a step in a new direction while still maintaining some of the original styling DNA of the FTR 1200. The FTR Rally features Titanium Smoke paint on the Indian Motorcycle headaddress graphic, aluminum wire wheels with stainless steel spokes and a red pinstripe, brown aviator seat, a new rally windscreen and Pirelli



Scorpion Rally STR tires. Reid Wilson, Vice President of Indian Motorcycle, said: "We're excited to offer North American riders a new take on the FTR 1200 that combines the unmistakable look and stance of the FTR with the more classic, rugged elements that have made scramblers so beloved to city riders. The FTR 1200 is as much about style and self-expression as it is about street-oriented performance, and the FTR Rally delivers that combination in a totally unique way."

Said to "combine responsive handling with upright ergonomics to create a commanding riding experience suitable for urban environments or backroad

adventures," the FTR Rally is equipped with cruise control [a bit weird - Ed.], a USB fast charge port, new two inch higher ProTaper handlebars and an LED headlight and turn signals.

"The 1203 cc V-twin engine features a smooth power delivery with loads of low-end punch. The engine produces 123 horsepower, 87 ft-lbs of torque, and features a flat torque curve to deliver a fun riding experience in all conditions. The engine is housed in a black trellis frame and the FTR Rally will continue to feature an inverted front suspension with radially mounted dual Brembo brakes for exceptional control and stopping power." Pricing will start at \$13,499 MSRP.

Sources: AMD, IDN, FT, Reuters, PSB, MPN, B&B, BDN, MCN, AP, Bloomberg, MSN, Electrek, electricmotorcycles, news

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- STURGIS -

STURGIS RALLY & RACES / TUESDAY AUGUST 11TH
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- BIKETOBERFEST -

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Metalsport Wheels is Vee Rubber's Exclusive Importer for Street/Touring Lines in USA



Vee Rubber Group has reorganized the USA distribution of its motorcycle tire product lines and will no longer offer the Monster and Twin motorcycle tires direct from its Atlanta, Georgia warehouse. Instead, Metalsport Inc., the South Gate, California custom wheel manufacturer, is now the exclusive USA importer for the Monster and Twin 302 Series (Street and Touring). This past year, Metalsport and Vee Rubber have teamed up to improve the 302 Series product line by introducing new sizes and upgraded load ratings. Vee Rubber's 302 Series inventory will be transferred to Metalsport by February 2020. To help with this transition, Shell Barr, former Sales/Office Manager at the Atlanta warehouse, has joined Metalsport as an outside sales representative. www.metalsportwheels.com



The 'Challenger Challenge' - The Gloves Are Off



Indian Motorcycle says it has "drawn a line in the sand" with its 'Challenger Challenge' a "head-to-toe comparison of the new Indian Challenger Dark Horse with the Harley-Davidson Road Glide Special."

Indian Motorcycle says that a "national demo tour, local dealer demos, advertising and episodic video series serve up bold demonstrations of the Indian Challenger's superiority" over Harley's category leader - "May the best V-twin win!"

A fully-loaded premium bagger designed as a superior alternative to the category leader, the Harley-Davidson Road Glide Special, Indian's campaign "invites motorcyclists to test-ride the Challenger and Road Glide Special back-to-back for the ultimate head-to-head comparison."

Launching at Daytona Bike Week on Friday, March 6, the 'Challenger

Challenge' product demo tour will visit Indian Motorcycle dealers around the country, as well as select motorcycle rallies and events, including the legendary Sturgis Motorcycle Rally in August. In addition to the national tour, select Indian Motorcycle dealers will have a Road Glide on hand [that will pimp Harley's Q1 numbers - Ed] to ensure that any customer who visits their dealership can take the 'Challenger Challenge'.

Indian Motorcycle says it will support the 'Challenger Challenge' with a digital media campaign, highlighted by an episodic video series where action sports icon Carey Hart and his loyal sidekick, Bryan "Big B" Mahoney, pit the new Indian Challenger head-to-head against the Road Glide Special in a series of tests "that showcase power, torque, braking and handling." In addition to the digital media campaign,

the content series can be found on IndianMotorcycle.com, Indian's social media and YouTube channels.

"The Challenger's combination of power and dexterity is at another level," said Hart. "The first time I rode it, I knew that they had something special. But riding the Challenger back-to-back against the Road Glide, it's not even fair. The Challenger absolutely crushes it."

"Over the years, the Road Glide has firmly entrenched itself as the category leader and has become the default choice, but our bike is simply better and our confidence in this product is what this campaign is all about," said Mike Dougherty, President, Indian Motorcycle. "The difference when riding these two bikes back-to-back is undeniable, and we're excited for riders to experience it for themselves with the Challenger Challenge."

New Softail Standard - "Unlocks the Essential Cruiser Experience"

Described as "M-8 V-twin performance and lean Bobber style ready for customization," the new Softail Standard is Harley's latest attempt at an entry level cruiser, with a base MRSP of \$13,599.

"The contrast of black and bright components gives the Softail Standard motorcycle a look that's both classic and minimalist. Offered only with Vivid Black painted sheet metal, it is equipped with a solo seat that exposes the chopped rear fender, and a smooth 3.5-gallon fuel tank that reveals the frame and engine.

"The powertrain is styled to draw attention to the center of the motorcycle, with an all-black M-8 engine highlighted with polished rocker, primary and timer covers. Cylinder head fins are not highlighted.

A center-bolt, round air cleaner cover further exposes the engine. With chrome shields and mufflers, the 2-into-2 offset shotgun exhaust enhances the long, low profile of the Softail Standard model.

"The steel rims of the classic laced wheels (front 19 inch, rear 16 inch) are finished in brilliant chrome for dazzling style. The front end features clear-coated fork sliders, polished triple clamps, polished top clamp and riser, and chromed headlamp bezel and turn signals for additional contrast to the Vivid Black paint. The mini-ape handlebar puts riders of the Softail Standard model in a fists-in-the-wind posture with instant attitude. A compact electronic instrument with digital display set in the handlebar riser keeps the front end clean and



uncluttered. ABS is optional.

"As a mid-year addition to the 2020 line it offers an attainable entry point to H-D Big Twin ownership and is an ideal blank canvas for customization. Whether a starting point for owners seeking attention-grabbing style, increased performance, or a look that amplifies their personality, Harley has created four Genuine Motor Parts & Accessories packages designed specifically for the Softail Standard model, and offered at a discounted

price when ordered as a package: the passenger oriented Day Tripper Custom Package (\$1,409.95); West Coast style performance oriented Coastal Custom Package (\$1,599.95); Touring Custom Package (\$1,699.95) and 50-state legal Performance Custom Package (\$1,299.95) with a Screamin' Eagle Stage II M-8 torque, Pro Street tuner, free-flowing Screamin' Eagle Heavy Breather performance air cleaner and Screamin' Eagle Street Cannon mufflers.

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U.S. Patent 9,616,957



U.S. Patent
D786,139
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NEWS BRIEFS

Following news of its acquisition of J&P Cycles, RevZilla and Cycle Gear owner Comoto Holdings of Philadelphia has hired/acquired "visionary content producers Ari Henning, Zack Courts and Spenser Robert [On Two Wheels and Throttle Out] to the company's content and media team for Comoto's family of brands to educate today's riders and inspire those of tomorrow." Comoto was formed in 2016 by Boston area based private equity investor J.W. Childs.

A bipartisan group of United States Congress House representatives recently introduced the Recreational Trails Program Full Funding Act, which would boost funding for trails to at least \$250 million. The MIC has worked closely with the Outdoor Recreation Roundtable in strongly pushing for this legislation. "The RTP is a critical program to ensure the development and maintenance of trails for motorcycles, ATVs and side-by-sides," said Scott Schloegel, the MIC's Senior Vice President, government relations.

Just as Harley prepares to get its wheels wet in the ADV Touring (Dual Sport) market, the competition is hotting up. BMW's dominance is well documented, and the Honda Africa Twin has pulling up trees worldwide since it was brought back into production five years ago. Triumph's Tiger ADV model has sold well for many years, but the British manufacturer has now launched two new tech-rich special edition Tiger 1200 models - the Desert Edition and the Alpine Edition. The 1,215 cc triple engine delivers peak power of 139 hp at 9,350 rpm and maximum torque of 90 lb-ft at 7,600 rpm. Features include semi-active suspension and shift assist.



MIC members elected two new directors for the organization's board, and re-elected secretary/treasurer Jim Woodruff for another two-year term. Dealernews Editor Robin Hartfiel, who has served on the MIC Aftermarket Committee since 1992, was elected to take the seat of Eric Anderson, of VROOM Network, whose term expired. Rod Lopusnak, General Manager of Triumph North America, was elected to take the seat vacated by Mike Peyton of BMW Motorrad USA.

"King of The Baggers" - Bagger Racing at Laguna Seca

MotoAmerica and Drag Specialties are to combine forces to make Bagger class road racing a reality as the highly customized, ever-booming V-twins will invade WeatherTech Raceway Laguna Seca on Saturday, July 11, for the first ever King of the Baggers event. Held in conjunction with round six of the 2020 MotoAmerica Series, the Drag Specialties King of the Baggers will be part of the MotoAmerica Superbike Speedfest at Monterey, "a weekend packed full of motorcycle sport and lifestyle."

That means seven classes of racing will take to one of the most famous racetracks in the world, the iconic 2.238-mile circuit that's nestled in the hills of the Monterey Peninsula - with the Baggers joining the premier MotoAmerica Superbike, Supersport, Liqui Moly Junior Cup, Stock 1000, Twins Cup and Heritage Cup racing.

"I can't wait to go watch the Baggers come down the Corkscrew for the first time," said MotoAmerica President, three-time 500 cc World Champion, two-time AMA Superbike Champion, and AMA Hall of Famer Wayne Rainey. "That will be a sight that I think our fans will love. I think these guys will put on a heck of a show and it will tie in nicely with all the other things we have planned for the Superbike Speedfest at Monterey. It's going to be an awesome weekend of all things motorcycling at Laguna Seca."

The 'King of the Baggers' will crown a champion, and the competitors vying for that crown will come from an elite group of yet to be finalized V-twin companies. Teams will be showcasing their V-twin Bagger products both on and off the racetrack.

"Drag Specialties has been the leader in V-twin performance products since 1968," said Jim Matchette, Drag Specialties National Sales Manager. "Our company's heritage comes from supporting racing and our slogan is 'We Support the Sport.' We are excited to be a part of this ground-breaking event and look forward to seeing where this inaugural race takes the performance Bagger market. Drag Specialties has all the premier brands that will make these bikes perform at their highest level."

Brandon Holstein, owner/builder of The Speed Merchant, said: "In all my years of working in the motorcycle industry, I have never been to Laguna Seca, so I am beyond excited to be going for the first time and being a part of the first ever Drag Specialties King of the Baggers race."



Additionally, Classic Cycle Events will produce a motorcycle swap meet and show at WeatherTech Raceway Laguna Seca in conjunction with the Superbike Speedfest at Monterey on the weekend of July 10-12. Operators of the Hanford and El Camino Vintage Motorcycle Rallies for some 11 years, drawing swap meet sellers and participants from all over the western United States twice a year, Classic Cycle Events' Marshall Baker

said: "We will have the same great, enthusiastic staff with the same sellers and all the motorcycle parts you've been looking for.

We will also have the same great restorers bringing out their latest projects to woo the crowds and bring home a trophy. We are also adding some contemporary classes to the show to include many bikes that will be ridden to this event."

www.motoamerica.com

Don Emde to be Grand Marshall and lead King of the Baggers parade lap on the restored W3

Former racer Don Emde will be Grand Marshall for the King of the Baggers race and will parade the newly restored Feuling W3 around Laguna Seca before the race on July 11 - Corkscrew 'n all!

In winning at Daytona, as a privateer no less, Emde gave Yamaha its first ever Daytona 200 win, rode the smallest ever displacement race bike to a win there, took the first ever victory there for a 2-stroke and created father/son history - his father Floyd Emde took a flag-to-flag 200 win on the beach at Daytona in 1948 - the last time it was won on an Indian. Don Emde was himself inducted into the AMA Hall of Fame in 2011, and these days he is a magazine publisher for Parts Unlimited and Drag Specialties, and in May 2014 he organized a recreation of Erwin "Cannonball" Baker's 1914

transcontinental motorcycle ride on its 100th anniversary.

The W3 was the brainchild of performance legend Jim Feuling and, as the name suggests, was, and now is again, a three-cylinder air cooled two-valve, triple gear driven cam, 4" bore by 4" stroke 150 cubic inch monster. The low center of gravity and 90-degree layout always had a reputation as an excellent engine, producing smooth power from what were, essentially, three Twin Cam cylinders joined in unholy matrimony! Thanks to Luke Leatherman, Cameron Pallet and the team at Feuling Parts, the Oceanside, California modern day iteration of the performance parts business that Jim Feuling founded, the W3 will ride again - having made a restored debut at the recent Drag Specialties booth at their Louisville, Kentucky Dealer Expo.



Sources: AMD, IDN, FT, Reuters, PSB, MPN, B&B, BDN, MCN, AP, Bloomberg, MSNW, Electrek, electricmotorcycles.news



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NEWS BRIEFS

Montreal, Quebec based distributor Motovan was forced to obtain the Canadian equivalent of a bankruptcy protection filing in December, reporting that it does not have the liquidity to purchase the levels of inventory necessary to support its operations. The company expanded outside of Canada in 2015 through the acquisition of US-based Motorcycle Tires & Accessories LLC (MTA), but the acquisition has not proven to be successful - the US company generating negative EBITDA since its purchase, and the shift in management's focus from the Canadian operations to the integration of MTA negatively impacted Canadian revenues as well.



BMW has filed a patent for wireless electric motorcycle charging. Its concept has a wireless charging receiver built into the pad at the base of the electric motorcycle's side stand - the only non-rubber component that comes into contact with the ground. When the rider parks the electric motorcycle, the side stand's pad would land on the wireless charger (which houses an AC coil). Wireless charging power is correlated to the distance between the charger and receiver, so works best when the two are in nearly direct contact - the BMW design does exactly that.

According to PSB, Wells Fargo Securities analyst Tim Conder is forecasting side-by-side sales to continue to grow in 2020: "We are cautiously optimistic for steady powersports market growth in 2020 (subject to weather) given recent retail momentum, clean channel positioning and constructive consumer fundamentals. We expect motorcycle units to be down by low single digit percentage. Heavyweight declines will likely be less bad (more in line with the market), but we do not see any catalysts that could reverse the segment's structural headwinds."

Screamin' Eagle 131 Crate Engine - "Big Power Upgrade for H-D Tourers"

Harley describes its new Screamin' Eagle Milwaukee-Eight 131 cubic inch (2,147 cc) crate engine for Touring model motorcycles as "the biggest, most powerful street-compliant engine Harley-Davidson has ever created" and is described as being compliant with "noise and emissions standards in all U.S. states other than California on 2017-later Touring models."

The 131 is a bolt-in replacement for 2017-later model Touring motorcycles originally equipped with a M-8 oil or twin cooled engine, is designed to run at high rpm and "provide a significant boost of torque from cruising speed - riders of many late-model Harley-Davidson Touring motorcycles will experience commanding performance from the moment the throttle is cracked open on the Screamin' Eagle 131 engine, performance backed by the assurance of a factory limited warranty.

"Our adrenaline-seeking riders asked for thrilling power and torque with reliability," said Harley-Davidson Product Manager James Crean. "The Screamin' Eagle 131 crate engine delivers exactly that. Developed by the Screamin' Eagle performance team and factory-assembled at Harley-Davidson Powertrain Operations to ensure the highest quality standards, this high-performance engine is genuine Harley-Davidson.



"This street-ready performance engine features H-D's finest Screamin' Eagle components and combines the 4.5-inch stroke of the M-8 114 engine with new patented design 4.31-inch bore cylinders." M-8 extreme ported four-valve cylinder heads are CNC-ported and fitted with 1 mm larger diameter valves to optimize air/fuel flow and velocity and feature fully machined combustion chambers shaped to optimize combustion efficiency. The engine is completed with a high-lift SE8-517 camshaft and high-performance cam bearing, high-compression (10.7:1) forged pistons, a 64 mm throttle body and intake manifold, and high-flow (5.5 grams per second) fuel injectors. "It's a combination that produces 131 ft-lb of torque and 121 horsepower at the rear wheel when paired with Screamin' Eagle Street Cannon mufflers.

"Each Screamin' Eagle 131 engine is

detailed with 131 Stage IV badging on the cylinder heads and timer cover. The engine is available in a choice of two finish treatments to match original motorcycle styling or a custom direction - black and chrome or black and gloss black. There are also versions of the engine to fit motorcycles originally equipped with an oil cooled Milwaukee-Eight engine and those equipped with the twin cooled M-8. It is eligible for Custom Coverage under the motorcycle's factory 24-month vehicle limited warranty when dealer-installed by an authorized H-D dealer within 60 days of vehicle purchase and is otherwise backed by a 12-month limited warranty."

MRSP is cited as \$6,195.00 oil cooled and \$6,395 twin cooled, and fits 2017-later model Touring motorcycles originally equipped with either a M-8 oil cooled or twin cooled engine. It does not fit Trike models. Installation may require the separate purchase of additional components, depending on motorcycle model. All models require additional purchase of ECM recalibration with Screamin' Eagle Pro Street tuner for proper installation.

CVO Road Glide

The new H-D CVO Road Glide motorcycle returns as a mid-year addition to the 2020 portfolio of limited production, "super-premium motorcycles from the H-D Custom Vehicle Operations program," described as offering "the ultimate combination of premier style, thrilling performance and ride-enhancing technology." Joining the CVO Tri Glide, CVO Limited and CVO Street Glide models in the 2020 collection, "since its inception in 1999, the CVO program has created exclusive motorcycle models for the most discerning customers, often using finishes, materials, technology and accessories that are only available on a CVO model. The M-8 117 powertrain



- the most displacement and power offered factory-installed in a Harley-Davidson motorcycle - is exclusive to CVO models." The latest offering, the CVO Road Glide model, "is a high-performance H-D Touring motorcycle equipped to offer the rider outstanding long-range comfort, commanding performance and a suite of new rider-assist technologies

including H-D Connect and RDRS (Reflex Defensive Rider Systems) - a new collection of technology designed to match motorcycle performance to available traction during acceleration, deceleration and braking, utilizing the latest chassis control, electronic brake control and powertrain technology." Base MRSP is \$40,999.

Sources: AMD, IDN, FT, Reuters, PSB, B&B, BDN, MCN, AP, Bloomberg, MSNW, Electrek, electricmotorcycles.news

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LED motorcycle lights brand ProBEAM by Custom Dynamics has announced support for Latus Motors Racing and rider James Rispoli for 2020 in both the AFT Production Twins and AFT Singles classes. David Pribula, owner of Custom Dynamics, said: "Rispoli proved he is a contender with his efforts last year on the track and we are looking forward to an exciting year of racing with him and the entire LMR team."

AFT and Yamaha announced an expansion of their partnership, joining AFT's family of Official OEM Partners for 2020 and offering generous contingency prize for 2020 totaling \$444,550 across all three classes - the largest such package thus far for the upcoming season. Yamaha will also return as the entitlement sponsor of the 2020 Yamaha Atlanta Short Track at Dixie Speedway on March 28 - its U.S. company's hometown race. Kenny Roberts raced in flat track racing for Yamaha in the 1970s and Cory Texter will be defending the number 1 plate in the AFT Production Twins class.

AFT has renewed a multi-year partnership with Full Spectrum Power as the Official Battery of AFT racing - providing its premium battery technology for use within AFT's race day operations. "Various essential pieces of competition-related equipment from timing and scoring to the ever-important on-track safety lights will all be powered by Full Spectrum Power's unparalleled technology."

American Honda Motor Co. has announced a renewal of the official partnership between the powersports industry leader and AFT that will introduce an expansion of its Honda Talon experiential program at all rounds of the 2020 season. In 2019, American Honda partnered with AFT to bring Honda's revolutionary sport side-by-side to AFT fans across the country, and the Talon was named the Official Sport Side-by-Side of American Flat Track.

Indian Announces European Flat Track Series for 2020

Indian Motorcycle is seeking to reinforce its investment in the growth of European motorcycle sport with the Dirt Track Riders Association (DTRA) and has announced the race schedule for the 2020 Indian Motorcycle European Flat Track Series.

Following a successful inaugural series in 2019, Indian Motorcycle has worked with the DTRA to select events that embrace the spirit of Flat Track racing's growing scene across Europe, ensuring that the 'Indian Motorcycle Flat Track Series' championship is accessible and exciting for a wide range of rider abilities.

"In last year's action-packed

Hooligans, Gary Birtwistle took the win on a Ducati Scrambler, ahead of Indian Motorcycle rider Leah Tokelove's consistent riding throughout the year to secure second in the overall standings, with Crazy Horse teammate Lee Kirkpatrick rounding out the European Hooligan Podium in third overall.

"Three hugely popular classes will allow entries ranging from the thundering 750 cc+ multi-cylinder 'Hooligan' road-based machines, such as Indian FTR 1200 and Scout, to the open-entry 'Pro Class' dominated by lightweight DTX based machines and a growing pre-1975 'Vintage Class'.

"All classes cater for first-time amateur and Pro riders alike, with circuits catering for mixed ability, including fast 1/2-miles, tight short tracks and a TT, the championship series will showcase some of the best races in Europe to promote the European Flat Track scene and its riders on a global scale.

www.dirttrackriders.co.uk



Indian Motorcycle European Flat Track Series:

Classes: Hooligan, Vintage & Pro (Open class)

Series Events: (four rounds with the three best results to count)

- Round 1:** 2nd-3rd May, Hells Race, Holland – Light Shale Short-Track - open to all classes. Held at this well-established event at the Dirttrack Lelystad Stadium, this is a fantastic event to open the series.
- Round 2:** 6th-7th June, Greenfield TT, United Kingdom – Dirt-Track TT Course - open to Pro and Vintage classes only. Greenfield TT incorporates a spectacular jump section which is unsuitable for the Hooligan road-based machines, it also makes up a round of the UK DTRA Indian Motorcycle Flat Track Nationals Series.
- Round 3:** 13th June, El Rollo at Wheels and Waves, San Sebastian, Spain - Dirt Short-Track - open to all classes. The El Rollo dirt-track race at Wheels and Waves is a massive event in the European motorcycle calendar.
- Round 4:** 18th-20th September, Krowdrace, Parchim, Germany - Shale 1/2 Mile - open to all classes. Run for the first time in 2019, Krowdrace is expanding in its second year and will be running at this excellent 1/2-mile venue.

Individual event prizes: (on top of local event prizes) Winner Pro - 200 euro/Winner Hooligan - 150 euro/Winner Vintage - 150 euro.

RevZilla/Cycle Gear Owner Acquires J&P Cycles

Philadelphia based Comoto Holdings, the parent company of RevZilla and Cycle Gear, has acquired J&P Cycles from the Motorsport Aftermarket Group (MAG) - the former operations business for brands such as Tucker Powersports, Vance & Hines, Performance Machine and Kuryakyn. Described as "the industry's largest omni-channel retailer of aftermarket products for the American V-twin rider, with this acquisition, Comoto Holdings becomes the definitive market leader in yet another robust segment of the powersports aftermarket-products industry."

J&P Cycles will continue to operate as a distinct and differentiated retail brand under the daily operational leadership of industry icon and long-time J&P Cycles veteran Zach Parham,

who joins the Comoto executive leadership team as President of J&P Cycles.

"We are thrilled to welcome Zach and the talented team from J&P Cycles into the Comoto family of brands," said Ken Murphy, CEO of Comoto Holdings. "J&P's decades-long legacy of exceptional service and selection are hallmark tenets of each and every Comoto retail brand and will remain a driving force behind our continued high-growth in the years to come."

"J&P Cycles was built on obsession with customer service and offering the best product selection for riders," said Zach Parham, President of J&P Cycles. "Comoto shares these same values. Each retail brand in the Comoto family has complementary strengths and we are excited to leverage those strengths



to take J&P Cycles to the next level." "As a platform for many of the industry's most storied retail brands, our commitment to our customers is to preserve the legacy brand-attributes that matter most to them, while also unlocking the full selection, service and savings benefits our customers deserve when shopping within the Comoto family of brands," said Murphy.

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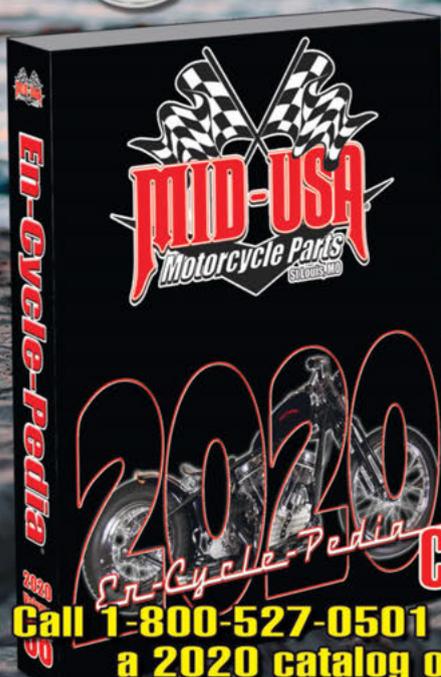
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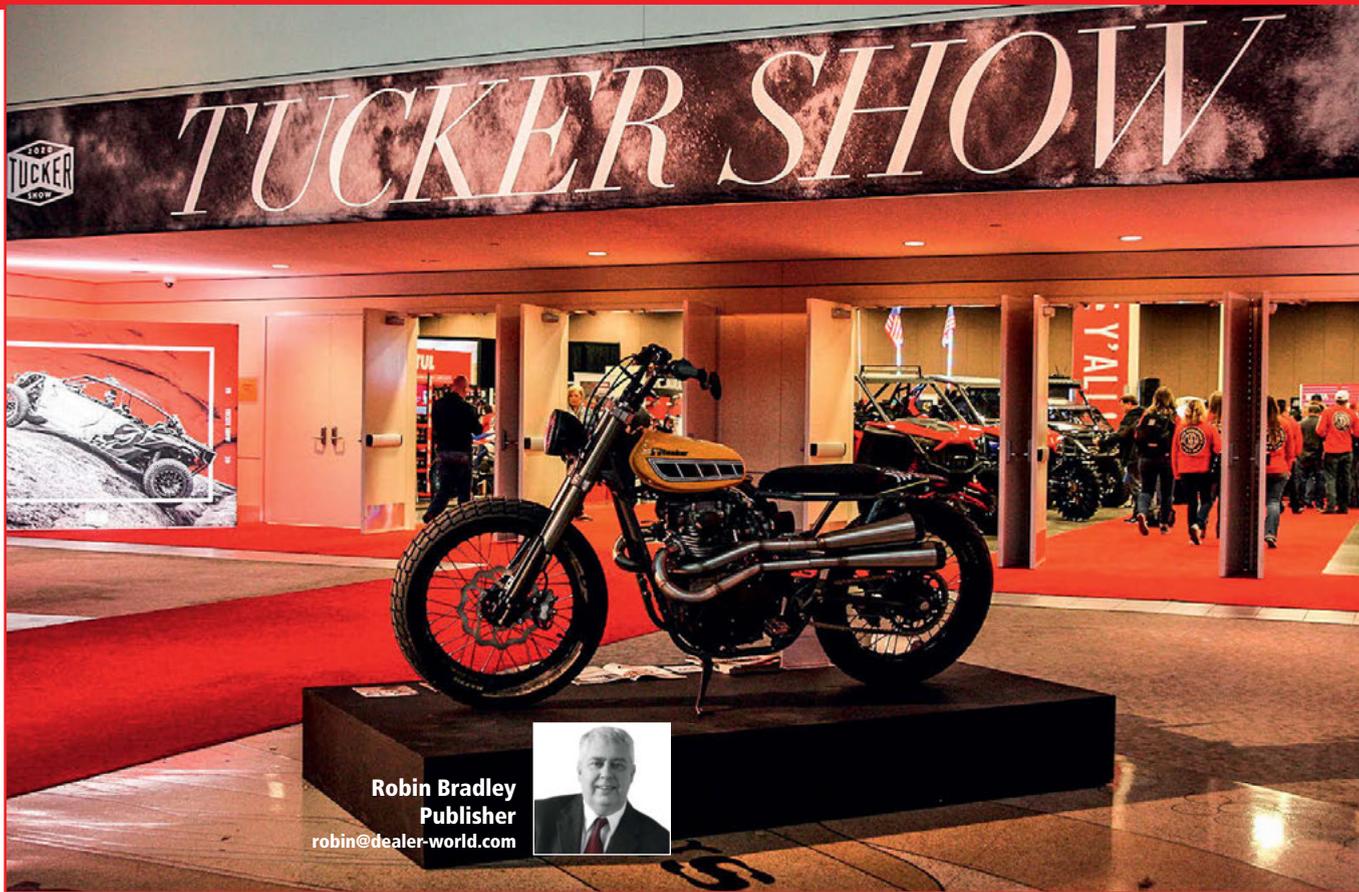
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Robin Bradley
Publisher
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The 2020 Tucker Powersports Dealer Expo at Fort Worth, Texas, in January was revealing - it reflected the issues that the company is faced with following the MAG "Unwind" but, in equal measure, also reflected the determination of new CEO/President Sebastian Bretschneider and his "Stronger, Focused Leadership Team" in tackling the issues and getting the "House of Brands" back on track...

The decision to "unwind" from Motorsport Aftermarket Group (MAG), taken last year by the Monomoy Capital Partners appointed board, has been widely applauded.

When the V-twin parts and accessory industry was experiencing record growth in the late 1990s and early 2000s, the MAG concept, developed by San Francisco based investment management house Duff Ackerman and Green, was an essentially sound one - namely to bring together market-leading aftermarket brands on a shared management and capital basis. However, it did not survive the economic downturn and ever since there has been a scrabble to make sense of a one-time critical mass that had become a liability.

Ownership transitioned ultimately to a consortium of three private equity investors - Blue Mountain Capital Management, Contrarian Capital Management and Monomoy Capital Partners as lead/managing investor - who set about rebuilding the trading structure and management teams at each of the individual business units. The vertical integration concept had clearly failed - deemed not suitable in



a declining and relationship-based market.

In what AMD described at the time as the powersports industry's "ultimate mic drop," Monomoy and MAG CEO Hugh Charvat embarked on a big unwind, eliminating the entire MAG management level, overhead and structure and restoring direct-to-board reporting and decision making to each of the individual business units. "No longer are we conducting brain surgery wearing boxing gloves," as one of the company presidents put it to me recently.

Having now met three of the company presidents concerned, it is quite clear

that the ability of each of the group's businesses to steer their own fortunes is now much enhanced, and in the case of Tucker Powersports, the 'tough love'

'tough love'

that CEO and President Sebastian Bretschneider has been hired to deploy, will return Tucker to being an effective competitor for the market's leading distribution businesses. It is already yielding results.

The process of "unwind" proved to be a great deal more expensive and

Sebastian Bretschneider, CEO/President: "The process of the MAG "unwind" proved to be a great deal more expensive and complex than anticipated."



Tucker University

Set in motion by Jim Barker, and benefitting from early stage platform input from Vance & Hines' John Potts, Tucker Senior Director of Marketing Taz Sobotka has completed plans to create a brand training platform for dealers.

Working with Brandecation CEO and founder Rich Maychrich, Sobotka has masterminded Tucker Powersports' substantial investment in education "to continue bringing value to dealers through a strategic partnership with Brandecation." The outcome is the launch of Tucker University - TuckerU.

"Our dealers tell us education is critical," stated Sobotka. "They tell us consumers are more educated than ever when they walk through their door, so it's our responsibility to help educate their dealer staff. We're proud to launch TuckerU to help do just that.

"For brand partners choosing to join Tucker University, it means direct access to Tucker's 150+ person sales team and over 8,500 dealers. Users of the TuckerU platform learn, test and retain specialized product information at their own pace. TuckerU provides direct access to training courses and certifications in one convenient location, 24 hours a day, 7 days a week, 365 days a year."

Maychrich said: "We're excited about this new partnership. It's amazing to see the number of brands coming to us knowing they can get plugged into TuckerU. This strategic partnership is a win-win for everyone. TuckerU includes valuable brand and product knowledge on powerful brands distributed to powersports dealers across the nation.

"It also includes custom training modules on retailing, merchandising, marketing, and other areas. Each of the training courses come with a testing and certification process."

Brands already enrolled in TuckerU include Arai, Metzeler, Bikemaster, QuadBoss, DragonFire Racing, Twin Power, ProTaper, Speed and Strength and Answer Racing, with more to follow.

"Our goal is to help our dealers and field sales team have a centralized place to go for education. This is an area of focus in bringing value to our customers," says Sobotka.

Founded in 2014, Brandecation's web-based training solution for professionals and enthusiasts is an "immersive and educational platform free from the limits of a classroom," says Maychrich. "The platform allows businesses to provide education to the desired users regardless of geographical location. The targeted information, excellent accessibility and intuitive design eliminates the learning curve, leading to greater user involvement and retention. The Brandecation analytic package provides detailed information on various performance metrics, providing comprehensive data and return on your objective." www.brandecation.com



complex than may have hoped would be the case, resulting in a poor run for the distributor in September, October and November 2019 with inventory levels below optimum and fill rates suffering as a result.

However, an August 2019 refinancing and sequence of strategic improvements, including supply chain improvements, has already started to feed into the balance sheet, with company targets being met in December and, by the time of the Dealer Show, Tucker was well on the way to doing so again in January.

Among the supply chain improvements was at least one blindingly obvious change - moving their Asian inventory 'Break Bulk' container processing from Georgia to their Visalia, California warehouse just 200 miles north of the port of Long Beach. What it was doing in Georgia in the first place kind of begs the question, but this simple initiative alone has, apparently, saved between ten and twenty days of delay and inventory darkness between product being landed and being available to dealers on the shelf in their local distribution center. A time deficit that was often longer than the sea freight shipping time itself.

Bretschneider described this as a "big win, and our team has delivered many more wins in the short period of time we've had." Some of the changes implemented were indeed tough ones. Staff were laid off (again not least several V-twin sector outside sales representatives), and the Dealer Show itself demonstrated the management team's determination to be "realistic" about expenditure.

The result of increased vendor participation pricing, the fall lockdown on POs during the 're-fi' and the resulting inventory and payables issues have all contributed to a smaller show footprint.

However, though small, what was there was perfectly formed. A goodly number of dealers still found plenty of vendors and show specials in a rebuilt expo environment that, in my humble opinion, and that of many vendors present, did a good job of presenting brands in a real-world dealer showroom centric display design with a 'market place' ambiance that broke down barriers, allowed dealers to engage more easily with vendors they may have skipped in the conventional serried ranks of pipe and drape trade show environment, and which encouraged vendors, sales representatives and their dealers to commune in a way that generated a positive vibe - one which successfully delivered the often competing virtues of doing business and socializing.

If all goes to plan in the coming year,

breaking down that in-built tension between sometimes mutually exclusive dealer expo objectives will have given Tucker and their sales representatives something to build on for the years ahead, and kudos to the team that pulled it off.

Bretschneider readily admits that he is new to the powersports industry, but he is not new to turning businesses around and helping them to achieve their potential - and, to judge by his resume to date, he is very good at it. Along with industry veteran Greg Blackwell, as Chief Commercial Officer leading the company's sales and marketing functions, Bretschneider certainly didn't seek to duck the issues, openly addressing the show each day with an honest and transparent

'complex and time-consuming'

appraisal of those issues and where they were at in the cycle of addressing them. An approach that will have done much to restore credibility and help rebuild confidence with vendors, dealers and team members alike.

He said he had four key messages for stakeholders and the industry at large and one key objective for the business - namely to become the powersports dealers' distribution partner of choice, providing opportunities for dealers to sell and to do so with increased profitability.

Those four key messages start with a plan to embrace what I guess could be described as the low hanging fruit first, namely to exploit the opportunities that "move the needle the most" in what Bretschneider says is "an opportunity-rich environment."

Secondly he said that one of the most important things that he and his management team had to do straight away was to "decide what NOT to do. This is very hard and requires real management discipline. It means that we will have to accept that we will continue to suck in some areas before we are able to address everything." I told you he was being honest and transparent - he clearly accepts that this trip to the last chance saloon really is Tucker's last opportunity to turn it around and get it right.

Bretschneider says that deciding what not to do and sticking to that has already allowed them to focus in depth on implementation of the development of the solutions the issues need and, subsequently but very quickly, allowed them to move on to



Greg Blackwell, Chief Commercial Officer: "Improvements to the customer's experience, customer service responsiveness, fill rates, time to shelf, dealer website functionality and supply chain improvements are 'wins' that are already translating into sales."

implementation of those solutions - institutionalizing them into the DNA of the organization "so that we can move on and never have to touch that topic again - once it's fixed it should stay fixed."

Finally, he says that this process buys them the opportunity to "press the repeat button and select the next set of priorities to address." This is the simple, basic, fundamental and effective project management analysis and practical as well as strategic thinking of a man who has clearly been there before when confronting organizational dystopia. Hurrah!

If Hugh Charvat can be said to have been the man to serve up the opportunity, then it looks like Bretschneider may well be the man to volley it.

Reminding his audience that their owners include the retired teachers, police and firefighters who invest their retirement money through private

equity funds of the kind that Monomoy, Contrarian and Blue Mountain operate, Bretschneider and Blackwell list improving the customer experience, the responsiveness of their customer service, fill rates, time to shelf, dealer website functionality, programs, dealer marketing and social media support and supply chain improvements as other substantial "wins" that are already in-play. However, in conclusion he circled back to that first key objective he has for the business - namely to improve the profitability improvement opportunities that Tucker's products and services represent for their dealers: "We can only be strong and profitable if we are helping you, the dealer, to be strong and profitable. With the backing of our vendors and our great team members we believe we are already on the right path and it will be my job and the job of our management team to keep us there."

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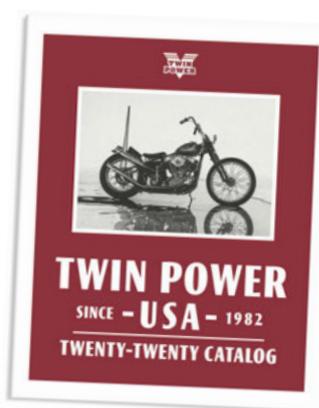
Industry veteran James Simonelli continues to guide the development of the Twin Power program with all the insights and assurance that comes from 30 years of specialty V-twin industry, racing and custom bike building experience - indeed 'back in the day' James used to buy and use Twin Power product himself.

First launched in 1982 by Jim Thompson, Charlie Hadayia, Sr. and others at New England Motor Parts Company (NEMPCO), Twin Power quickly became synonymous with quality and performance at a fair price and being "created by bikers, for bikers."

A first new print and online catalog since 2016 with 116 pages featuring "products for yesterday's classics and today's standards" from pistons for Ironhead Sportsters to high-tech Lithium-Ion batteries and oils designed specifically for American V-twin engines.

Today, Twin Power has more performance parts for more model applications than ever - "each one tested in independent labs to ensure they fit and work as they should," says James, "all the while staying true to our philosophy - if we don't run it on our own rides, then we won't sell it to you."

www.twinpower-usa.com



'Techno Tracker' - It could be yours!

Designed for Tucker V-Twin by Dan Riley at Gunn Design of Burnsville, Minnesota, the Tucker 'Techno Tracker' recently scored a showcase by BikeExif.com and was the featured bike at the 2020 Tucker Show.

Riley got the air cooled Yamaha XS 650 parallel twin donor bike from Craigslist for a mere \$650.00 and went 'bolt-on' using as many parts as possible from the Tucker catalogs, including ProTaper bars, TBR Comp S mufflers, Mikuni VM34 carb kits, with DNA filters from Greece, British made Talon hubs with Excel rims, Spanish made Galfer rotors and brake lines and 444 Series Progressive Suspension shocks. Having been on display at the One Show (Portland, Oregon), the bike will be shown at Mama Tried in March (Milwaukee), the Handbuilt show on MotoGP weekend at Austin, Texas, and the inaugural META Vision Moto Project (May 8 - 10, Denver, CO).

After that one lucky Tucker Powersports dealer will win the 'Techno Tracker' and get to take it home!



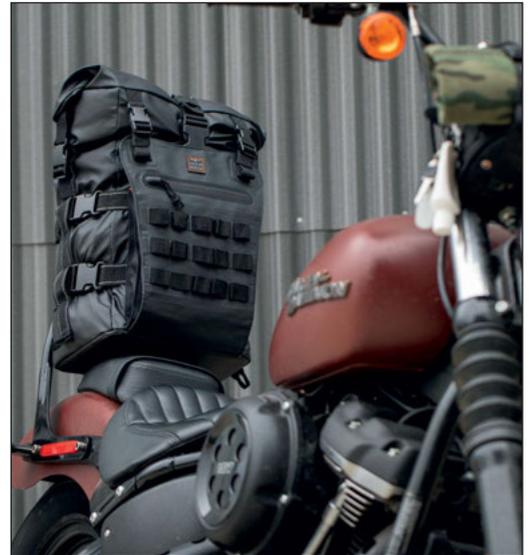
Adventure-Sized EXFIL Bag

Those masters of "Contemporary Retro", Biltwell has added to its popular, versatile and robust EXFIL soft bags line with the EXFIL-60, "a not too big, not too small" combo solution that is "just the right size for any moto adventure." It's expandable, easy to lean back on, can be accessed without removing it, has a couple of useful pockets and fits any bike with a sissy bar.

Features include a large main compartment and an expandable flap that can hold a bedroll or outer layer. Universal mounting is easy with five built-in compression straps and four additional tie-down points.

Manufactured from UV-treated, 1680 denier ballistic-grade polyester nylon throughout, PVC treatment on exterior panels gives added weather resistance and the roll-top closure with reinforced nylon quick-release buckles keeps contents sealed tight.

Five 1.5 inch wide removable mounting straps with reflective stitching offer mounting options and security; a zipper pocket on the bottom of the bag holds a weather-resistant cover that pulls over the loaded bag for 100% waterproof protection. Three rows of MOLLE webbing allow for mounting and secondary gear attachment.



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Barnett Hydraulic Brake and Clutch Lines

Californian specialist Barnett Clutches & Cables' newly available hydraulic brake and clutch lines are designed as genuine Barnett matches for Barnett's popular cables.

Available in classic stainless braid, Platinum Series bright silver, black with chrome fittings and stealth 'black on black', they are available in stock and full custom lengths to fit Harley-Davidson, Victory and Indian models through 2020. ABS lines are also available.

As with genuine Barnett cables, a 24-hour rush service is also available for the brake and clutch line kits.



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V-Factor Connecting Rods

Available in year/model specific versions for 1941/Early 1981, Late 1981/Early 1983 and Evo style (1983/199), V-Factor complete Connecting Rod assemblies from Hazelwood, Missouri based Mid-USA Motorcycle Parts include the Rods, single hole crank pin, crank pin nuts, piston pin, bushings and rod rollers with aluminium retainers.

"Everything is fitted with standard size rollers ready to install. All rod sets measure 7.438" eye-to-eye. Replacement parts available, such as the aluminium rod roller retainer set with standard size rollers seen here for 1973/1986".

V-Factor also offers connecting rods and components for K model Sportsters and 45 ci engines. These assemblies also come complete with everything fitted with standard size rollers ready to install.

The .895" standard O.D. piston pin bushings are sold in pairs and fit K model, Sportster and all years of 45 ci engines; .002" OS O.D. also available.



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Raked Wail Tail Tour Pack

Bagger Nation's new Wail Tail Tour Pack adds a totally custom and racy look to a normally mundane accessory. The all-new high impact, injection molded ABS Tour Pack design features a contemporary raked profile with Bagger Nation's unique proprietary and patented Wail Tail wing molded right in. At a recent show Paul Yaffe told AMD Magazine that "the innovative wing features a brake light that's frenched discretely under the wing. The light will

utilize our laser bright COB (Chip on Board) technology and will offer running light, brake light and signal functions. "Each of the three Tour Pack sizes - Slim, Street and Ultra - will arrive completely assembled using a sleek new hinge design and a single open latch that includes lock and keys. We've even included a retractable tether inside to keep things neat and highly functional."

The Wail Tail Tour Pack fits all H-D detachable rack systems and can be universally mounted to just about any model or brand. Bagger Nation offers a choice of two optional backrest styles in full or slim designs. Wail Tail Tour Packs arrive assembled in a satin black ABS finish light scuff and ready for custom paint.



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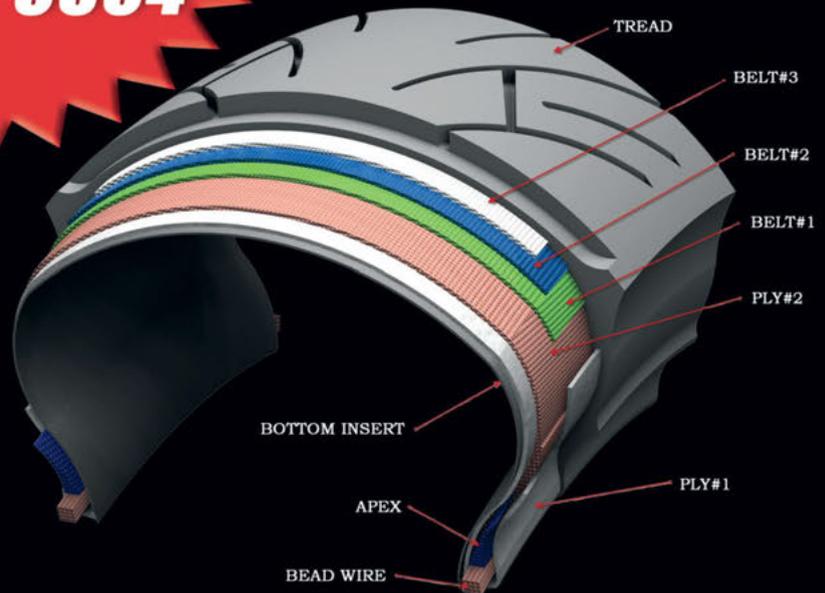
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Maxima - "How to Improve the Best Oils in the World"

Described as "unique and exclusive", Santee, California based Maxima Racing Oils has released an entirely new engine oil additive system called PEAC (Performance Enhancing Additive Chemistry) for all its four stroke applications, including most Harley-Davidson, Indian Motorcycle and custom V-twin applications.

PEAC was developed by Maxima and tested with factory teams like Monster Energy Kawasaki, Monster Energy Pro Circuit Kawasaki and Geico Factory Connection Honda. The PEAC reformulation was designed to "significantly improve performance in several critical areas: engine cleanliness, clutch performance and most importantly – power and acceleration."

Increases in power and acceleration: "The new oils were first and foremost designed to make machines faster, at the heart of which is an exclusive and proprietary friction modifier system with a high affinity for metal surfaces and low affinity for clutch plate material."

This advanced system is said to be able to improve power "while having a negligible detriment to clutch friction."

Through extensive testing, we were able to achieve the necessary balance between 'clutch friction increasing' and 'crankcase friction decreasing,' allowing for maximum power output from the engine and maximum transmission of power to the rear wheel."

The results are said to be quadfecta of often conflicting and mutually exclusive benefits - increased horsepower, increased acceleration, increased torque and improved balance between clutch feel and power.

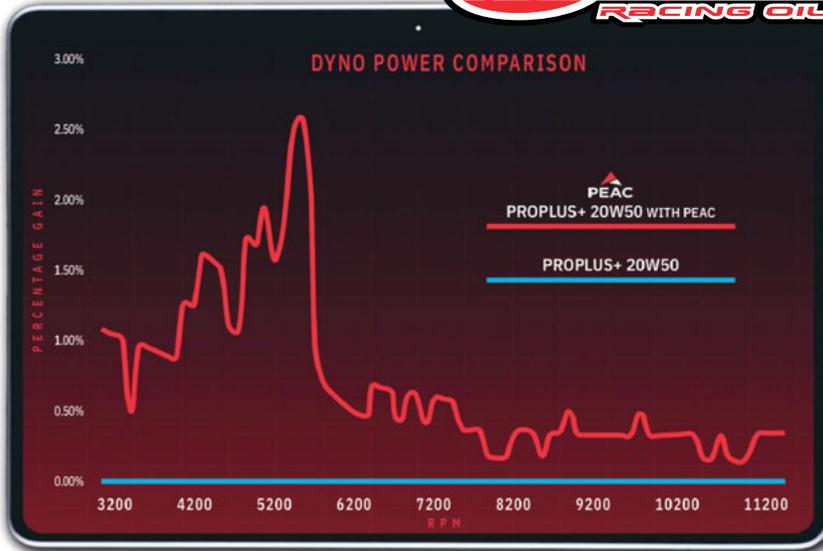
Better clutch performance, especially at high temperatures: "Clutch performance was improved by introducing chemistries with a high affinity for clutch plate material, but minimal attraction to metal surfaces. The minimal interaction of these components with metal surfaces helps to prevent drag and frictional losses in the crankcase, while still increasing clutch friction. This balancing act allows for maximum efficiency in transferring engine power to the rear wheel, making sure



none of that hard-earned power is lost to clutch slippage. To maintain this performance throughout the entire life of the oil, shear stability was also improved, thus ensuring the necessary film thickness required for efficient power transfer."

100% improved cleanliness: "Deposit control was also improved, in part due to the increase in oxidative stability. Oxidation by-products are known to form the precursors to unwanted deposits, making oxidative stability the new oils' first line of defense against harmful build-up. An additional and significant step to improve deposit control was a complete overhaul of the dispersant system, which are the components responsible for keeping contaminants from accumulating on engine surfaces by 'dispersing' them throughout the bulk oil. The new dispersants, produced by a completely different and novel process, provide 100% improved cleanliness per unit concentration, drastically reducing engine deposits."

Improved resistance to breakdown: "Oxidative stability was improved by making advancements to the antioxidant chemistry that prevents oxidation of the oil and by selecting even more oxidatively stable base oils than the exceptionally stable base oils used in the outgoing products. The already potent dual-molecule antioxidant system was further improved by both improving the efficacy of the chemistry and increasing the amount of chemistry used. These upgrades have successfully been shown to improve oxidative stability over the previous oils and key competitors. The results are longer drain intervals, increased protection, improved heat resistance and improved resistance to oil breakdown."



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Vance & Hines M-8 Torquers - "Superior Sound"

Engineers at Vance & Hines have spent two years searching for the ultimate exhaust sound for M-8 Touring models, and with the new Torquer 450 slip-on muffler they think they've found it.

"Nobody loves the sound and feel of a Harley-Davidson Milwaukee-8 motor more than Hall of Fame drag racer Terry Vance," said Head of Sales & Marketing John Potts. So, when consumers told Vance they wanted better sound from their Harley touring bike's exhaust, the company he founded 40 years ago with Byron Hines went after the solution. The result is the Vance & Hines Torquer 450 slip-on muffler - "it delivers superior sound, improved horsepower and torque and it's designed to be used

with stock exhaust headers, which many riders choose to keep on their bikes," says Potts.

"On my annual trip to the Sturgis Rally, other riders told me they couldn't find slip-ons that delivered great sound," said Vance, "so we needed to reinvent the 4.5-inch category.

"I gave the challenge to our engineering team, and they needed to invent new baffles to do it," continued Vance & Hines President Mike Kennedy. "Now we offer the best sounding M-8 slip-ons on the market and we can build them at Vance & Hines for a great price. That's pretty cool."

The Torquer 450 slip-ons are the newest entry into the 4.5-inch diameter segment of the exhaust market. The 50-state emission compliant slip-on mufflers "deliver superior sound and improved horsepower and torque, the best performance of any Vance & Hines slip-on exhaust."

Vance & Hines developed the new free-flowing LS-275 baffle (patent pending) specifically to address the concerns of owners of Milwaukee-8 powered Harley-Davidson motorcycles. Design and manufacturing of the Torquer 450 takes place in the company's plant in Santa Fe Springs, CA.

"Style is important to every rider, so the new mufflers



were designed with maximum visual impact," continued Kennedy. "They feature a huge 4.5-inch diameter slip-on and new, stylized billet end caps, and the exhaust makes a visual statement along with a deep, throaty sound."

Available in chrome or black, Vance & Hines says that its MSRP for the Torquer 450 is "the lowest price of any 4.5-inch pipe in the industry."

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Metalsport Adds 20" x 5.0" Fat Wheel

South Gate, California based Metalsport Wheels has added to its wheel size range with a new 'Fattie' - the new wheel joins the company's established 21" x 5.5" and 23" x 5.5" fat wheel sizes.

"This wheel is made here in the USA, just like our other wheels, and is a perfect fit for the Steam Roller Touring (SRT) big wheel performance kits from Bagger Nation," says Metalsport. "Pick your fat wheel size and then choose from any one of our over 27 designs - they are all available in all three of our fat wheel options, also with matching pulleys."

Metalsport offers a full line of 3D and 2D finished wheels, including its Chip Foose designed exclusive line. "We 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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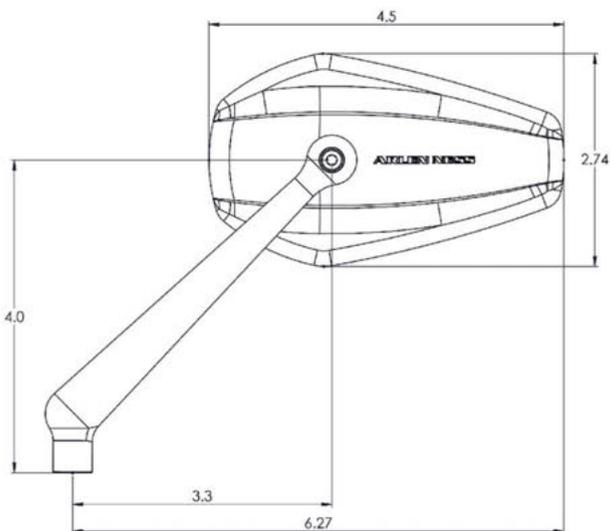
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Letric Lighting Co. - Sharktooth, Double Barrel and Switchbacks



Oreland, Pennsylvania based NAMZ Custom Cycle Products is adding further to its fast growing Letric Lighting Co. line-up with the release of three further new product designs.

The Sharktooth headlamp features integrated running lamps and turn signals for enhanced looks,



Sharktooth headlamp

increased visibility and rider safety with 3911 lumens on low beam and 7999 on high beam.

The Double Barrel LED Road Glide headlamp seen here is dressed in a mixture of black and chrome accents and features a highly efficient Cree LED chip. Both the Sharktooth and Double Barrel housings are built with a heavy duty plastic mounting bracket,



Double Barrel LED Road Glide headlamp

aluminum body and a poly-carbonate lens; DOT compliant, they are designed to fit the 2015-up Road Glide and are 100% plug and play.

Also new are the Road Glide fairing vent Switchbacks LED turn signals seen here, offered in black or chrome with smoke lens and white running light/amber turn signal.

These supplemental lights replace the plain black fillers to improve on the overall appearance of the motorcycle and do not interfere with the OE vents. They are designed to fit all 2015-up Road Glide models and are 100% plug and play.

Dealers can order NAMZ/Badlands products through Drag Specialties, Parts Unlimited, Tucker (Tucker is the



Road Glide fairing vent Switchbacks LED turn signals

exclusive distributor for the NAMZ made Letric Lighting Co. product line), Mid-USA, J&P Cycles, VTwin, Parts Canada, Motovan, Les Importations Thibault, Parts Europe, Custom Chrome Europe, Motorcycle Storehouse, W&W, Zodiac, Rolli's Speed Shop, Wildrider International Pty Ltd, or directly from the company's website.



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PM Adds to Raceline Wheel Series

Californian manufacturer Performance Machine has come out with two new lightweight wheel designs in its CNC-machined forged aluminum Raceline Series of performance products for the performance bagger enthusiast - the 'Assault' and the 'Revolution'. They are both available in ABS and non-ABS versions with PM Raceline Series hubs and shipping with included 1" brackets to raise the front fender for proper clearance. The latest generation of PM Raceline hubs are lighter by a further 1.5 lbs each side at the front compared to the company's standard 'Image' series hubs, and 1.5 lbs less at the rear for a 4.5 lb total weight reduction in addition to the saving achieved by the way PM cuts these wheels. The 'Assault' features aggressive 11-spoke styling and lightweight agility. The rim lip is back-



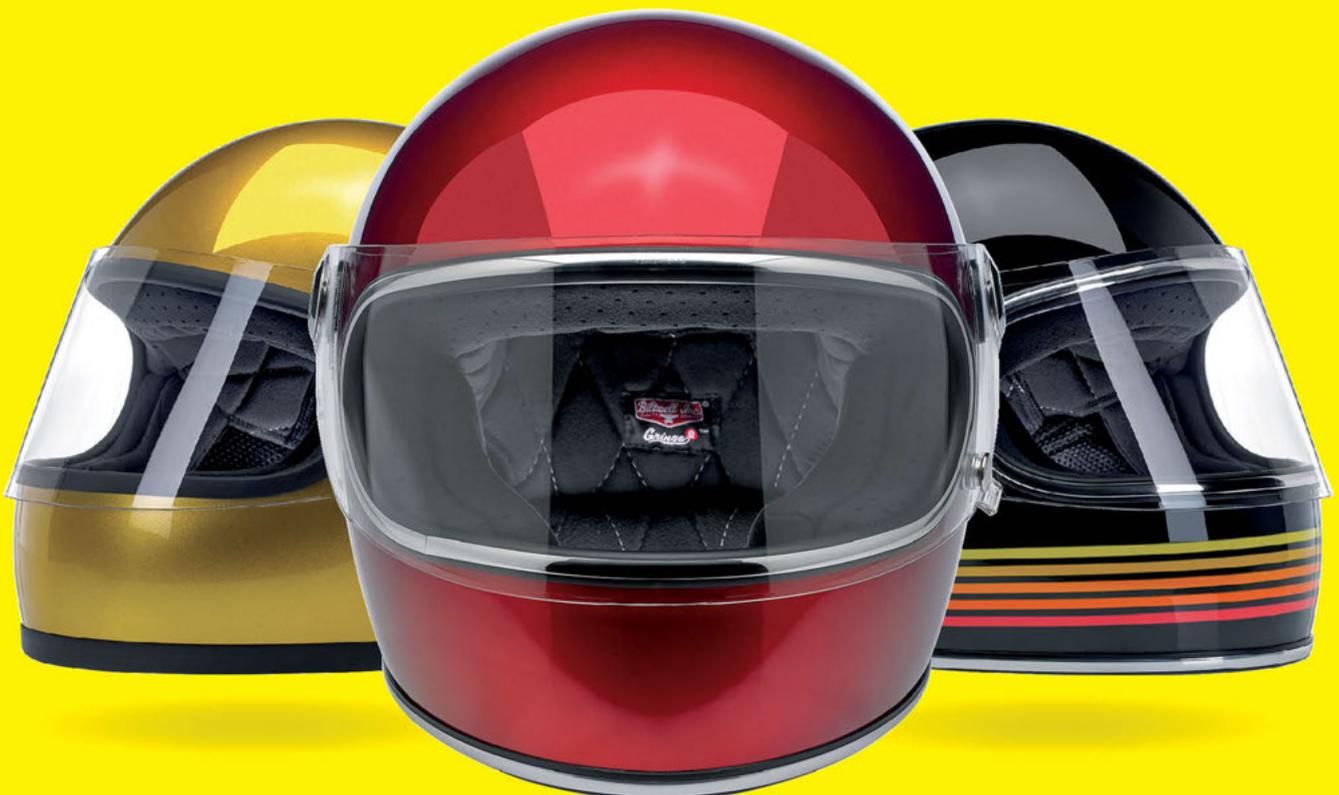
cut to reduce mass at the outer edges of the wheel for decreased rotational inertia and a reduction in unsprung weight. The Raceline Series hubs are a design with all of the excess material machined away for improved weight reduction, "this wheel is serious about maximizing performance on the street or at the track." The 'Revolution' is a one-piece lightweight "masterpiece" that is also captured between the ultra-light modular PM Raceline Series hubs to create a wheel that weighs less than even the lightest stock wheels. The nine-spoke transitioning to 18-spoke design and back-cut rim lip "provides the strength you need with the weight reduction and decreased rotational inertia you are looking for in a high performance



wheel for the street or for the track." Both wheels are available in a 21" x 3.5" front and an 18" x 5.5" rear in choice of either black or gold anodized finishes.



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AMD PRO GUIDE

Drag Specialties Additions

Brake/Clutch Control Kit



The master cylinder in this new Drag Specialties brake/clutch control kit accepts OEM-style rebuild kits and has clearance for all 1 1/4" handlebars. The kit includes a brake master cylinder assembly and a mechanical clutch control assembly; fits '96-'07 FLHT/FLHR/FLHX models. The matte black finish matches the OEM switch housings.

Predator III Seats for FXR



Drag Specialties Seats has expanded its popular Predator III line with fitments for '82-'94 and '99-'00 FXR models. Constructed with high-quality automotive-grade vinyl covers and molded polyurethane foam for maximum comfort and styling, the unique design features a 6 1/2" tall driver support that gently slopes down to the passenger seat area and is narrower at the front for better leg clearance. The 3/16" thermoformed ABS seat base gives the perfect fit, while the carpeted bottom and rubber bumpers protect the bike's paint. Available in smooth, double-diamond stitch or classic stitch. The overall length is 29 1/2", with 13 3/4" long by 11" wide front seat and 10 1/2" long by 7" wide rear. It fits with most sissy bars and includes all mounting hardware.

Reusable Air Filter



Drag Specialties has expanded its line of 100% reusable and washable air filters. The durable epoxy-coated wire mesh construction is designed to maximize airflow and provide peak filtration. Filters are pre-oiled for quick, easy installation; high-flow four-layer surgical-grade cotton filtration. Urethane body won't crack or curl like rubber. They are available for '18-'20 FLFBS/FLHCS/FXBRS/FXFBS and '17-'20 CVO Touring (114").

Side Hinge Ignition Switches



These side hinge ignition switches are available with a chrome or gloss black finish and include two keys. They are available for '96-'11 FXDWG, '08-'11 FXDC/FXDF, '00-'10 FXST/FLST and '96-'13 FLHR models.

Alternator Stator



This new Drag Specialties precision-built alternator stator is a high-quality and cost-effective replacement that meets or exceeds OEM specifications. It comes with the factory plug ends for easy install and fits '14-'18 XL models.



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Ultima 113 ci Competition Series '99-'06 Twin Cam Replacement

As Twin Cam engines start to age out (especially the first decade from its 1999 launch) and replacement parts are harder to get, Midwest Motorcycle Supply continues to evolve its Ultima Motorcycle Products offer with this by offering this all-new engine with late model large diameter cam bearings and hydraulic chain tensioning.

Their new 113" Twin Cam is a direct bolt-in engine for '99-'06 "A" motor bikes.

"Just like Ultima's EVO style engines, this engine features high quality components at an affordable price," says Program Manager and Engineer Brian Brace.

Ultima Production Manager Donnie Bryant told AMD: "The cases are cast in a permanent mold for superior surface quality and utilize Timken sprocket bearings. "The crankshaft assembly is the same that Ultima has been building for years. Dynamically balanced and featuring forged H-beam rods makes for a rock solid foundation for these engines."

The pistons are forged aluminum from Brian's alma mater Mahle Motorsports and the heads feature conical valve springs, chromoly retainers, manganese bronze guides, compression releases and stainless steel valves.

Valve train components include an Andrews 67H set of cams, Ultima's 4140 steel adjustable pushrods and 4140 forged steel roller rockers.

The cam chest components include a billet oil pump, billet cam support plate with late model hydraulic chain tensioners "for peace of mind," says Brian. Choices of finish include black, polished or silver.

"With plenty of power, these engines make a great replacement for a tired stock motor or a custom build."



Brian loads a new blank for initial CNC cutting - it will start with a 4-axis program and then finish with a 5-axis.



Engine case half undergoing 5-axis cutting program featuring diagonal cuts.

The new 113" ci Competition Series Twin Cam replacement by Ultima is a direct bolt-in engine for '99-'06 "A" motor Twin Cam models.

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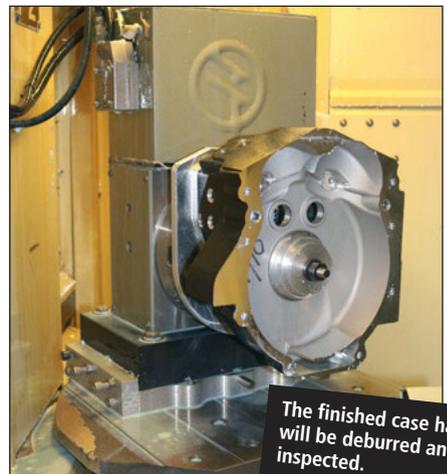
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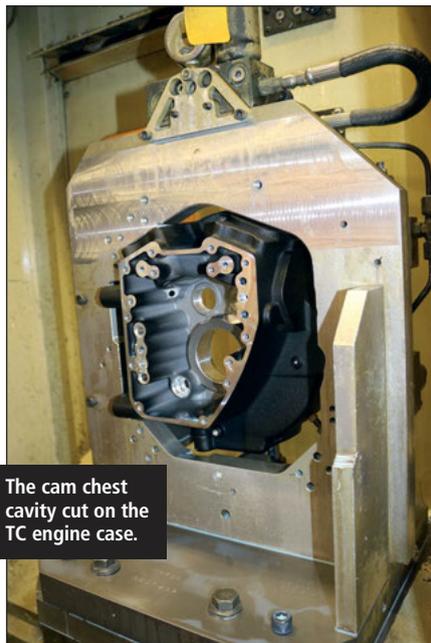
Brian Brace, Ultima's Engine Program Manager, with one of the prototype billet cases created from his 3-D modeling - used to finalize the casting design.



Donnie (left) and Brian running the dyno developing the Ultima 113 Competition engine for Twin Cam upgrade.



The finished case half will be deburred and inspected.



The cam chest cavity cut on the TC engine case.



Finished heads and cylinders.



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Avon Grip Options for Indian Big Twins



Gel grips

Ergonomic grip specialist Avon has a choice of technologies available for '18-'19 Indian Vintage, Springfield, Chieftain and RoadMaster applications. Avon custom contour grips are manufactured with Kraton rubber featuring a very soft, serrated texture to help grip, finished with 6061 billet aluminum end caps and collars. Meanwhile, Avon gel grips are an ergonomic design in soft gel rubber with a vibration dampening tacky feel and billet aluminum ends in chrome or black anodized.



Custom contour grips

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Serrated Shift Peg and Brake Pedal Covers

Lake Havasu City, Arizona based accessory manufacturer Joker Machine's new serrated shift peg and brake pedal covers "are machined down to a minimalistic design for a high-quality look and finish.

"A much needed upgrade from the stock rubber parts, there are multiple styles to choose from, with a serrated cut finish for bite. The shifters are smooth on the bottom,



so they don't ruin the rider's boot." They work on most H-D models and are designed to match Joker Machine footpegs and blend well with other brands of footpegs too. Available in black or raw aluminum with silver finish.

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Get Smart

Martin Human, CEO and CTO of TecMate, answers a common question - why is a different battery charger needed for a lithium battery if it works in a motorcycle that originally came with a lead-acid battery?

As with many things to do with battery types and motorcycle electrics, diagnostics and charging, the answer is not as simple as many people expect.

The safe working voltage range for both lead-acid (Standard lead-acid, AGM and Gel) and lithium LiFePO4 (LFP) battery types is 12.8V to 14.5V. As long as voltage is within that range, yes, a lithium battery works fine in the same system as a lead-acid battery, but below this safe voltage range, lithium and lead-acid batteries need different care. An over-discharged lithium battery will accept charge at low voltage, but the healthier cells demand all the charge and weaker cells keep on falling behind. Charging at high current will damage that battery. A gentle low current pulse charge brings all cells back to good health simultaneously - once above 9V-10V the battery is ready to receive normal charge. An over-discharged lead-acid battery is unable to accept charge at low voltage due to a high concentration of lead-sulphate that inhibits the ability of all cells to accept charge. To 'convince' the battery to once again accept charge, a higher pulsed voltage is required to break through. A single battery charger that can differentiate between battery chemistries and deliver the right recovery method for the connected battery would be ideal, and fortunately the OptiMate 1 DUO fits the bill. OptiMate 1 DUO recovers batteries from as low as 4V; the smart programming automatically figures out which recovery program is right for the attached battery, never mind the chemistry. A deep discharged lead-acid battery receives a higher voltage pulsing mode up to 14.5V, so



it remains safe for lithium, and a deep discharged lithium battery receives a mild pulsing current that gently recondition the cells until they are equal and the battery recovers to above 9V - then a suitably higher charge current is delivered. Here is a valuable tip learned from many years of experience - below 4 volt batteries need care from a chemistry-specific charger; OptiMate Lithium 4s 0.8A can safely recover lithium batteries from as low as 0.5V and test battery health as it does so. The best option for lead-acid batteries is the OptiMate 4.

OptiMate 1 DUO's 24-7 maintenance program is also adaptive, it can sense what is required. In a parked vehicle a lithium battery needs protection against total discharge by that vehicle's system and the OptiMate 1 DUO delivers when needed. On the other hand, an AGM battery - the most popular lead-acid in powersport - receives hourly maintenance to remain at full charge and prevent lead-sulphate build-up that weakens the battery. Best of all is that the OptiMate 1 DUO has no buttons, no need to guess what battery is in the motorcycle. Simply connect to the battery and let that smart charger do the thinking.

In today's world everyone wants 'easy'. OptiMate 1 DUO is as EASY as connect and forget, no more battery problems - and that is what people want and need these days! As time goes on, more and more reputable brands are choosing to partner with OptiMate 1 DUO for their diagnostics, maintenance and charging - the latest to offer the OptiMate 1 DUO is Moose Racing - and the Moose Racing OptiMate 1 DUO is distributed by Parts Europe, Parts Unlimited and Parts Canada.

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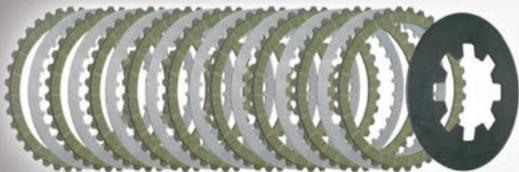
BTX-5



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

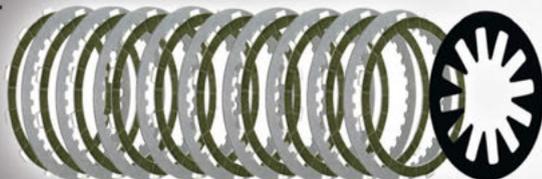
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BTX-11



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

BTX-14



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

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Feuling M-8 Vented Billet Dipstick Options

Here is more on the Oceanside, California based Feuling Parts' new M-8 vented billet dipsticks that we featured in AMD a few months ago.

The design vents/breathes excessive crankcase pressure from the oil tank through a PVC style breather system consisting of a replaceable filter element and umbrella flapper valve. They screw into the factory oil fill spout as a stock replacement part and remove the unwanted build-up of blow-by found in all internal combustion engines with excessive leak-down through the rings/cylinders - a common issue, especially with large displacement and big bore engines. Larger cubic inch, worn or loose ring clearance and engines pushed to their limits generally have increased blow-by. Blow-by is pressure that is forced past the rings and cylinders, pushed into the crankcase and then forced back into the oil tank. Feuling dipsticks help remove this unwanted pressure through a (CVS) Crankcase Ventilation System. Test results show a decrease in engine oil sump levels, more freely/smoothly revving engine, increased MPG and decreased blow-by.



Feuling offers two options. First, a 1/8 NPT breather vent fitting with internal porous filter element. This option gives a clean look, however, it may produce an oil misting/residue out of the element on engines with excessive leak-down/blow-by. The second option is a quick disconnect coupler fitting with rubber hose and filter element. This option will run any excessive oil misting/residue through the line and into the filter element. However, this option does require disconnecting the quick disconnect fitting in order to check the oil. "We recommend routing the line up the frame rail, up under the seat/abs area, then back down along the right side frame rail, and the filter element can fit cleanly between the engine/trans matting area on the inside of the lower right frame rail." Feuling highly recommends staying off the rev limiter and running conventional oil in the M-8 engines to help maintain ring seal and minimize blow-by.

There are two ways to read the oil level with this dipstick, with the bike on the jiffy stand (FHS - Full Hot Stand) or the bike upright and level (FHU - Full Hot Upright). If reading the dipstick with the bike on the jiffy stand, take the reading from the dimples labeled FHS (Full Hot Stand). When reading the dipstick with the bike upright and level, take the reading from the dimples labeled FHU.

It is important to get the correct hot oil level in the bike and Feuling recommends running the oil level 95%-99% full when hot. The oil pick-up port is on the right side of the engine. Letting the bike idle or warm up on the kickstand will naturally fill the engine case and skew the oil level in the tank.

Feuling says that the proper procedure to achieve proper oil level is to check the cold oil level; then ride the bike until the operating temperature is reached; shut the bike off while still in the upright position (this ensures an accurate reading). Once the bike is on the kickstand, check the oil level and add or remove oil as needed.



Option 1



Option 2



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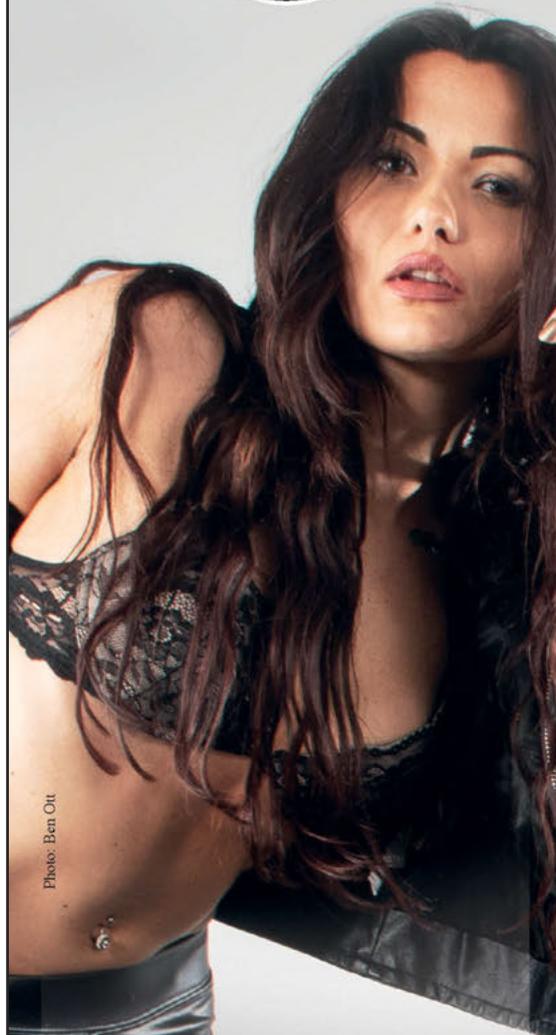


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Motorcycle Storehouse Additions

Clamping Force by Bessey



Founded in 1889, German bright steel tool manufacturer Bessey started to specialize in clamping and cutting technology in 1936. Today Bessey offers a huge high-quality industrial grade range from screw clamps, C-clamps and angle clamps all the way to highly specialized clamps for use on machining and welding tables. Clamping can be done with a spindle screw system with two-component handle, a Tommy bar or a lever action toggle clamp with trigger release or even a combination of both in all shapes, sizes, weights and strengths. Bessey also produces professional metal snips, in straight and left or right cutting versions, using compound action to cut metal sheets with the least amount of required force.

Halder Hammers



Another German tool specialist, Halder Hammers have been in business for

over 80 years and design and manufacture all their own products at their 200-employee facility in southern Germany. Halder mallets come in all shapes and sizes - including the time-honored classic, the Simplex. Available with wooden or fiberglass handles with cast steel, reinforced cast steel or aluminum hammer head housings. The heads have removable inserts in rubber, TPE (Thermoplastic Elastomers), nylon, plastic, superplastic, copper or a combination, depending on user preference and for what objects the mallets are to be used. If you are interested in a custom mallet system, individual hammer head housings, wooden or fiberglass handles, head inserts in different degrees of hardness are available in various sizes and weights which allow you to compose and build your own custom one-off Halder Simplex mallet.

Picard Hammers



With origins from way back in 1857, and based in the Wuppertal area in Germany, Picard (founded by Johan Hermann Picard) is another hammer manufacturer with a reputation for quality. Picard is making hammers in all shapes, weights and sizes, for every conceivable industry.



Segura Jackets



The Segura 'Natcho' and 'Lady Natcho' jackets have a comfortable body fit with waterproof membrane and CE-approved protection. Inside the jackets there is a 90 g, fully removable thermo-alu lining for warmth, CE-approved elbow and shoulder protection, a back pocket for an optional protector and a removable hood.

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Magnum Trike ABS DOT Brake Lines

Magnum Shielding, the upstate New York based brake line and control cable specialist, has introduced upper brake line options for 2019 and up Harley-Davidson Trikes.

The 2019 model was the first year Harley Trikes included ABS as standard equipment and there were no direct, OE fit aftermarket brake lines for those applications. "Given the rise in Trike popularity, we realized this was a great opportunity to design a new brake line that would fit like it was from the factory, but give you length options," said Magnum's GM Tom Vierthaler when AMD met him at the recent Drag Specialties, Louisville Dealer Expo. "Many riders may want to change the height or style of their handlebars for comfort or looks, so we came up with a premium braid Designer Series Trike ABS mid-line, very similar to our Touring mid-line, with the exact bent tube assembly needed to fit the Trike ABS controller like a glove and give trouble-free installations. "As with other of our Designer Series products, you need the mid-line and an upper brake line to complete the circuit from the ABS controller to the master cylinder.

"Just select the Trike ABS mid-line and then choose an upper brake line by banjo angle and length from our vast assortment of alternative brake line choices to get a fit that is tailored to the application." Magnum's premium DOT brake lines are available in STERLING CHROMITE II and Black Pearl braid that match all other Magnum control cables and brake lines in color and weave. All fittings are highly polished and chrome or black chrome plated.

Magnum use inner PTFE tubing braided with DuPont Kevlar Aramid fiber reinforcement for its premium brake lines, a Signature Magnum over-braid and a crystal-clear



STERLING CHROMITE
premium braid
Designer Series Trike
ABS mid-line

outer PVC jacket that "offers exceptional protection against scuffing paint or chrome and will never discolor."

Offered as a lower-cost alternative to Magnum's premium brake lines, stock to plus 10-inch length XR Stainless DOT brake lines are available in three color choices: clear-coated stainless steel line with chrome fittings and OE-style black braided line with chrome or black chrome fittings.

The XR Stainless DOT brake lines for 2019 and up Trikes complete the circuit from the ABS controller to the master cylinder exactly like the OE brake line, all in one continuous assembly. Magnum's XR Stainless DOT brake lines share the same high-quality manifolds, tube assemblies and fittings found in its premium Designer Series brake lines - "the OE style construction uses all the fittings and tube assemblies essential for painless installations while delivering professional looking results," says Tom.

Made in-house at Magnum's manufacturing plant, XR Stainless DOT brake line assemblies use an enhanced construction of heavy gauge stainless steel embedded in a tough, abrasion-resistant nylon outer jacket for superior durability.

Premium Designer Series and XR Stainless DOT brake lines are designed to be compatible with Harley-Davidson ABS requirements for stock and alternate length brake lines.

Magnum Shielding has been a Tier-1 manufacturer of matching braided products for over 38 years, including brake lines, control cables and ignition wires. Every Magnum Shielding brake line is pressure-tested and fully compliant with all DOT FMVSS-106 specifications and assembled in the USA.



Black XR
Stainless Trike
ABS upper line



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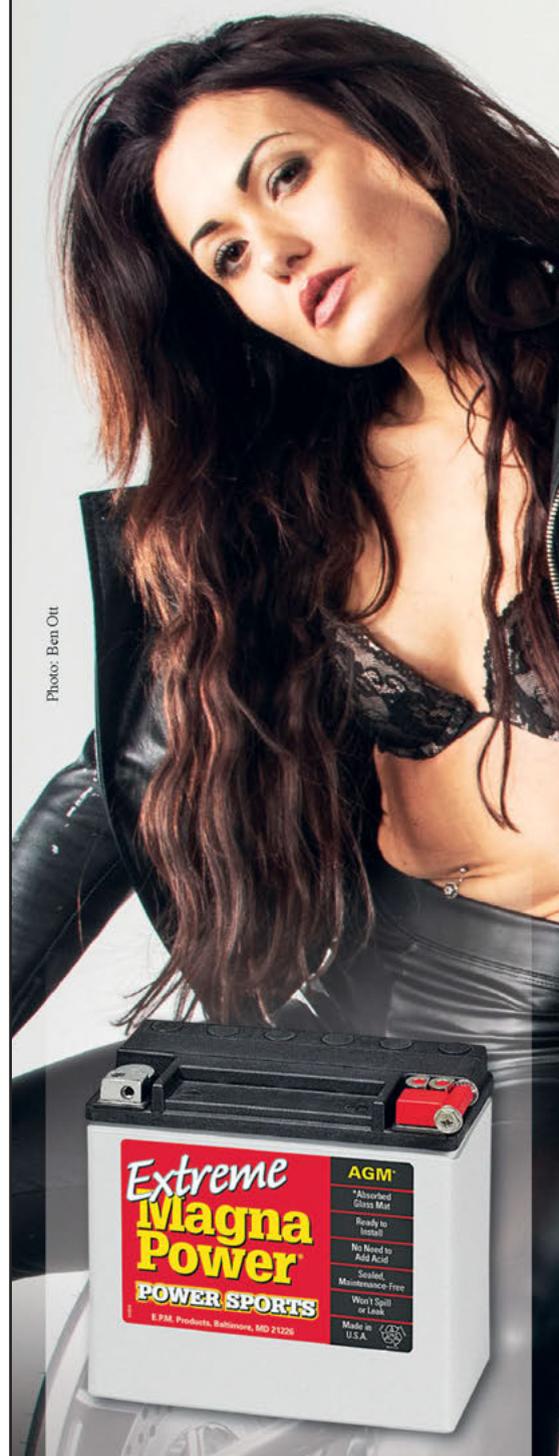


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Custom Chrome Europe Additions

Custom Chrome Europe is stocking Kuryakyn's rugged industrial-styled Dillinger branded range of accessories for Harley-Davidson Sportster and multi-fit applications, plus Dillinger universal fit grips and pegs.

Dillinger Luggage Rack



"To prove that luggage racks do not have to be ordinary, the stamped steel Dillinger luggage rack features a unique and aggressive design that's almost too trick to cover up with bags." This fixed-mount rack is capable of handling virtually any sized luggage. Stylized cut-outs on the top and sides offer multiple secure points for bungee cords or luggage

straps, while a slight rise at the tail helps keep the load from sliding back. Fixed mounts install discreetly between the fender and struts for a clean look; available in satin black or silver textured finishes; easy bolt-on install, all hardware provided; recommended maximum load is 10 lbs/4.5 kg.

Dillinger Grips



Combining a narrow profile with ribbed EPDM (Ethylene Propylene Diene Monomer) synthetic rubber for excellent grip, commanding control and a soft, vibration dampening foundation to combat hand and forearm fatigue, these Dillinger grips are assembled with an OEM-specific throttle tube.



Kodlin XL E4 Approved 2-into-1

This new Fred Kodlin designed 2-1 racing exhaust is made in Austria by Remus and fits all 883 and 1200 cc Sportsters '17-'20 (except for models fitted with forward controls). Street legal in Europe (E-approved and with catalytic converter), the black coated stainless steel pipes include heat shields, carbon end cap and O2 sensor bungs for older and newer models.

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'Tribute' Air Cleaner Kit

Conceived by S&S founder and brought to market by his son George B. Smith, the classic Two-Throat carb and matched air cleaner served as a performance milestone in the V-twin market for over a decade. Now long gone, they are still a hot commodity for in-the-know chopper builders. Inspired by the unique style of their Two-Throat intake, S&S has created the new 'Tribute' air cleaner cover and wrapped it around their contemporary high flow Stealth intake system.

"The forward facing scoop shape provides a distinct air flow advantage, and we've always loved the look

of this air cleaner, so bringing it back needed to happen," states S&S Product Manager Grant Hillegass. "A great combination of classic styling with modern performance."

S&S has a Stealth style air filter kit for most H-D models and the 'Tribute' cover bolts nicely to all of them (available as a complete kit or cover only) in chrome or gloss black. The performance advantage is significant (up to +6 hp on the M-8 platform), and most of the late model kits are CARB legal and warranty-friendly.



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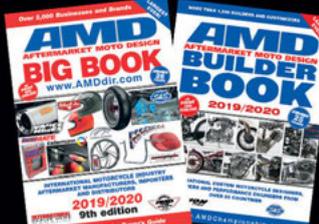
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The 'King of Custom' Celebrated as the 'King of Verona'



Kudos to Paola Somma and Francesco Agnoletto and their team - organizers of Motor Bike Expo in Verona, Italy, every January.

There have been hundreds of acres and millions of words of tribute published about Arlen Ness since his passing in 2019 - but how about this for a touch of class?

Arlen and Cory Ness and their family have always been firmly in the "Friends of Verona" club, always been appreciated by the crowds there - enthusiasts and fellow professionals.

As a statement of appreciation by everyone involved with 'Verona' this year, it would have been hard to top this - nice!

www.arlenness.com

Harley 2019 - "Full-Year Retail Sales Decline Lowest Since 2016"

In addressing investors and financial analysts at the end of January 2020, the prevailing message coming from Harley-Davidson former CEO Matt Levatich and CFO John Olin in reaction to another woeful year in 2019 appears to have been along the lines that at least the rate of decline is declining.

Pointing to some signs for optimism, in the fourth quarter of 2019, with domestic U.S. retail market share being up against a down market by +1.0% (despite H-D retail sales being off by -5.2% at 125,960 motorcycles in 2019), the first cracks have started to appear in the customarily good natured and supportive responses Levatich and Olin receive when fronting up to analysts in the company's announcement Q&A webcast and phone-in.

Notably, and in a possible sign of struggles to come, Morgan Stanley questioned how Harley can explain why its sales can have been so soft for so long in a strong and growing economy and whether it will look favorably at any offers to buy the business if one [or more] materializes a year from now.

While the interjection lacked consideration of market context, it, and other less direct challenges, nonetheless suggest that it won't be long before the sharks start circling closer as the scent of blood propagates.

"Tempered worldwide year-over-year retail sales rate of decline" was the form of words used by Harley in the announcement press release text; "in line with our expectations" and "indicative of increased business stability" was how Matt Levatich is said to have characterized Harley's Q4

performance.

Maybe anticipating that 'More Roads' will run out of road a year from now if there hasn't been demonstrable progress, Levatich date-stamped when the first financial results of the much vaunted strategic plan will be seen when quoted as saying that "in 2019, we took important steps toward returning to significant growth in 2021



Q4 international retail sales up slightly

– including launching LiveWire, our first electric motorcycle, optimizing our global dealer network and expanding our international footprint."

Going further, Harley's press release stated that in advancing its 'More Roads' plan further, in 2019 the company was now on track for "significant" 2021 growth, pointing to "increased focus on rider commitment" in the U.S. where "527,000 riders joined in 2019, up year-over-year" and completion of "steps to mitigate the majority of recent EU and China tariff impacts in 2020," completion of "key milestones of the manufacturing optimization initiative" and "exceeding expected full-year savings."

As the company continues to add to its cruiser and touring offer with a series of mid-cycle new models and to its P&A revenue opportunity with a new crate

motor, the focus, for now, remains on "Strategy to build riders" and the "Accelerated plan for growth."

"Harley-Davidson's strategy to build the next generation of Harley-Davidson riders globally is supported by these strategic objectives from 2017 through 2027: expand to four million total Harley-Davidson riders in the U.S., grow international business to 50 percent of annual Harley-Davidson Motor Company (HDMC) revenue, launch 100 new high impact motorcycles, deliver superior return on invested capital for HDMC (S&P 500 top 25%) and grow its business without growing its environmental impact.

The company says that it "continued to advance its More Roads plan initiatives" by asserting its "leadership in the electrification of motorcycles with the launch of LiveWire, the company's first electric motorcycle, and IRONE, an electric-powered two-wheeler for kids."

Launching "new high impact models" and delivering "significant technology to its class-leading model year 2020 motorcycles to inspire new and existing riders", commissioning its Thailand manufacturing facility and establishing a China distribution center - "increasing customer access with more competitive prices" and unveiling "improved and expanded global e-commerce and digital capabilities" while advancing "good-to-great dealers—meeting customer experience and sales conversion targets."

More riders joined Harley-Davidson in the U.S. in 2019 compared to 2018, with the total pool of Harley-Davidson riders in the U.S. growing to 3.1 million in 2019. "We see 2020 as the pivotal year in the transformation of Harley-

Continues on page 8 >>>

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