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Jochen Zeitz Confirmed as Permanent Harley President/CEO

Well, just eight weeks ago Harley-Davidson said that the decision to appoint Jochen Zeitz as Acting President/CEO to replace Matt Levatich was a temporary one, and they were not joking!

The company has now confirmed that Jochen Zeitz' temporary appointment has now been made permanent - just in time to head off speculation and pressure at the upcoming Annual Meeting and in response, no doubt, to investor calls for uncertainty to be eliminated and at a time when conducting a meaningful executive search would no doubt have proven challenging.

Zeitz will continue to serve as Chairman of the Board, and as previously disclosed, Thomas Linebarger, an independent member of Harley-Davidson's Board of Directors since 2008, has been appointed "Presiding Director".

The uncertainty of going into a period of strategic revaluation with the identity of the CEO, who will be charged with delivering the new 'Rewire' of the ill-fated 'More Roads' strategic plan, did

not sit well with Harley investors. Following the release of its Q1 fiscals at the end of April, and the pretty strident (indeed damning) observations that Zeitz had about Harley's shortcomings, it was widely thought that concluding a new vision of Harley's strategic direction without a permanent CEO appointment in place could have put Harley in an



Zeitz: "Over the next few months, we will rewire the business and define a new 5-year strategic plan later this year ... my decision to become the President and CEO of Harley-Davidson reflects my deep passion and commitment to this company."

unnecessarily destabilizing position from which to deliver on the 'Rewire'. Linebarger is quoted as saying: "As the uncertainty surrounding the COVID-19 crisis and recovery persists, and given the

significant changes that are needed at the company, solidifying Jochen as CEO demonstrates both the Board's confidence in him and Jochen's commitment to leading the company through this extraordinary time.

"His two decades of experience as Chairman & CEO of a leading global company and brand, and his enthusiasm and determination to challenge everything about the company based on his turnaround experience, is exactly what we need right now to lead Harley-Davidson to long-term success. He has the unequivocal support of the Board." Prior to being named Chairman, Acting President and CEO in February, Zeitz was a member of the Harley-Davidson Board of Directors since 2007 and established the company's Brand and Sustainability Committee. He served as Chairman and CEO of PUMA for eighteen years from 1993 to 2011 and was also PUMA's CFO from 1993 to 2005.

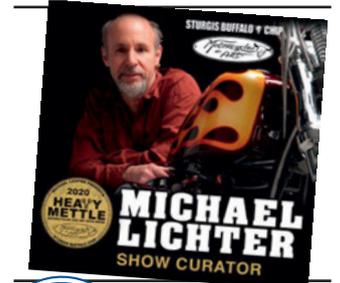
Zeitz remained Chairman at PUMA after being appointed CEO of the Sport and Lifestyle division at French luxury goods company Kering (formerly PPR - Gucci, Yves Saint Laurent etc.) from 2011 to 2012 before serving on Kering's Board from 2012-2016.



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LEGEND

by Gallery Motorcycles

'Legend' by Mirko Perugini of Gallery Motorcycles, Brescia, Italy - 11th place for this 989 cc 1917 'F' at the 2018 AMD World Championship of Custom Bike Building - see page 32 for the story in full.

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Comment - More Roads to Oblivion? 4

Robin Bradley is optimistic about the changes that newly minted permanent CEO Jochen Zeitz looks set to bring about at Harley-Davidson.



Zodiac International 27-30

Netherlands based Zodiac International, the first specialty V-twin parts and accessory distributor in Europe, is celebrating its 50th anniversary.



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More Roads to Oblivion?

To be fair, Harley-Davidson, and newly minted permanent CEO Jochen Zeitz in particular, are between the proverbial rock and a hard place - damned if they try new things and fail, damned if they don't at least try.

One could go on endlessly about the mistakes that have been made, the dead ends the company has driven down, the complete failure to accurately interpret where the motorcycle industry is in macroeconomic, demographic and strategic terms, and no doubt many will in the coming months and years - I dare say me included.

However, as of right now 'that way madness doth lie'. It is generally held that in order to understand where you are, or where you are going, you need to understand your past, and while institutional memory has become the stuff of dreams at Harley-Davidson, there will be plenty of people who will 'help' Zeitz and his emerging new team of realists to understand what can be carried forward and what needs to be jettisoned, what they got right and what they got obviously and catastrophically wrong. For me, the primary sin has been the sheer arrogance and insularity of a 'not made here' management culture that assumed only they could possibly have the understanding to have the solutions, and a delusional faith in marketeers who, frankly, couldn't sell their way out of a paper bag and had absolutely zero grasp whatsoever of the molecular structure of the Harley brand.

But hey, as I say, plenty of time to rake over those coals in the months and years ahead. For now, the important thing is to understand just exactly what complexion the Zeitz 'Rewire' will have and what directions it will take Harley in.

There are several positives in the new CEO's public remarks so far, the admission that the management culture has been disastrous among them. However, it is the fact that, at long last, there is someone who understands that the past dictates the present and shapes the future that is most important to my mind, and that is most clearly manifest in Zeitz' decision to establish what will no doubt be an ad hoc, informal 'Roundtable' of past managers and executives whose views, observations and thoughts will, one hopes, help him to make sure that his 'Rewire' has genuinely viable routes to a brighter future and doesn't turn out to be just another Road to Oblivion.

It is a strong man who is prepared to understand his limitations. If Zeitz is serious about the new roadmap being a distillation of views of Harley's great and the good from years past, if he genuinely is going to establish a new culture, one that really does 'geddit' and one that really does represent a step change, it would be an all important first step.

Add to that the streamlining of sales and marketing management, and the acceptance that, while throwing the emphasis on rider training was great for the industry, in fact it has laid bare just how short of convincing Harley's offer has been, and there does appear to be the start of a refreshing breeze of realism blowing through Juneau Avenue. Zeitz needs to make sure that he builds momentum, carries that forward, amplifies the renewal of culture (amplification of brand can take care of itself if the fundamentals are sound) and sets a management structure in place that never again allows the Motor Co to drift so far away from its roots and become so deaf to its core market opportunity. Wisely, it sounds as if Harley is still going to go ahead, at some stage, with the 'PanAmerica' adventure tourer and 'Bronx' streetfighter - while both at present appear to have well documented design and strategic flaws, at this stage Harley is better to

carry forward the investment so far into some kind of start point and then learn and refine from there, rather than being left to wonder 'what if' for decades to come in a repeat of 'Project Nova'.

Don't get me wrong, a V4 and an attempt to carve a position in what is left of the Superbike market is absolutely NOT the way to go - that would be a one-way ticket to oblivion at this stage of the market's evolution.

But there is nothing but shame on Harley for failing to take ownership of the then burgeoning Streetfighter market when it started to emerge in the early 1990s - even if in the Harley/American context it had manifested as more of a Roadster platform.

Equally, there is nothing but the purest of back-to-roots about reconnecting with what was, after all, the first and original manifestation of a true American motorcycle culture with what is now also called the 'Dual Sport' market. Back in the day, 'Beach Bars' as we know them now and Hill Climbing (the original American motorcycle sport) emerged simply because there was no pavement, only rutted cart tracks. Cruisers could only become a 'thing' once development of the highway network was well underway.

That Harley (and the American motorcycle industry in general) allowed BMW to take ownership of what, internationally, is better understood as the 'Adventure Tourer' market has been, frankly, a dereliction of duty. As someone was famously quoted as saying at the time of Sputnik, "America has been asleep at the wheel". Whereas America has the wide open spaces as well as the congested urban environments, I might be wrong, but the last time I was driving around Bavaria, I wasn't seeing a lot of Atacama Desert.

Conversely, with more than 75 percent of the miles done on ADV models being urban or suburban, the United States is native habitat for the contemporary iterations of robust riding platforms - especially given the state of the roads in American cities these days.

While I suspect that Mr. Zeitz would be the first to accept that there are a lot of differences between a turn-around project at a major sporting goods brand such as PUMA and major upscale fashion brands such as Gucci and YSL, I suspect that he could also, quite rightly, point to a whole slew of similarities as well.

From channel issues to brand value perceptions, from ever thinning capital resources to ever improving and developing rivals, maybe now is the right time for an entirely fresh mindset.

By ensuring that he has a source and channel for prior perspectives from former senior executives, remaining mindful of the need to take investors along for the ride, as well as finding new products for new customers and fostering consumer loyalty, Zeitz largely finds himself in familiar territory - in a landscape that prior managements at Harley-Davidson had no sensitivity for.

Personally, I have never met Mr. Zeitz - but I am already liking the cut of his jib!

“I like the cut of his jib”

Robin Bradley
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"Finally, in the face of significant uncertainty, we have taken swift action to protect the company by bolstering our already strong balance sheet and liquidity position."

The reference to liquidity is telling, and the company has indeed now announced that it will suspend its share buyback scheme, at least for the time being, but is still to pay

'the dealer network will contract'

shareholders a dividend, and that among other measure to protect liquidity, Harley is approaching banks with a view to raising an additional \$1.2bn.

Inevitably, the first quarter 2020 results reflect the impact of COVID-19 on the company's business.

Global retail motorcycle sales of Harley-Davidson models in the first quarter were up a strong +6.6 percent until the pandemic took hold in the U.S. in mid-March. For the full quarter, U.S. retail sales finished down -15.5 percent compared to the prior year at 23,732 units, with Harley's domestic U.S. 601+ cc market share down -2.2 percentage points to 48.9 percent.

International retail sales were down -20.7 percent compared to 2019, with Harley's European 601+ cc market share at 7.6 percent in the first quarter. In Europe (EMEA) the company sold 7,730 units in the quarter, which was down by -28.4%; Asia Pacific was down by -5.3%



(5,752 units); Latin America was down -21.5% (1,758 units), with Canada -24.7% (1,466 units).

Worldwide Harley-Davidson retail motorcycle sales were -17.7% for the first quarter at 40,439 units (down from 49,151 units in Q1 2019). Total motorcycle shipments were -10.0% at 52,973 units in the quarter.

Revenue from the Motorcycles and

'reduce the high level of complexity'

Related Products segment was down by -8.0% in the first quarter at \$1,099.8m (from \$1,195.6m in the year-ago quarter) reflecting the temporary global motorcycle manufacturing suspension that began in mid-March. Motorcycles revenue was -6.8% at \$899.4m, with gross

margin largely flat at 29.0%; operating margin was down year-over-year (-1.4 pts at 7.7%) primarily due to lower revenues and increased SG&A, offset by lower restructuring expense.

On top of everything else, the production shutdown appears to have skewed the product mix for the quarter in a way that reduced revenue and profit. Touring models were down by -1.7 pts at 48% of mix, with Cruisers up by +3.3 pts at 38% of production; Street/Sportster were -1.5 pts at 21.2% of mix.

Financial Services segment first quarter operating income of \$22.9m was down -60.9 percent, driven by an increase in the provision for loan losses related to the impact of the COVID-19 crisis as well as the impact of the new "Current Expected Credit Losses" or CECL accounting pronouncement. Cash and marketable securities were \$1.47bn at the end of Q1 compared to \$759.6m in Q1 2019. Harley-Davidson's cash from operating activities was an outflow of \$8.6m in Q1 compared to an inflow of \$32.7m in Q1 2019. Q1 effective tax rate was 26.3% (24.9% Q1 2019).

The company paid a Q1 cash dividend

of \$0.38 per share; the company did not repurchase shares on a discretionary basis during the first quarter; there were 153.7m weighted-average diluted common shares outstanding and 18.2m shares remained on board-approved share

'leadership isolated and over centralized'

repurchase authorizations. GAAP diluted EPS was \$0.45 versus \$0.80 in 2019. Net income was \$69.7m on consolidated revenue of \$1.30bn versus net income of \$127.9m on consolidated revenue of \$1.38bn in 2019.

As a result of the uncertainty surrounding the magnitude and duration of the COVID-19 pandemic, Harley-Davidson withdrew all guidance on March 26, 2020.

Jochen Zeitz went on to say: "COVID-19 has dramatically changed our business environment and it is critical we respond with agility to this new reality."

"The crisis has provided an >

Harley-Davidson Motorcycle Retail Sales 2008-2019

	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
North America Region												
United States	125,960	132,868	147,972	161,658	168,240	171,079	168,863	161,678	151,683	143,391	162,385	218,939
Canada	8,946	9,690	10,081	10,203	9,669	9,871	11,062	10,573	10,502	10,376	11,406	16,502
Total North America Region	134,906	142,558	158,053	171,861	177,909	180,950	179,925	172,251	162,185	153,767	173,791	235,441
Europe Region (Includes Middle East and Africa)												
Europe	38,441	41,179	39,773	39,942	36,894	38,491	35,927	37,027	39,334	37,378	36,444	40,725
Other	5,645	5,423	5,162	5,896	6,393	6,832	6,682	6,000	5,006	3,810	3,560	4,317
Total Europe Region	44,086	46,602	44,935	45,838	43,287	45,323	42,609	43,027	44,340	41,188	40,004	45,04
Asia Pacific Region												
Japan	17,753	18,429	9,506	10,279	9,700	10,775	10,751	10,642	10,401	11,405	13,105	14,654
Other	11,760	10,295	20,842	22,610	22,558	19,299	16,139	13,839	11,015	9,582	9,884	10,595
Total Asia Pacific Region	30,348	30,348	30,348	32,889	32,258	30,074	26,890	24,481	21,416	20,987	22,989	25,249
Latin America Region	9,768	10,167	9,452	9,701	11,173	11,652	11,415	10,090	7,247	6,168	5,850	8,037
Total Worldwide Retail Sales	218,273	22,051	242,788	260,289	264,627	267,999	260,839	249,849	235,188	222,110	242,634	313,769



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opportunity to **re-evaluate every aspect of our business and strategic plan.** We have determined that we need to make significant changes to the company, to our priorities, to our operating model and to our strategy to drive more consistent performance as we emerge from this crisis.

"We will **reduce complexity, sharpen focus and increase the speed of decision-making.** These efforts will pave the way for a **new strategic plan** that incorporates some key products and initiatives from the current plan, but focuses on improved profitability and long-term growth. As a result, we will emerge as a stronger and more efficient company and reignite the Harley-Davidson

Jochen Zeitz - "Significant Changes to the Company..."



soul."

The conference call with analysts that always follows release of Harley's results each quarter is usually a pretty bland affair. But after evidence of investor disquiet emerged in January, the Q1 call in April provided the first opportunity for acting President/CEO Jochen Zeitz to go public with his observations about where he thinks Harley has been going wrong, and some of the changes that he thinks need to be introduced - and he did not hold back, neither did he deny that he could take the CEO job permanently...

"From my observations over the last two months, it is clear we are at a critical time in our history. COVID-19 has dramatically changed our reality for the foreseeable future and the crisis has added to an already challenging environment.

After a significant number of conversations with our management, employees and other stakeholders, several other things have also become clear to me. First, we are providing

dealer support, but we do expect the dealer network to contract through the crisis. As a consequence, we will work to optimize the network and improve dealer profitability going forward.

We have tremendous strength in our product, our riders and our dealers. However, **we have challenges to address that have become more apparent in this crisis, including the high level of complexity across the organization that needs to be minimized.**

Leadership has become isolated and overly centralized and, as a result, slow to respond. **The speed of decision-making needs to increase.** I've observed that after multiple rounds of cost cuts and reorganizations over the past years, **morale has suffered.** There is frustration as some cost-cutting initiatives have tried to improve efficiency of things that are fundamentally inefficient. As a result, we need to reignite our Harley-Davidson soul and culture.

Additionally, our organization has become accustomed to over-committing and under-delivering. We need to set achievable plans and realistic goals. As I reviewed our strategy, I know that elements of the 'More Roads' plan are good in principle, but it is clear that our strategy needs to be refocused to **better align with our capacity and capabilities** and to be updated given our new reality.

We'll continue to expand beyond traditional products and markets, however, we have over-indexed on new riders and new market growth and **lost focus on critical profit sources.** We made progress with our product line and to some degree our

'reignite our soul and culture'

customer base, but profit is lagging and our expectations are unreasonable, especially given the economic environment that we are likely to encounter as the COVID-19 ripple effect will likely be with us for some time.

We've continued to move forward with the highest potential elements of 'More Roads', but our strategy must be reassessed. As a result of my observations and assessment, I've concluded that **we need to take significant actions and rewire the company now in terms of priorities, execution, operating model and strategy** to drive sustained profit and long-term growth. *We're calling it The Rewire and is our playbook for the next few*

months, leading to a new five-year strategic plan, which we'll share when visibility to the future returns.

I'll highlight some of the key elements of The Rewire. First, **we'll enhance our core strength and better balance expansion into new spaces.** It's more important than ever to return focus and strength of our brand and company, starting with our dealers, customers and our stronghold product and committed employees around the world. HDFS has also a strategic advantage with a track record that will help us navigate through this crisis. We re-evaluate our

'we have over-indexed on new riders and new market growth'

strategies to reach new riders and build ridership.

Second, we **prioritize the markets that matter;** we'll invest in the markets, products and customers that offer the most profit and potential. This includes building on our strong position in the U.S.

We'll **narrow our focus,** time and energy in the most critical countries and market segment that can move the needle for us today. We'll also diligently play the long game by identifying select strategic markets that may not contribute to enterprise profitability in the near term but are critical for our future. We will also **simplify the market coverage model** and take costs out of the process.

Third, we'll **reset our product launches** and line-up for simplicity and maximum impact. Launches six to twelve months out will reflect our new reality and allow our launch calendar for the first time in our recent history to align with the start of the riding season.

We'll simplify launches over time to better suit the capacity of our dealers and company resources to support them. From here, we'll expand our profitable iconic heritage bikes to excite our existing customers. We also remain committed to Adventure Touring, Streetfighter and advancing our efforts in electric. We will continue to be guided by the voice of our customers and dealers as we bring new focus to our offerings to optimize value and profit delivery.

Next, we'll build our Parts & Accessories and General Merchandise businesses to full potential. We are developing a comprehensive strategy across these businesses that focuses >



Lawrence Hund

Management Changes

Zeitz spoke about the need to "elevate the role of Motorcycle Management within the organization", "sharpen marketing strategy and execution" and to reset the "organizational superstructure with three new senior management members appointed to key roles."

The changes and simplifications in management structures revolve around a tranche of internal promotions after Michelle Kumbier was invited to relinquish her post as Chief Operations Officer. Larry Hund has moved from his role as President and COO of Harley's Financial Services business to be Chief Commercial Officer at the Motor Co., focused on Motorcycle, P&A, General Merchandise sales and the Milwaukee Museum (with Bill Davidson still running the museum).

Reporting to Larry Hund will be a streamlined rebuild of Harley's existing and notoriously inefficient global region motorcycle sales management structure, with Dave Cotteleer as VP and Managing Director for North America, Nigel Keough as VP and Managing Director for Asia Pacific and Latin America and Andy Benka as VP and Managing Director for EMEA. Jonathan Root succeeds Hund as the leader of HDFS.



Jonathan Root

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Galfer: Front & Rear Wave Brake Rotors

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Joker Machine: Sprocket Cover

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The 'Rewire'

The following is the framework for the replacement of the 'More Roads' Strategic Plan – the 'Rewire' that acting President/CEO Jochen Zeitz outlined with the Q1 financial release on March 28 ...

The company is executing a set of actions, referred to as The Rewire, that will be further developed over the coming months, leading to a new strategic plan.

These actions are part of a comprehensive **'Rewire' playbook** designed to address top priority opportunities, drive consistent execution and reset the company's operating model in order to reduce complexity, sharpen focus and increase the speed of decision-making.

The company expects the 'Rewire' actions - those already taken and those that will be implemented over the coming months - to lead to the

definition of a new 5-year strategic plan that will incorporate key products and initiatives from the 'More Roads' plan, but will focus more on the markets and products that can drive performance in terms of profitability and growth.

Key elements of the 'Rewire':

- Enhance core strengths and better balance expansion into new spaces.
- Return focus to the strength of brand and company, starting with dealers, customers, stronghold products and committed employees globally.
- Re-evaluate strategies to reach new riders and build ridership.
- Prioritize the markets that matter.
- Narrow focus and invest in the markets, products and customer segments that offer the most profit and potential. This includes building on Harley-Davidson's strong position in the U.S.
- Establish a simplified market coverage model and take cost out of the process.
- Reset product launches and product

line-up for simplicity and maximum impact.

- Continue to be guided by the voice of customers and dealers to optimize value and profit delivery.
- Simplify and retime launches to reflect the new reality, align with the start of the riding season to better suit the capacity of the company and dealers.
- Expand profitable iconic motorcycles to excite existing customers. Remain committed to Adventure Touring, Streetfighter and advancing electric motorcycles.
- Build the Parts & Accessories and General Merchandise businesses to full potential.
- Develop a comprehensive strategy across P&A and GM businesses that focuses on assortment and distribution opportunities, maximizes channels, improves e-commerce capabilities and grows revenue and margins for both the company and dealers.
- Align P&A and GM strategies with motorcycle strategy for a holistic presentation to the market.

- Adjust and align the organizational structure, cost structure and operating model to reduce complexity and drive efficiency to set Harley-Davidson up for stability and success.
- Create a framework including an organization that is more focused, profitable and nimble; a cost structure that is adjusted to the new realities of the market post crisis; and an operating model designed to increase empowerment and accountability.
- Establish commercially led central and new regional structures to gain a deeper understanding of customers and to return focus to dealers and selling.
- Elevate the role of Motorcycle Management and sharpen marketing strategy and execution to enable a bigger impact with an improved go-to-market process.
- Each of these key elements of the 'Rewire' playbook includes actions that have been implemented or are currently being developed. The company plans to share more about the 'Rewire' in its Q2 update.

< on assortment and distribution opportunities, maximizes its channels, improves e-commerce capabilities and gross revenues and margins for both the company and dealers. We will align this strategy with our Motorcycle strategy for realistic presentation to the market. And finally, we'll adjust and align our

're-evaluate our strategies to reach new riders and build ridership'

organization structure, cost structure and operating model to set the organization up for stability and success. We are designing a framework for success, an organization that is more focused and nimbler, aligned with an appropriate cost structure adjusted to the new realities of the market post crisis. We will also reset our operating model to increase empowerment, diversity and accountability for critical decisions. Essentially our refreshed organization would be less complex with a sharper focus and able to make **faster decisions**.

We are creating the right central and new regional structures that have commercially led to establish the right focus on dealers and selling. We will also elevate the role of Motorcycle Management within the organization and sharpen our marketing strategy

and execution to enable a bigger impact with an improved go-to-market process.

The Rewire is underway and we've taken actions across each of these key elements of the playbook, and more are in development. I've mentioned some of the significant actions that we've already taken to allow the organization to move forward. Other recent actions include setting the organizational superstructure with three new senior management members appointed to key roles.

We are **promoting talented people who know the company**, our dealers and our customers. To bring the appropriate sales focus, we have created a new commercial entity, including a simplified regional sales structure, as well as refreshed Parts & Accessories and General Merchandise businesses.

To leverage expertise and a historical insight as we hone our strategy, I've engaged our senior leaders beyond the executive team and **established a CEO Roundtable comprised of select dealers and former Harley-Davidson leaders**.

To accomplish what lies ahead, it is important that we continue to rally together. Today we are united as a Harley-Davidson global community in support of our families, friends and fellow riders through a time of crisis that we hope will end soon. I offer my gratitude to our family of employees, dealers and riders for doing their part to stay safe and healthy. Their well-being is above all the most important thing."

Rumors - 20% Fewer Variants, Less Paint



Zeitz has excessive special edition paint jobs and multiple colorways in his sights.

Jochen Zeitz openly discussed needing to break the habit of "over-committing and under-delivering", to "set achievable plans and realistic goals" and highlighted needing to refocus on a new strategy to "better align with our capacity and capabilities."

While he intends to continue to "expand beyond traditional products and markets," he is clearly aware that not all models are equal in terms of their production overhead and profit, with "profit is lagging" and "expectations unreasonable."

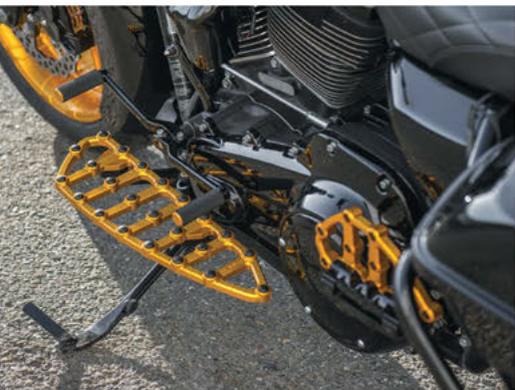
One aspect of Dr Zeitz' patented medicine appears likely to be a rationalization of the existing product range to make room for the new models - the Bronx and Pan America in particular.

One rumor doing the rounds is of an across the board 20% cut in the number of individual bike models, with the slowest sellers disappearing and certain designs being selected for early retirement! The FXDRS appears to be at the front of the list of potential casualties, and we also hear that there is to be a "fire in the paint shop" with the number of colorway options for any given model being dramatically reduced.

The FXDRS could be a casualty.



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NEWS BRIEFS



Registration has opened for the 2020 AMA Vintage Motorcycle Days. Slated for the Mid-Ohio Sports Car Course at Lexington, Ohio, July 10-12, it is billed as a five-competition annual celebration of America's motorcycling heritage.

Competition classes include hare scrambles, motocross, trials, flat track and road racing, with pit bike and holeshoot exhibitions also planned. Class winners in the trials, hare scrambles, motocross and road racing disciplines will receive AMA National No. 1 plates. The flat track race, which takes place on July 11 at the Ashland County Fairgrounds in Ashland, Ohio, is part of the AMA Vintage Flat Track National Championship Series. In addition, two riders will be named AMA Off-Road Vintage Grand Champion and AMA Senior Off-Road Vintage Grand Champion for excelling in their respective expert-level-eligible classes.

Operational Changes at Tucker

In a letter to dealers and vendors, Marc McAllister, the recently appointed President at Tucker Powersports, has announced a next stage in his plans to streamline the business.

"We are making changes at Tucker Powersports designed to strengthen our company and make us a better partner for you and your business," he told dealers and vendors.

"Two weeks ago, we announced that we were closing our offices in California and Arizona and moving the product development and purchasing for our Apparel Group and Dragonfire Racing into our Texas office."

On May 15, McAllister went further, announcing "an organizational change which realigns our product management staff and also eliminates two senior level positions - the COO position, which had been held by Danny Anderson, and the CCO [Chief Commercial Officer] position,



held by Greg Blackwell.

"We wish Danny, Greg and the small number of other Tucker employees who will not be returning from furlough the best and we thank them for their contributions to our company.

"I've asked all of our team members to focus on being the company that adds value to our customers. We want to make our dealers better because they have chosen to purchase from Tucker. This is a complicated task, but my simplified recipe for doing it is to assemble and

deliver the best collection of high-demand products in the industry and be operationally great in all aspects of our business.

"Our plan is to have employees return to work by mid-June, but obviously this is dependent on the country's success in battling the virus and relaxing stay-at-home orders. We've already seen some positive signs reflected in recent order volume and optimism from our dealers.

"I hope you will see us getting better and stronger with the changes we have made. We will continue to provide great sales programs, great marketing for our products and consistent and efficient purchasing and payment to our suppliers."

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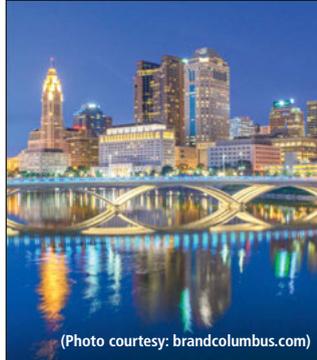
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AIMExpo - Three Days of Dealer Only at Columbus, Ohio, in January 2021



Having been confidently telling the market that fall/autumn timing is best for an industry expo and that combined public and dealer attendance is 'the new black' where such events are concerned, the MIC's AIMExpo management team has 'gone back to the future' to the old Advanstar 'Indy' Dealer Expo playbook to try to succeed where that and similar shows failed. Under the pay-off line "The Show, the People, the Experience, the Education - Building the Future of Powersports", Irvine, California based MIC Events has announced that its American International Motorcycle Expo (AIMExpo) is moving to January 21-23, 2021 at the Greater Columbus Convention Center in Columbus, Ohio (it having been slated to be held there in September this year) as a three day dealer only expo.

"North America's largest powersports show is changing more than timing; the show will become a trade-only event and emerge as an integral part of the buying season."

"Timing is everything," said Cinnamon Kernes, a former Advanstar show executive and currently Vice President and General Manager at the MIC's events division. "Transitioning to the first quarter has been part of a long-term strategic plan for AIMExpo, along with providing more focus on our core audience - dealers."

"These changes not only align the show with the ideal buying time for dealers and retailers, but also provide the perfect opportunity for brands to reconnect with dealers, kicking off what will be a pivotal year for the industry." In remarks that are widely open to interpretation, Kernes went on to state: "Additionally, this move to January opens the door to partner with a major distributor in a much more strategic and meaningful way."

The void opened up by the closure of 'Indy' and 'Cinci' has been filled by three distributor events at that time -

Tucker Powersports at Fort Worth in January, the WPS/HardDrive Vendor/Rep sales meeting in their Boise, Idaho hometown convention center (also in January) and Parts Unlimited/Drag Specialties' impressive and wildly successful spring NVP and Dealer Expo and Louisville, Kentucky in February.

The AIMExpo release appears to suggest that show management is hoping to persuade one of the three to fold their event in with AIMExpo in Columbus - something that could create strategic complexities.

When asked the question, Kernes said that "adding a third show in Q1, especially with all that's happening, would be a mighty big ask for our industry - not something we would do. "So yes, we are planning and hoping to host distributors that recognize the opportunity presented by hosting their annual dealer show at AIMExpo."

"A trade-only show allows AIMExpo to concentrate on industry needs and education at a time when powersports needs it most. Quality over quantity is necessary in the new trade show landscape. With this new focus on retailers, the show will now take place over three days instead of four, saving exhibitors and attendees time and money."

"COVID-19 has forced retailers and manufacturers to change the way they do business - at warp speed. AIMExpo's education, developed in partnership with PSB will focus on these ideas and innovations to help retailers improve efficiency, stay competitive and improve bottom lines. AIMExpo will provide tools and solutions for retailers as we start the new year."

(Photo: Greater Columbus Convention Center)



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NEWS BRIEFS

HEADWINDS

Joel and Julie Felty have sold their Monrovia, California based Headwinds Inc. lights business to R. M. Garrison Machining Inc., the Phoenix, Arizona based owner of Accutronix.

MPN reports that Harley-Davidson dealerships ranked highest in the 2020 Pied Piper PSI Internet Lead Effectiveness (ILE) Industry Study, which answers the question, "What happens when motorcycle or UTV customers visit a dealer website and inquire about a vehicle?" Dealerships selling Indian motorcycles were ranked second. The study was completed before the appearance of the coronavirus pandemic, but in the aftermath of the pandemic dealer response to website customers had become even more critical. A recent Wall Street Journal article noted, "The new coronavirus pandemic is deepening a national digital divide, amplifying gains for businesses that cater to customers online, while businesses reliant on more traditional models fight for survival."

The latest new PTW registration numbers from ANESDOR, the motorcycle industry trade association in Spain, continue the predictably depressing impact seen in the second half of March as the market there remained under 'lockdown' for the whole of April. Total new PTW registrations were down by -93.47% in Spain in April at 1,074 units, with March -43.66% down (9,128 units). For the year to date, the motorcycle market in Spain is -34.40% (34,038 units sold), compared to 51,885 units sold in the first four months of 2019.

Polaris Industries has signed an "incremental" \$300m 364-day unsecured term loan facility, further increasing the company's liquidity position. "During this pandemic-related lockdown of the global economy, we remain committed to prudently managing the company's financial resources for the long term. Execution of this new term loan with our long-standing banking partners provides us with an additional liquidity buffer to navigate these uncertain times," said Mike Speetzen, Polaris' Executive Vice President and Chief Financial Officer.

Surviving COVID-19 - The Biltwell Way

Our thanks to Bill Bryant at Temecula, California based Biltwell for this insight into how one accessory company's crew responded to the current crisis...

Back in March, when the state of California issued a stay-at-home order for all residents, Biltwell Inc. acted quickly and decisively. While some companies immediately panicked and cut staff, Biltwell responded by sending all employees home to shelter in place with 30 days pay, in advance, while the situation evolved.

Those who could work from home quickly set up workstations and the warehouse crew took a couple of days off. With online orders still coming in, company co-founder and Brand Manager Bill Bryant came in alone to handle the daily pick, pack and ship duties.

Assistant Warehouse Manager Christian Dominguez and the relatively new kid, Parker, came in voluntarily and not only worked their shifts but cranked out overtime hours to get the larger dealer and distributor orders out the door.

Soon the rest of the crew was back in full capacity, complying with social distance mandates and exceeding any state guidelines for hygiene and cleanliness protocols. VP of Sales and

Purchasing Mike Ellis kept the Sales Department running smoothly from home as the team settled into a new routine of remote work.

Project management tools such as Monday and Basecamp allowed them to keep communications tight and move dealer orders quickly through the system. "Biltwell has long-term relationships with the best distributors in the business. This may be a storm,



Assistant Warehouse Manager Christian Dominguez

but it's one we will survive together," says Ellis.

"We used this extra time for all of us to get caught up on deferred housekeeping in all departments," says Bryant. "We've got a great FTP site for dealer assets, and that's more



Image created using freepik.com elements

up to date than ever now, and so are the specifications and diagrams on our website.

"As far as product development goes, that team has been full throttle all year, and the Corona didn't slow these guys down at all. Keep an eye out for some exciting stuff in 2021."

Biltwell's dealer portal on the website is 100% operational, and it is processing orders daily and adding new accounts on a regular basis.

In a time of constant doom and gloom news, it's refreshing to hear from a company which, like many, indeed most in the powersports industry, cares about its employees and retail network and is standing up to the challenge and not just survive - but thrive.

www.biltwellinc.com

Heavy Mettle: Motorcycles and Art with Moxie

Michael Lichter has taken a slightly different direction for the theme of his curated celebration of the custom bike building art at the Buffalo Chip during this year's 80th Sturgis Rally in August.

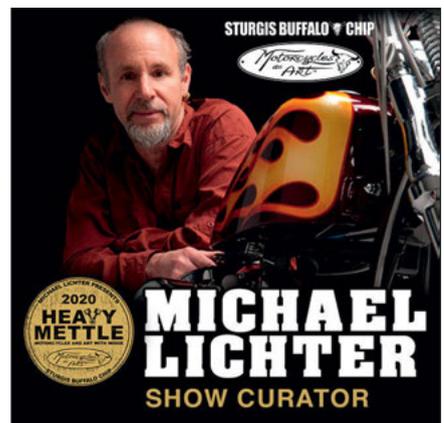
The "Heavy Mettle" exhibit will feature legendary builders who have withstood the test of time - a celebration of business survival as much as anything else. Many motorcycle builders come and go. Economic downturns can bring careers to a crashing close and the fickle twists and turns of moto fads can yield a new crop of talent each year, only for those names to also become forgotten by the onset of the next trend.

This year Michael is recognizing a handpicked selection of those whose metal-lined backbone and character are strong enough to buck trends and stay the course, have earned their

legendary status and a fair amount of recognition. Some 38 of these builders have been invited to display a motorcycle in the style of their choosing in the Sturgis Buffalo Chip's 2020 Motorcycles as Art exhibit "Heavy Mettle: Motorcycles as Art with Moxie."

Without a theme to guide the builds themselves, the builders will build a machine specifically for this show that expresses their own personality, their own take on the custom building art and that showcases their own particular niche of custom motorcycle building - the niche that has made them a household name.

In a purpose-built 7,000 sq ft world-class gallery setting, "Heavy Mettle: Motorcycles as Art with Moxie" will feature the spectrum of history and possibilities inherent in custom motorcycling.



In order to secure an invitation to join this show, builders must have completed at least 20 custom builds and been in business for at least 20 years. Faced with the knowledge that half of all businesses fail in the first five years, these are motorcycle aficionados who have fought hard to become successful and are known well beyond the confines of the industry.

The full list of participants can be seen at www.buffalochip.com/EVENTS/Motorcycles-As-Art/Heavy-Mettle

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NEWS BRIEFS

Vance & Hines has a new video available on its website for its Fuelpak FP3. Designed for dealers to refer customers to when planning the purchase of the FP3, the film points riders to the ease of install and use - Connect, Tune and Ride. Connect the Fuelpak FP3 to the bike's data port, and pair it with Bluetooth to any Android or iOS device. Tune the bike with any number of dyno-tuned maps, created by the technicians at Vance & Hines. Step three, the most critical and the one that dealers must encourage customers to do straight away - ride!



National Powersport Auctions (NPA) has introduced a new app for dealers. Features include one-*tap* access to the NPA Value Guide, current real-time market prices, projected returns on inventory, the ability to sell inventory through consignment or NPA 'Direct Buy'. NPA 'Simulcast' will be added soon.

Italian headquartered brake manufacturer Brembo continues to have multiple problems with product recalls. Following widespread issues with its master cylinder pistons, the company has now been hit by a second and equally widespread brake pad problem - one that could see the rear brake pad friction material become separated from the backing plate. The latest recalls affect the Ducati 1299 Superleggera and a Triumph model, but it is thought to be an issue for any bike using Brembo's BRM10B compound. There are thought to be thousands of such bikes in circulation in the United States and worldwide. According to Asphalt & Rubber, Brembo front brake pads could have their attachment issues.

Dorna Sports, the MotoGP and WSBK Championships rights holder, has outlined plans which, if approved, would see the MotoGP season get underway with two races at the Circuito de Jerez-Angel Nieto at Jerez, with a GP of Spain on July 19th and Andalusia GP on July 26th. These races would be followed by a Motul FIM WSBK round at the venue on August 2nd.

Polaris Q1 2020 - Sales Rev -6%, Indian & Slingshot +7% at \$127m



CEO Scott Wine: "We opened 2020 on an upswing, with retail demand significantly outpacing our expectations, but the abrupt impact of COVID-19 in mid-March drastically altered our momentum."

Polaris Industries, Minnesota, has reported 2020 Q1 sales revenue down by -6% to \$1,405m, but in a market where Q1 North American retail sales are reported as down in the high-single digit percent, Indian Motorcycle retail sales were up low-single digit percent. Motorcycles segment sales at Polaris, including PG&A, totaled \$127m, up +7% compared to the first quarter of 2019, driven by increased sales of both Indian Motorcycle and Slingshot models. Sector gross profit for the first quarter of 2020 was a loss of \$1m compared to a profit of \$4m in the first quarter of 2019.

North American consumer retail sales for Indian Motorcycle increased low-single digit percent during the first quarter of 2020 in a weak mid to heavyweight two-wheel motorcycle industry that was down high-teens percent. North American consumer retail sales for Polaris' Motorcycle segment, including both Indian Motorcycle and Slingshot, increased low-single digit percent during the first quarter of 2020, while the North American motorcycle industry retail sales for mid to heavyweight motorcycles, including three-wheel vehicles, was down mid-teens percent in the first quarter of 2020.

CEO Scott Wine said: "We opened 2020 on an upswing, with retail demand significantly outpacing our expectations, but the abrupt impact of COVID-19 in mid-March drastically altered our momentum."

"Since then we have honed our focus to four goals which will guide us through this crisis: the safety of our employees; the viability of Polaris; the strength of our dealer network and stewardship for our shareholders and other stakeholders.



CONSOLIDATED STATEMENTS OF INCOME (LOSS)

(In Millions, Except Per Share Data) Three months ended March 31

	2020	2019
Sales	1,405.2	1,495.7
Cost of sales	1,112.3	1,143.2
Gross profit	292.9	352.5
Operating expenses:		
Selling and marketing	150.2	129.3
Research and development	78.4	67.1
General and administrative	78.5	92.9
Total operating expenses	307.1	289.3
Income from financial services	19.7	18.7
Operating income	5.5	81.9
Net income	(5.4)	48.4
Diluted Net income per share:	\$(0.09)	\$0.78



"Through fast action and bold decisions, we enhanced workplace safety and realigned our operations to match evolving demand trends. We also moved aggressively to optimize our cost structure, preserve liquidity, and augment our financial strength and flexibility; we are actively supporting our dealers as they find innovative ways to serve customers and reignite demand.

"We expect the COVID-19 pandemic, and its corresponding shock to the economy, to be a substantial challenge for the global economy and our business through the remainder of the year and possibly longer.

"Nevertheless, I am confident in our dedicated and hard-working Polaris team's ability to navigate through this unprecedented environment and emerge a better, stronger and more agile business. Regardless of the headwinds we face, our commitment to be a customer-centric, highly efficient growth company remains

unchanged - we believe this vision will propel our business forward and further solidify our position as the global leader in Powersports."

Off-Road Vehicles ("ORV") and Snowmobiles segment sales, including PG&A, totaled \$824m for the first quarter of 2020, down -5%.

ORV wholegood sales for Q1 were -7%; Polaris North American ORV retail sales were down high-single digit percent for the quarter, with both side-by-side vehicles and ATV vehicles down high-single digit percent. The North American ORV industry was approximately flat compared to the first quarter last year.

The company reported a Q1 net loss of \$5m, or \$0.09 per diluted share. First quarter reported net loss was \$0.09 per share. The company entered into an incremental \$300m 364-day unsecured term-loan facility on April 9, 2020, further increasing its liquidity position. Gross profit decreased -17% to \$293m for Q1.

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



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NEWS BRIEFS



This year's FIM Bonneville Motorcycle Speed Trials have been cancelled for 2020. Featuring the AMA Land Speed Grand Championship, they were slated for August 29 - September 3rd; organizer Delicate Promotions has announced 2021 dates of August 28th through September. This will be a major but inevitable blow for the many hundreds of racers and their teams who would have been travelling from all corners of the world to compete on what, for once, was being touted as likely to be excellent course conditions this year - an increasingly rare occurrence.

As the race world continues to wait on the starting grid, the latest formal news from the AMA's Daytona Beach, Florida AFT office is of "postponement" of the May 30, Lexington, Kentucky, 'Red Mile'. AFT said it would "communicate its full updated race schedule following the release of updated federal social distancing guidelines. The OKC Mile at Remington Park, Oklahoma City, is currently scheduled as the season opener on June 20.

MotoAmerica, the home of the AMA Superbike Series, has announced that due to the ongoing COVID-19 pandemic and the Governor of Wisconsin's safer-at-home order being set to expire on May 26, as this edition of AMD Magazine headed for press, the plan was for the racing portion of the opening round of the 2020 MotoAmerica Series, May 29-31, at Road America in Elkhart Lake, Wisconsin, to continue, but without fans. All five classes of the premier national motorcycle road racing championship in the U.S. - Superbike, Supersport, Liqui Moly Junior Cup, Stock 1000 and Twins Cup - will compete in the series opener, May 29-31. After that, MotoAmerica is planning to return to Road America, June 26-28, along with all previously scheduled activities, including Vintage MotoFest, the MotoAmerica Heritage Cup and the opening round of the Mini Cup by MOTUL.

The Easyriders Rodeo slated for June 5-7 at the Bloomsburg Fairgrounds, Bloomsburg, Pennsylvania, has been cancelled. The remaining upcoming events at Fowlerville, Michigan, (August 21-23) and Chillicothe, Ohio, (September 3-7) are not yet affected and are still planned to go ahead.

India's TVS Buys Norton Motorcycles' Assets

India's TVS Motor Company has emerged as the buyer of Norton Motorcycles - or at least of the brand, design IP and the most likely remaining, still viable current models.

In an all-cash deal of around \$20m (GB£16m/€18m), the assets have been acquired from Norton Motorcycles (U.K.) Limited (in administration) through one of TVS Motor's overseas subsidiaries. "This will be one of the most interesting acquisitions of a storied motorcycle maker in recent times and will reflect TVS Motor Company's and India's rapidly rising prominence in the international two-wheeler market," said a TVR press release confirming the deal.

Norton went bankrupt in January after several months of becoming increasingly "creative" in its attempts to secure additional funding. Indeed, even when the brand was originally acquired from Kenny Dreer in 2008, it was alleged that the approx. \$1.5m that then new owner Stuart Garner used to fund the deal was the proceeds of a tax fraud.

There had been widespread industry scepticism about the financial and strategic stability of the project to revive the brand in Britain under Garner's ownership ever since - with reports of embezzled customer deposits, banked dealer inventory full pre-payments with no bike deliveries, pension funds fraud and repeated misuse of public monies raised from naïve politicians and overly optimistic, poorly informed government sponsored seed corn funding schemes. Throughout Garner's 12-year ownership of the Norton brand and his efforts to build motorcycles in a former airline call-center office behind Donington Hall in Derbyshire, England, it had often felt like Norton was a place where 'due diligence' went to die.

In January 2020, after a flurry of failed efforts to raise cash in 2019, Garner inked an apparent firestorm sale of Norton Commando 961 cc engine design rights and tooling to Chinese scooter and engine designer and manufacturer Jinlang Science and Technology Co., Ltd - its scooters sell under the Jinlang and Ariic brand names.

Additionally, Jinlang also manufactures some ATV engines for Polaris and supplies parts for other companies, including Zongshen - with whom Garner signed a "Design and License" deal with in 2017.



That deal involved a Ricardo 650 cc engine design that had, apparently, theoretically, been slated to power two additional new middleweight models that Garner intended to build under a comeback for the Norton Atlas name - last seen when the air-cooled Atlas 750 was replaced by the Commando in 1968.

However, in 2018 Norton showed two



Sudarshan Venu, Joint Managing Director, TVS Motor Company: "This is a momentous time for us at TVS Motor Company. Norton is an iconic British brand celebrated across the world and presents us with an immense opportunity to scale globally"

pre-production prototype Atlas models at Motorcycle Live in the UK - the Atlas Nomad and Ranger - a pair of 650 cc parallel twin Scrambler-esque naked Roadsters built around

half of the engine for the V4 Superbike that Norton had been pimping - and nobody has been talking much about the Zongshen deal ever since.

Two weeks after his trip to China in January this year, Norton filed for bankruptcy in the UK. So far, it hasn't been disclosed what had happened to the undisclosed sum of money that Jinlang paid Garner for the 961, or who now, in theory, owns rights to the Riccardo/Zongshen 650. It does rather call into question quite what value TVS has acquired and what long-term plans for the brand will eventually look like.

This is not the first attempt TVS has made to "scale globally". Among other hitherto unsuccessful endeavors had been a non-equity deal with Triumph some years ago to take on manufacturing of lightweight and middleweight machines for the Asian market.

That came to nothing, and Triumph, who had themselves been forced to emphatically deny any interest in acquiring the Norton name earlier this year, is now in a non-equity sweetheart deal for lightweights and middleweights that will be for global sale with 50% KTM owner Bajaj Auto. For its part, TVS is talking a positive game and doesn't appear to have any doubts about the 'value' that the Norton name can, eventually, bring to its table.

Commenting on the acquisition, Mr. Sudarshan Venu, Joint Managing

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



Norton production was based in a former airline call centre in a two-storey office block in the car park behind Donington Hall.

Director, TVS Motor Company, said: "This is a momentous time for us at TVS Motor Company. Norton is an iconic British brand celebrated across the world and presents us with an immense opportunity. This transaction is in line with our effort to cater to the aspirations of discerning motorcycle customers.

We will extend our full support for Norton to regain its full glory in the international motorcycle landscape. Norton will continue to retain its distinctive identity with dedicated and specific business plans."

TVS is India's third largest motorcycle manufacturer by volume, and this deal brings them toe-to-toe with Eicher Motors, whose UK/USA bred Royal Enfield Interceptor 650 parallel twins are being very well received in Europe and North America; and with India's number two, Bajaj Auto, as they eye a future rich with Triumph branded opportunity.

Mahindra and Mahindra, a fourth of India's big five major PTW players, recently converted its 49% stake in the equally storied Peugeot Scooters and Peugeot Motorcycles operations into a 100% ownership position.

Hero is the fifth major Indian motorcycle maker and probably best known to AMD readers for its stillborn acquisition of Erik Buell Racing. Mahindra has also been on the brand acquisition trail in recent years and are producing small cc BSA road bikes and Jawa retro off-roaders for the Indian market.

With the Indian Government set to enforce a non-internal combustion engine future on Indian consumers before too long, it is no wonder that India's majors are eyeing opportunities in Europe and USA. Indeed, Mahindra already has manufacturing in USA, near Detroit, where it is making ROXOR branded UTVs.

Going back to quite what plans TVS says it has for Norton, its acquisition press release went on to state that it was "excited about the existing and upcoming products at Norton Motorcycles, including Commando, Dominator and V4 RR. Confident of the strong synergy between both the

brands, we believe that Norton Motorcycles can leverage TVS Motor Company's global reach and supply chain capabilities to expand to new markets."

However, no mention was made of the Atlas Nomad or Ranger, the Riccardo designed 650 or the "Design and License" deal with Zongshen.

Part of the \$8.5bn 1911 founded TVS Group, TVS Motor Company is the largest group subsidiary, with revenues of around US\$2.9bn, an annual sale of more than three million units and reputed capacity for over four million two and three-wheeled vehicles. TVS Motor is also India's second largest exporter with sales in over 60 countries worldwide.

The company has four manufacturing plants, three located in India (Hosur in Tamil Nadu, Mysore in Karnataka and Nalagarh in Himachal Pradesh) and one in Indonesia at Karawang.

As this edition of AMD went to press, TVS had added some more flesh to the bones of the deal, confirming that, at least for the short-term, production will stay in the UK, with ex Harley-Davidson Europe Managing Director and VP (1998 - 2007) John Russell appointed as interim CEO.

Venu is quoted as saying that "we are taking over all the Norton employees except for a few of the remaining old management" and that operations will continue at Donington Hall in the short term, before transferring elsewhere in the vicinity.

"The strong design and assembly team is coming over to us, and we will look to leverage their strength and work with them to deliver more bikes of this storied brand. We will move to another new location very soon. The idea is to continue with this very talented team to get the brand back to its original glory and take it into the future."

However, the speculation is that any serious volume production of lightweights and middleweights would be best sited at its facilities in India and that the UK will be an R&D and limited assembly and specials facility, much as Triumph's Hinckley, UK facility now is, with all its volume production now in Thailand.

Timing is Everything - AMD Affiliates in Spain and Czech Republic



In a case of remarkable timing, the first weekend of March saw two AMD World Championship of Custom Bike Building Affiliate Shows go ahead in Europe (in Spain and the Czech Republic) - just days before the real potential severity of the coronavirus became fully and publicly apparent - that weekend was the last on which any motorcycle events took place in Europe. We are pleased therefore to present our report on them both...

Motorama Madrid March 6-8 2020



Words by Neil Blaber
Pictures by Alvaro Cabezas, custommachines.es

MOTORAMA MADRID

MOTORCYCLE TRADE SHOW

One of the newest events to become an AMD World Championship of Custom Bike Building affiliate event was Motorama Madrid, which took place at the Pabellon de Cristal, Casa de Campo, over March 6-8.

The timing of the event was really tricky - with the concerns about coronavirus already swirling around the Spanish capital, not surprisingly the attendance was down on previous years, but the show still drew an excellent crowd of around 28,000 fans.

Spain has always been a great market for bikes at the 'AMD', and the Motorama custom bike show featured 30 bikes from 20 competitors in Custom, Performance Custom and Cafe Racer classes, with prizes sponsored by Custom Chrome Europe.

The organizers invited two well known 'AMD' stalwarts to act as judges - Noel Connolly (Flame-Art Design, Ireland) and Lasse Sundberg (Roth Engineering, Sweden), with me in my 'AMD' ShowMaster capacity as Chairman to mediate between them if there were disagreements.

The bikes also had to complete a run test on an outdoor circuit during the

event in order to be eligible for a prize. Custom class winner and Best in Show was Old Custom Flames' "Setente y Siete" ("77"), a 1977 FLH 1200 Shovelhead, featuring a handmade springer front end and swingarm, handmade gas tank with inset gauges, one-off forward controls and numerous other handmade parts finished in bronze and brass.

Builder Ricky C. Lopez won an invitation and travel expenses to compete at the 2020 AMD World Championship at INTERMOT Customized, Cologne, Germany, 6-11 October.

A very competitive Performance Custom class was won by TooHard Motor Co with "Throwback", a 1998 Triumph Trophy 1200 scrambler with modified frame featuring a Triumph Daytona 675R swingarm, Öhlins shocks, Triumph Bonneville Bobber tank and seat, and Triumph Thruxton 1200R wheels.

Sueca Iron Performance Cycles won the Café Racer class with "Bolt D'Or", a 1982 Honda CB900 with modified frame, custom wheels, Yamaha inverted forks and brakes, Barnett clutch and Öhlins shocks.

www.motorama.es



Best in Show and Custom class winner was Old Custom Flames' "Setente y Siete" ("77"), a 1977 FLH 1200 Shovelhead.



Sueca Iron Performance Cycles won the Café Racer class with "Bolt D'Or".

Performance Custom class winner TooHard Motor Co with "Throwback".



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CZ Custom GP International Custom Bike Show, Brno, Czech Republic, March 5-8, 2020



Words and Pictures by Onno Wieringa
Madness Photography



Another new AMD World Championship of Custom Bike Building affiliate show for 2020, the Czech Custom Grand Prix (CCGP) is an associate event of Motosalon 2020, the Czech market's leading international motorcycle expo - indeed, it is the largest such show, not just in the Czech Republic, but all of eastern Europe.

Ever since the AMD European and World Championship programs started, they have showcased some of the excellent custom engineering that is being done in eastern Europe - something that a lot of people are still surprised by.

Eastern European builders have scooped dozens of AMD European and World Championship titles, podiums and class wins, and 2018 saw not just a Russian win the AMD World Championship, but eastern European builders took four out of the top ten spots in the Freestyle class, including third and fourth places - Pavel Malenik of the Czech Republic taking fourth with his much admired 'Beast of Brooklands'. So when AMD was approached with what looked like a convincing affiliate event proposition, one with the pedigree, backing and connections to make it a viable long-term candidate to showcase the best that eastern Europe had to offer, AMD was 'all over it'.

When you go to a new AMD affiliate event for the first time, and in this case an entirely new first-time show, you are never sure what you are going to find, but I have to say, this show and the standard of bikes was excellent.

The event is a credit to the long existing custom culture in the eastern parts of Europe, and the Czech Custom GP (CCGP) proved that with the many beautiful, often handcrafted customs on show, and there was a great eye for detail with some in a distinctive eastern European style.

The name for the show was chosen because the city in which it was being staged, Brno, is synonymous with Grand Prix motorcycle racing in Europe - Brno is one of the most famous of Europe's MotoGP tracks with a pedigree that goes back many decades.

As an affiliate event, the overall winner of the CCGP at Motosalon will be representing the show at the next AMD World Championship at INTERMOT, Cologne, Germany (October 6-11). With over 100 custom bikes competing in eight competition classes, this show was



Tomáš Pitlík won the Best in Show with 'Tnorf' a 1938 CZ 175cc engine.



Ten year old Max Faragula won the National Legends class and an invitation to compete at the AMD World Championship with his 1936 Jawa 250 based boardtracker.



The Freestyle class winner was 'Rock Steady' by Penz Custombikes.

more than expected for the over 65,000 visitors that crammed the aisles on the Thursday, Friday and Saturday.

However, proving that timing is everything, the numbers dropped considerably on the Sunday as fear about the COVID-19 threat rushed through Europe that very same weekend.

Next to the usual classes, the Indian Redskin and National Legends classes

stood out. The Indian class was for Indians only, of course, but the National Legends class embraced all motorcycles from the era of socialism - of which many had been restored and/or customized to the max! And yes, it was a Max, aged just ten years old and probably the youngest builder ever, who took first place in the National Legends class and was therefore awarded a special AMD invitation to compete at

the AMD World Championship.

Max Faragula from Slovakia, with some help from his father, showed that the traditions of innovation and precision engineering of the once huge Czechoslovak motorcycle industry are very much alive and well with his beautiful 1936 Jawa 250 based boardtracker - a real attention grabber. Best in Show was won by former AMD competitor Tomáš Pitlík, who had two great machines in the show. It was his 'Tnorf' front wheel driven bike with a 1938 CZ 175 cc engine that won top honors, earning the biggest trophy and the expenses paid trip to the AMD World Championship in Cologne.

In the Freestyle class it was 'Rock Steady', a cool chopper built by Penz Custombikes (Austria) that received the biggest trophy.

With competitors from countries such as Austria, Slovakia, Lithuania, Poland, Germany and, of course, the Czech Republic, it was a very international show and one that could become a lot bigger still in the future as many more competitors from other countries, especially Italy, would have liked to come but couldn't because of the borders in Europe beginning to close as the continent headed towards lockdown.

Still, the CCGP organizers did everything and much more to get as many bikes to their show as possible and handled the issues and needs of their competitors and visitors very professionally - on behalf of the AMD team and the World Championship program big thanks for that to Ondrej and Tereza!

The Brno Motosalon is staged every other year, alternating with the Prague show, which is where the 2021 Czech custom show will be staged. The custom bike show used to be known as the Bohemian Custom Show had been an AMD affiliate show twice before, but as Ondrej explained "sending the winner to Sturgis, where the AMD WCC used to be, simply got too expensive for us."

"With Motosalon and the Prague show we have new partners, and now we are able to put on a great custom bike show. BVV, the biggest partner and main organizer, helped us to realize this year's Custom Grand Prix, and we are very grateful to be an affiliate to the AMD World Championship again."

"After this good start, I am sure that next year the CCGP will be even bigger and better, and at last, with AMD's backing and credentials, we have a platform that really can become the showcase for eastern Europe that has always been needed."

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6-PISTON RADIAL
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Zodiac International 50th Anniversary!



1969 was a special year - Jimi Hendrix rewrote the rule book at Woodstock, the movie Easyrider came out, Harley 'merged' with American Machine & Foundry (AMF), Mike Corbin started making custom saddles and Zodiac started buying, making and delivering custom motorcycle parts...



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PICTURES BY
Onno Wieringa / Madness Photography
www.madnessphotography.eu

The story of the Dutch Zodiac International distribution business we know today is largely the story of a certain drag bike racing Dutchman called Ton Pels and his son Vincent - who took over as GM when his father retired. However, the origin of the story goes way back even deeper into the earliest days of the custom parts aftermarket than that - to 1969 in fact, the year often regarded as 'Genesis' for the custom parts industry.

The man who, in effect, started Zodiac off in 1969 was Joe Phillipson - more recently of Adjure lights fame. We asked him what he remembered from this time: "The business that would become Zodiac was created after I quit my job at Hallcraft Industries, a well-known spoke wheel company at the time. The owner, Marv Hall, had sold the company to Hurst/Airheart, of Chopper brakes fame, having previously been acquired by Sunbeam Products, a very old American consumer goods business with roots going back to the late nineteenth century.

"While at Hallcraft, I had wanted to get hold of a spokes line that was

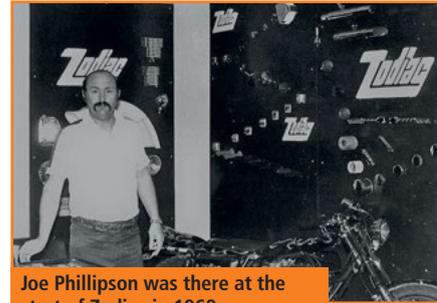


less expensive than anything else on the market at the time, but of the same or even better quality. I contacted a company in Taiwan and sure enough they gave me a really, really good quote, and sent me samples. Those samples were excellent, so I made a sales tour, racked up a load of orders, then I found out that the spokes were not in fact Taiwanese after all. The owner of the company I'd contacted got his cousin in L.A. to buy some, ship them out to him, and he then sent them in to me, passing them off as something that he made! That taught me a very important lesson.

"Once Hallcraft had been sold, things

went downhill. The new owners didn't have a clue about the motorcycle business. They told us to drop the Taiwan idea, and quite soon I quit, along with Marv and Jim Smith, who had been the GM at Hallcraft. When I left, I took the spoke samples and the contact details for the factory in Taiwan with me.

"I contacted a guy called Tom Fairburn whom we used to buy rims from. He had them made in Taiwan and they were pretty good, so I figured he must know his way around that jungle.



Joe Phillipson was there at the start of Zodiac in 1969.

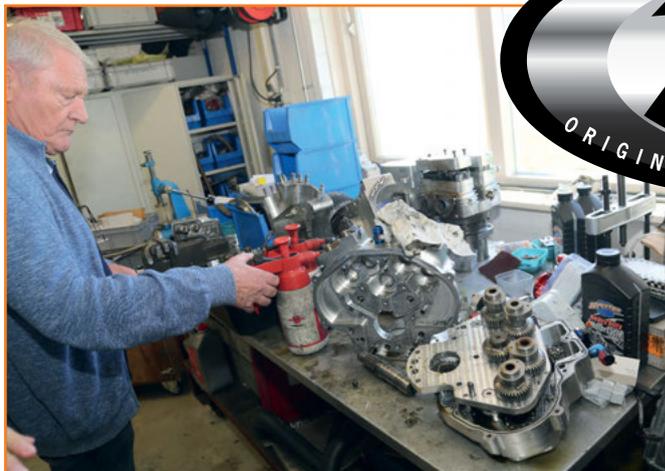


Ton Pels (left) with son Vincent - check out the trophy line-up - drag racing is the family passion.





Ton Pels has won multiple European Super Twins Top Fuel Championships and set records that still stand to this day.



Zodiac is the only V-twin parts and accessory distributor in Europe with its own fully equipped workshop and machine shop.

"What became the Zodiac we know today started as a business called FISD, Franklin International San Diego, before becoming known as Zodiac. We started out with wheels and components we were buying from factories that Tom was already doing business with in Taiwan, and his partner in Zodiac was Rick Weil - he and his family are still the owners of Zodiac today.

"In 1972 we bought Invader Wheels in Los Angeles, which didn't work out too well, and we realized that we needed

the reason for the ZEL parts numbering series that you still see on some product today. In 1985 I sold my share of the business to Rick and moved to Mexico, where I lived for about 15 years. Eventually Tom Fairburn sold out to Rick too."

Meanwhile, having started at the age of fourteen at an engine overhaul and repair company in Amsterdam, then a period as a machinist at sea, Ton Pels, a passionate drag racer, had opened his own motorcycle dealership in 1974 (Promotor). After a period as a Harley dealer he closed it in 1979 and went instead to work for another Dutchman, who at that time was developing a mostly metric custom parts brand. Ton first met Rick Weil and Joe Phillipson in the Netherlands when they were on a sales tour to Europe and pitching his then boss. Disappointed that the Taiwan deal didn't happen, and having built a full order book for that brand, he decided to look for something new.

It was actually Marianne, Ton's wife, who suggested he renew contact with Zodiac in Taiwan. Marianne Pels remembers that time well: "It all happened quite quickly. After the first contact with Taiwan, Ton was on a plane within a week and after that everything just came together really easily. Parts were ordered and our first container came within weeks.

"Initially Ton rented a 200 sq m warehouse in a small town, Kudelstaart, where Henk Vink, who had a successful GP racing team in the sixties and seventies, had his Kawasaki importership. As soon as we were in, Rob and I started to build scaffolding for storage and Ton was immediately on the road making his sales rounds." Ton Pels recalls: "Our camper van was our office and our first employee was Rob Pannekoek - he ran the warehouse and shipping and Marianne did the bookkeeping.

"I knew most of the custom shops and Harley dealers in the Netherlands from

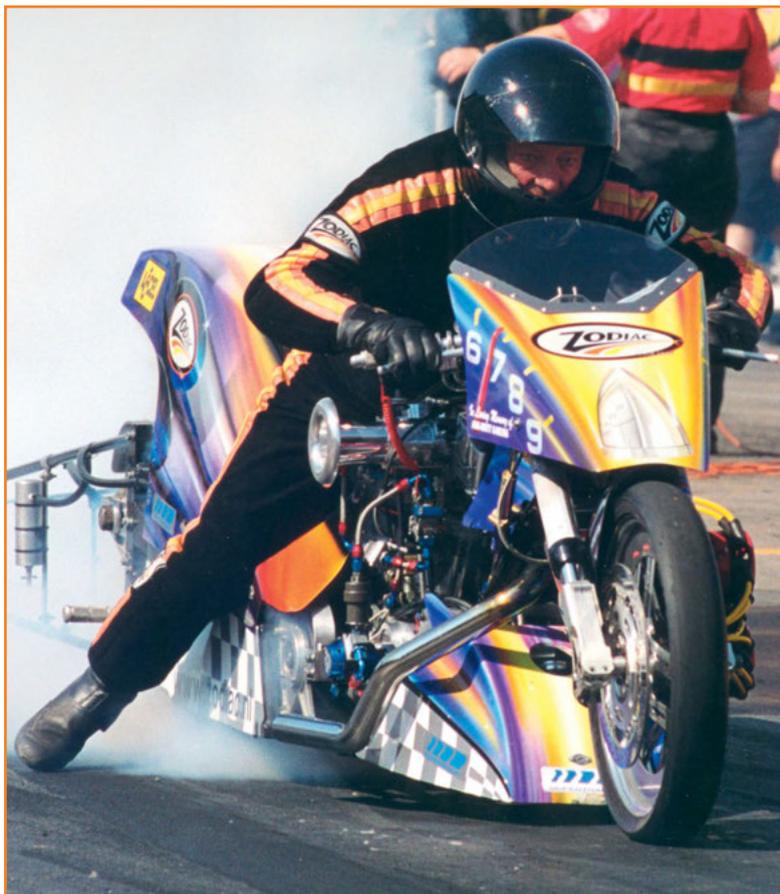
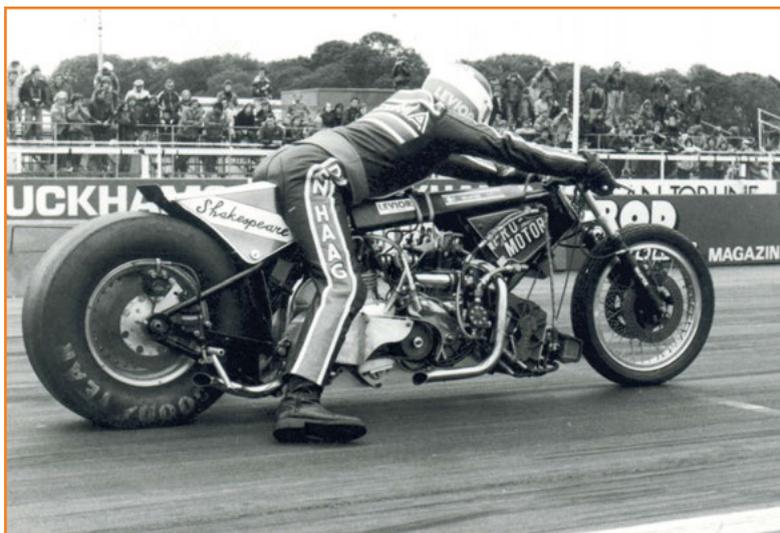
'Ton had his own Harley dealership in the 1970s'

strong relationships with customers who could buy serious volume, so we started to work more with distributors - including Rocky Cycle, which eventually became Tucker Rocky/Biker's Choice and now, Tucker Powersports.

"Rocky Cycle was about the largest distributor of motorcycle parts at the time. Tom and Rick did a deal with Zodiac, but after a couple of years Tom and Rick severed their links with Rocky Cycle and it was clear that we had to be in Taiwan ourselves to have control over production and quality. It was decided to set up our own facility there so we could control the quality, service and tooling in a factory of our own.

"At that time there were many manufacturers and distributors in the motorcycle business who bought and had things made in Taiwan, but most of the stuff that came from there was junk, so we hired Steve Fisk and he set up our office in Taiwan.

"It was not long after that time that FISD became Zodiac Enterprises Ltd -



my prior work, and many of my first customers are still Zodiac dealers today - people such as Ger Dijkshoorn, Motor Saloon and Kees Rozenboom. After that, customers in Sweden, Germany, France and Italy soon followed.

"Back then, regardless of where the parts were actually being made, most shops in Europe would buy direct from the United States. There really wasn't a European custom parts distributor here in Europe at that stage at all, so we were the first - we pioneered and created the market we all know and see today with Zodiac."

The first Zodiac catalog appeared in 1982, and around that time Ton and Marianne exhibited at IFMA, the then large trade fair in Cologne - the precursor to today's INTERMOT.

"We displayed everything in large glass showcases, and it worked," says Marianne. "We attracted attention and international growth and gained momentum. Foreign agents were hired and took the orders in their markets. They then passed them on to Zodiac and everything was sent out from the Dutch warehouse."

"We ordered what we needed in Taiwan," says Ton, "and we soon had more than 1,000 part numbers. The order times were three to six months, so you had to be able to accurately estimate what you needed, when you would need it and how many of each part." The thick, modern day 'Bikers Book' Zodiac catalog now contains more than 5,500 Genuine Zodiac part numbers alone. Genuine Zodiac products are produced in Taiwan, with the administration and worldwide sales in Hong Kong; European sales and inventory are at the Zodiac International headquarters warehouse at Mijdrecht in the Netherlands.

After that start in Europe, it wasn't long before suppliers of other brands, especially American brands, also wanted to start selling through Zodiac. "The first was Rivera Primo, closely followed by Delkron, and now we have more than 370 brands in our catalog, 300 of which are American," says Vincent Pels.

Being 'his father's son', Vincent grew up with drag racing, but realizing at an early age that electronics and the rise of the computer would be important during his lifetime, rather than automatically starting to work for his father straight from college, he first worked for IBM for a while, before



From its beginnings in 1985, the Zodiac catalog has become a staple - now available in six languages.

making the switch to Zodiac in advance of his father's desire to retire. "I grew up with drag racing," says Vincent, "and although mine is mostly an office job these days, I'd rather be getting oil under my fingernails than flying a desk!" Vincent is active in the drag racing team, developing new parts and playing a major role in the construction and maintenance of the Zodiac Top Fuel drag bike - overseeing technical developments, such as a complete camshaft for the nitro-fired 1,000 hp plus drag racer, a machine that is highly regarded in the European Top Fuel class, with his father having been a multiple times European Champion.

Zodiac had to move to a larger space quite soon after starting, then moved twice before occupying the present day facilities on Industrieweg in Mijdrecht. Along the way, Zodiac pioneered several dealer initiatives that eventually became standard industry practice in Europe - the annual dealer show, annual print catalog produced in-house in multiple language editions, using an advanced CMS, that also feeds the online catalog and B2B Dealer Lounge (Vincent's computer industry background proving invaluable at that stage), multi-language monthly dealer newsletters and multilingual, multi-market pricing - something that



Zodiac is able to achieve EU approvals for both its own and its vendor's product lines.

became a whole lot simpler in of Europe's main markets with the advent of the Euro single currency in 1999.

Vincent says that one of the big reasons why Zodiac succeeded was because many smaller companies - in the USA as well as Europe - found it difficult to reliably source good quality production in Taiwan. Many found that the expensive tooling and molds that they had paid for within their pricing were then used by the factory to sell the exact same product to anybody else who wanted it - generally at a lower price, the initial tooling cost having already been covered.

"With the kind of purchasing organization and control we have, with self-owned factories and good links with reliable, independent component makers as our set-up, has meant that for our own products, if a sample was sent and a mold was made, then it was recorded here in the West to prevent counterfeits and sales to third parties.

"We own that tooling and we have 100 percent control. We specify the materials and all aspects of the processes so that we can be confident

'5,500 genuine Zodiac part numbers alone'

of the quality. That is the dynamic that created Zodiac in the first place and the well-known ZEL part number (Zodiac Enterprises Limited) is still a common sight on all sorts of products, including famous names such as Bates headlights, to name just one of the hundreds of examples."

The roots of Zodiac come from the H-D scene - drag racing and customizing - and that is partly why Zodiac became and remain so close to the American market. The Zodiac drag race team has been at the top in the Top Fuel class in Europe for years and has often competed in races in the USA. Zodiac remains one of the principal 'go to' distributors for American vendors to this day and brings some unique benefits to the table for vendors and dealers alike.

"We are the only distributor in Europe with our own full workshop - dyno, CNC machining, prototyping, the full set-up. Not only do we develop our drag racer, we also build our own custom bikes, which are our 'business cards' at trade fairs. We build them 100% street legal so they can be ridden on the road, a condition that all customs built by us must meet, so that



In addition to its massive performance, service and custom own brand hard parts programs, Zodiac International sells for more than 370 third party brands - over 300 of them American. Its warehouse is 50,00 sq ft (5,000 sq m) and it supplies over 40,000 individual part numbers, and have close to half a million parts in stock at any one time. In addition to its multi-lingual catalog and monthly dealer news email programs, Zodiac has sales offices in the UK, France, Spain/Portugal, Italy, Germany, Hungary/Austria and Scandinavia/Finland.



we can assure our dealers that all the parts we sell that are used on them can be sold and used with confidence. "Our product development means that we can confidently and competently deal with any warranty claims or repairs and can even offer our dealers a complete training center, including the most modern test bench." For many years Zodiac has been the 'go to' for vendors such as S&S, among others, able to operate in-house training for dealers which can run from theory lessons to many practice-oriented teaching materials such as complete engines to work on and adjusting fuel injection systems on a

dynamometer. For S&S, VP Sales Paul Devine stated: "S&S has always valued the support that Zodiac is able to give to its dealers and the S&S product line - we know dealers value it, and we value being able to have that kind of relationship with one of our longest established distributors." Going back to the problem of product counterfeiting, we asked Vincent if Zodiac has big issues with imitation products from China. "That has not been so bad for us in recent years. Of course, a lot is faked and sold cheaply through various websites. But the fit and quality are so notoriously bad, with no support at all, that people are



getting smarter about it now, and our guarantee policy sets us aside. "Consumers don't get that from the cheap knock-offs. Even all our Taiwan made products have a two-year guarantee and an increasing amount is now being made for us here in the Netherlands or elsewhere in the EU, so we continue to keep control over the quality - from design, to materials to manufacturing. "Zodiac is not just a warehouse, it is way more than just a wholesaler where shipping is done, not a so-called box-shifter," says Vincent. "There is a lot more than that going on here. We are a distributor in a niche market, so being intimately involved in that niche market, being a part of it, is an important part of our culture and an important part of what our customers buy into. It is an important differentiator for us."

Zodiac delivers all over the world, and the latest catalog has now also been released in Spanish, as well as German, French, Italian and, of course,

'Zodiac is not just a warehouse'

English. "This has meant a real spike in our sales not just in Spain, but also to Central and South America." Vincent says that the Zodiac brand has "real status and meaning with the Harley-Davidson parts, accessory and performance aftermarket. That was always apparent when we used to hold our dealer shows and parties. There really is a strong bond between us and our dealers. With other distributors it is just about buying and selling parts. With us it is also about how to use those parts, how to add value for the end customer and how to help them get to enjoy their motorcycles more. "Plus we have an excellent reputation for standing by the products we sell - our guarantees are known to mean something and dealers and riders know that there is expertise to repair, service and refurbish the parts they buy from us, right here in Europe regardless of what brand they are and regardless of where they have come from originally. They know that we will 'make it okay', and that wherever the parts come from, we are their local support."

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Meeet 'Legend', by Mirko Perugini of Gallery Motorcycles near Brescia, northern Italy.

The start point was a restored 1917 'F' 989 inlet over exhaust engine (mechanically driven inlet valves) that delivered 14 hp at 3,200 rpm when it was manufactured. Mirko's attention to the detail of achieving a convincing reinterpretation is a credit to the art - right down to the period-authentic olive green paint that all Harleys wore in 1917 when the USA joined WWI. The front fork was entirely made in the Gallery Motorcycles workshop and has an

air lifting system that is activated manually with the pump on the handlebars. The accelerator is actuated by mechanical transmissions which are connected to the engine. Even the saddle is driven by specially created mechanical metal springs. The single piece that could be handmade was - lovingly! The wheels are a pair of German made 23 inchers by TTS Motorcycles (with Dunlop Rubber tires), and Mirko kept it Made in Italy with the Kustor Harley-Davidson. The competitors and VIP judges at the 2018 AMD World Championship awarded Mirko's 'Legend' 11th place in the Freestyle class.

VIEW FROM 1

INTERMOT

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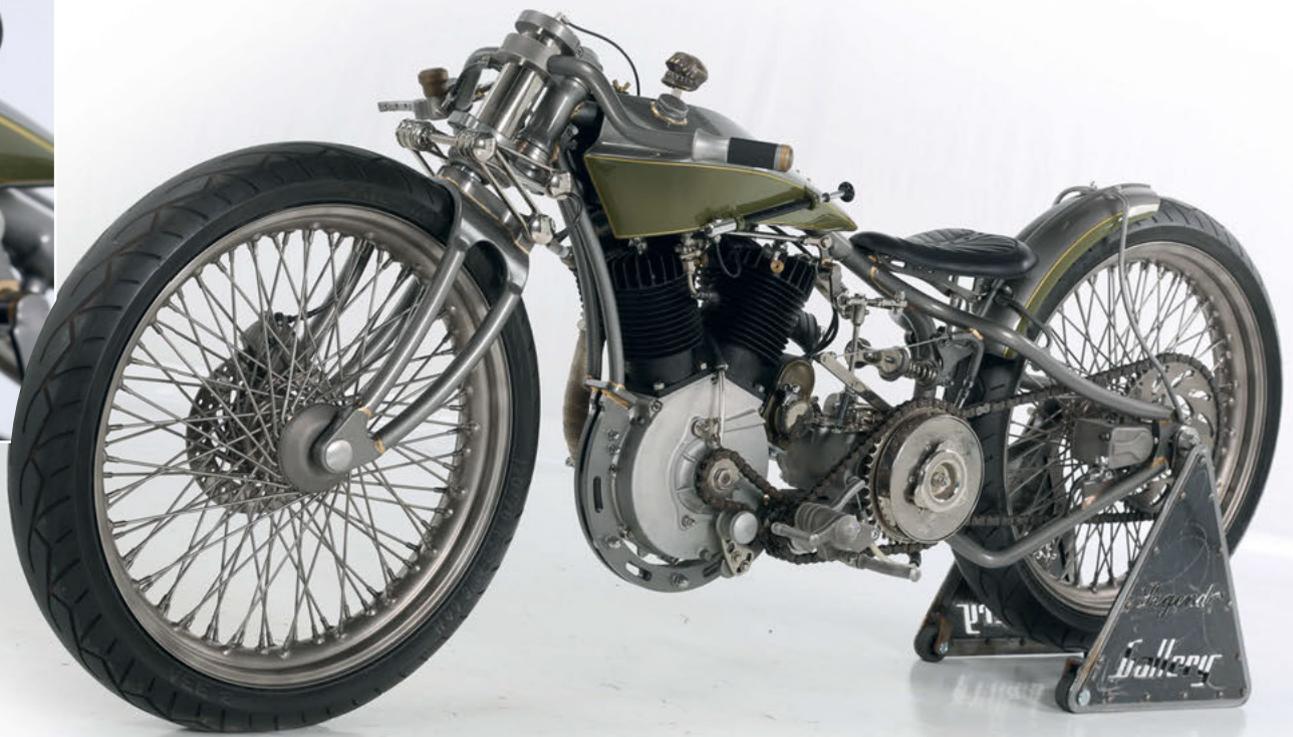
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THE GALLERY



Bagger Nation - 'Sharknado' Fairing

Bagger Nation's new 'Sharknado' fairing "offers a completely unique, aggressive style" and can be adapted to just about any H-D model.

"Handmade right here in our Phoenix factory, this mini shark nose profile will set your custom project apart. Each 'Sharknado' fairing includes our patent-pending integral EZ mount system that makes simple bolt-on work out of many applications!"

The 'Sharknado' utilizes the H-D Fat Bob LED headlight (sold separately), and a choice of two sizes of Klock Flare tinted windshields are available for it.

"Each 3-D formed, handlaid composite 'Sharknado' is finished inside and out and arrives in a beautiful gelcoat finish ready for scuff and paint."



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High-Performance M-8 Flywheel Assemblies



Viola, Wisconsin based S&S Cycle has been building stroker cranks ever since George Smith was drag racing in the 1950s - "if anybody has it down to an art, then it is S&S," says Marketing VP David Zemla.

The company's latest efforts are aimed at the Milwaukee-Eight platform (2017 and newer big twins) and "open up a whole new level of performance for these engines. Stronger, more durable, and trued to a specification that others can only dream of, these new flywheel assemblies are the best of the best to build your high-performance engine around.

"Using heat-treated ASI 4140 steel, each assembly is harder and twice as strong as factory parts. S&S high-strength connecting rods are designed using Finite Element Analysis to eliminate weak spots and create a part that can handle substantially more power."

They are available in 4.375", 4.5" and 4.625" stroke with tapered or high-strength, full-width wrist pin to accommodate "even the most demanding of builds." Each of these flywheel assemblies are also available with or without the counter balancer gear.

"We're particularly pleased with our 4.625" stroker crank and



figure we could combine that with the S&S 128" Power Package and build a 131" monster."

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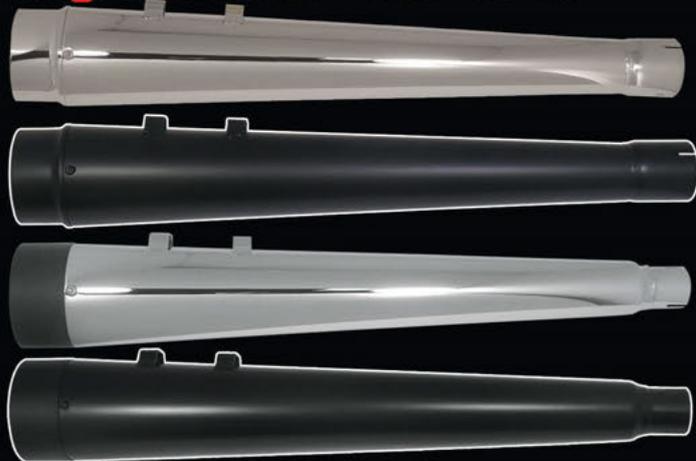


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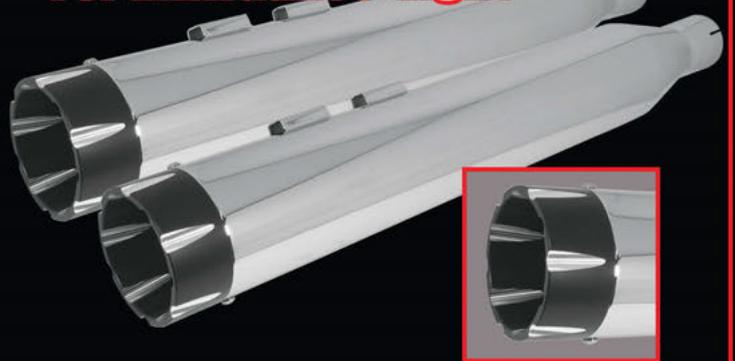


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Motorcycle Storehouse Additions

Longride, Heritage Click-On Saddlebags

These universal, single-sided saddlebags offer easy click-on installation using the supplied universal



mounting bracket. Made in waxed cotton and finished with ranger leather panels, leather straps and internal reinforcement plates to help maintain shape, the inside is fitted with an internal waterproof polyester lining. They are available in 9.5, 11.5 and 18 liter capacity.

Müller Adjustable Rear Lowering Kits - Evo/Twin Cam Softails



These TÜV approved, German made Müller easily accessible and fully adjustable 40 mm lowering kits for Softail and Twin Cam models allow adjustment from stock height to a maximum of 40 mm lower (riding), 80 mm lower for show use and non-riding circumstances. They also allow the addition of 30 mm to the stock suspension height on Twin Cam models. They are available for '89-'99 Softail Evo and '00-'17 Softail Twin Cam.

Müller Adjustable Rear Lowering Kits - M-8 Softails

Müller's TÜV approved, fully adjustable 35 mm lowering kit for M-8 Softail applications allows adjustment from stock height to a maximum of 35



mm lower. Damper adjustments remain accessible in all cases, and the kit includes pre-installed needle bearings. No damper rod shortening or other permanent modifications are required. For show use or other non-riding conditions up to 40 mm lowering is obtainable, and the Müller spring compressor tool for M-8 applications is available separately. The kits are available for '18-'20 Softail FXBR, FXDR, FLFB/S, FXBS, FXFB and '18-'20 Softail FXBB, FXLR, FLXL, FLDE, FLHC/S.

Torque Wrench for 6.3 mm Spoke Nipples



This poke nipple and torque wrench in one prevents overtightening. It is 0-2 Nm., adjustable, and fits stock H-D and other models with 6.3 mm spoke nipples.

Uni Reamer - External Deburring/ Angle Cut Tool

This uni reamer can be used to deburr or angle cut the outside diameter of threaded ends, tubes, axles, pipes etc. with diameters from 3 mm (1/8") to 19 mm



(3/4"). It works with steel, copper, brass, stainless, fiberglass, plastics and wood. 1/4 hex bit drive. It is power drill operated, offers 0-400 rpm, and comes with HSS-E cutter blades - the steel may require oil cooling/lubrication.

Velona 60 mm Speedo/Tachometers



These ECE-approved, waterproof, electronic stepper motor driven Velona speedo/tachometers have a 60 mm diameter black housing and black face with LED background lighting. It includes universal V-bracket, wiring and instruction manual; the dimensions are 60 mm diameter and 48 mm high.

The speedometer includes indicator lights for left/right turn signals, neutral, high beam and a warning light. Digital LED screen functions include speedo/voltage/ODO/trip/clock. It can be connected to the bike's digital output signal, and there is a separately sold sensor available if there is no digital output.

The tachometer comes with programmable red LED shift light. Digital LED screen functions include rpm, max. rpm memory and recall. The Volt meter has a 0-18V range; 9,000 or 15,000 rpm; 'Active' sensor for Velona speedometers.



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Scorpion Series Clear Derby Covers

Ventura, California based Barnett Clutches & Cables has these Scorpion Series clear derby covers for OEM primary covers on 1998-16 H-D Big Twins, 2018 Softails and 2015-20 FLs with the 'narrow' primary.

Featuring a quarter inch thick, clear polycarbonate clutch window, the scratch and discoloration resistant window is firmly secured and sealed with an O-ring gasket. The outer cover area is CNC- machined from billet

aluminum and available in a brilliant chrome or black powder-coat finish. Derby cover gasket is also included.

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Dyna pictured with "Pleated" style.
FXR pictured with "Gripp Tape" style.
Bagger pictured with "Diamond" style.
Sportster pictured with "Basket Weave" style.
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Kodlin Lowering Kit - Single Shock Softails



BEFORE



AFTER



BEFORE



AFTER

Founded in 1984, Fred Kodlin Motorcycles has been there through all the changes the custom motorcycle market has seen, all the trends, all fashions and all the developments in that time in motorcycle design and engineering. Though best known for Kodlin 'MurderCycles' and four decades of award-winning custom builds, Fred is one of Michael Lichter's selected builders



for his "Heavy Mettle: Motorcycles and Art with Moxie" exhibit at the Buffalo Chip this year - throughout that time, Fred, and in recent years his son Len, have produced a wide range of popular custom parts and accessories - from exhausts to frames, swingarms to fenders and tanks to handlebars - all designed and made in-house. Seen here, this Kodlin lowering kit lowers the bike by up to 40 mm and does not require shortening of the threaded rod or sending in of the suspension for final assembly;

it is a genuine and genuinely reversible 'plug and play' install that includes pre-installed bearings. Available for 2018 and up FLHC/FLHCS Heritage Classic, FXBR/FXBRS Breakout, FLFB/FLFBS Fat Boy models, FLSB Sport Glides, FXBS/FXFB Fat Bob, FLDE Deluxe and FXDR 114.



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W&W Cycles Additions

VG Big Twin Swingarm Frames



These Dutch made reproduction frames can be used as stock replacements or as a basis to build a bobber or chopper from scratch. Dimensions and details closely follow the factory originals. Most castings feature raised numbers and markings just like the factory used them. They are made in steel/nodular cast iron (ductile iron or spheroidal graphite iron) with 30-degree rake. Versions are available for 1958-'64 Panheads, '65 Panheads and '66-'84 Shovelheads.

VT-Cycle ULR Cylinder Heads

Made in Finland, these ULR cylinder heads are made in cast aluminium. While they look quite original (cast



finish), on the outside they feature an advanced combustion chamber design for improved combustion and breathing. The chamber volume is 100 cc, giving 6.1:1 compression on a 74" and 6.5:1 on an 80" motor. Substantially more material allows for custom milling and pop-up pistons. Another update are the 14 mm spark plug threads (3/4" long) for modern and more common plugs. Dyno tests have shown 18% power and 13% torque increases over a stock 1946 UL with medium compression heads - "true rear wheel numbers - the power was up big time and the torque curve is impressive! Remember, torque is the most important figure with flatheads." For '36-'48 Harley 74" and 80" Flathead Big Twins.

Bates 'BattBoy' 65

Modern gel or Li-ion batteries offer a significant advantage - they are leak-proof. Those who have ever experienced spilled acid in the battery tray, on the frame or on the swingarm will highly appreciate this fact. On the other hand, owners of classic bikes do

like the looks of the original battery and the corresponding cover and mounts. With a Bates 'BattBoy' battery box you can have the best of both worlds - what looks like a period 32 amp 12V on the outside can house a safe, modern battery within. Just



hook it up with two eyelet wires to the terminals on the bottom of the lid; when using suitable Antigravity versions, you even have stash space left for a few small spare parts, safety vest, tools etc. Fits FL, FLH 1965-'84 and Sportster '67-'78 with electric start. It is made in black ABS, with outer measurements of 202 mm wide x 167 mm high x 129 mm deep.

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Look What's New...



Don Juan 10

The Don Juan Family added two NEW 3D wheels to the line up. Check out the detailing on the lips!



Don Juan Crossblade



Equalizer

The 20 Equalizer features ten spokes that have been split and overlapped. Notice the detailing in the lip.

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Pro-One Fork Tubes, Trees and Accessories

Headquartered at Upland, California, Pro-One Performance Products has always been known for its fork tubes in 39 and 49 mm for a wide variety of models and applications. Available with hard chrome, Gold Titanium Nitride or black DLC (Diamond Like Carbon) finishes, they are sold in pairs and accept all OEM or aftermarket components. However, fork tubes are just a start-point for the Pro-One range. These 41 mm 'Blind Top' Wide Glide triple trees are CNC-machined from aircraft quality billet aluminum and offered with or without built-in LED turn signals. The included fork tube plugs allow for a clean, finished look on the top of the triple tree; they are available in a stylish chrome or durable black anodized finish and pre-drilled to mount Pro-One hide way internal fork stop kits.

Offered in 0, 3 and 5-degree rake options, they include handlebar dampeners with chrome billet caps, a fork stem, and all the necessary mounting hardware; models with LED lights include additional smoked lens covers.

Custom handlebar grips are available in chrome or black anodized, with straight or rubber twist designs. They are thicker than stock grips to ease the tension on fingers when riding and the heavyweight construction reduces vibration transmission. They come with throttle sleeve.

Pro-One dash inserts "add some style while maintaining that stock look" – CNC-machined from billet aluminum; matching fuel doors and ignition switch cover separately available (also seen here). Available smooth or ball-milled in chrome or black for '08-'20 FLHT/FLHTC and '08-'09 FLTR.



Dash inserts

39 mm fork tubes



41 mm 'Blind Top' Wide Glide triple trees



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NAMZ Custom Cycle Products, Inc.

Oreland, Pennsylvania based NAMZ Custom Cycle Products "is all about providing the very best electrical products for motorcyclists," says CEO, founder and chief engineer Jeff Zielinski.

"Which is why Letric Lighting Co., a division of NAMZ CCP, has a new line-up of products available for the Indian Motorcycle line. Our budget friendly designs match current demands along with performance and style."

The new line features LED headlamps, passing lamps and turn signals, as well as an array of accent and custom lighting

LLC-LHC-7B



options. "These ultra-bright LED products will ensure you are seen during the day and at night. A perfect upgrade from the standard lighting, these LEDs are easy to install and available in several styles.

"Our headlamps are offered in black or chrome and several different styles to complement the bike's style, and all are 100% plug-n-play for all 2014-up models. Celebrating 21 years in business, providing "world class" electrical components, LED lighting, Badlands lighting modules, wiring harnesses and installation supplies, NAMZ CCP and Badlands products are available through Drag Specialties, Parts Unlimited, Tucker, Mid-USA, J&P Cycles, V-Twin, Parts Canada, Parts Europe, Custom Chrome Europe, Motorcycle Storehouse, W&W, Zodiac, Rollies Speed Shop and Performance Cycle Wholesale Limited. Letric Lighting Co. products are available through Tucker and Rollies Speed Shop, or directly from the company's website.

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V-Factor Custom Shocks and Accessories

Premium Shock Absorbers for Big Twins and Sportsters

New from Hazelwood, Missouri based Mid-USA, these new V-Factor premium shock absorbers for Big Twins and Sportsters feature adjustable preload, short style covers and come black painted with chrome or black springs and covers and fit 1/2" mounting studs.

They are available in 11 and 12" for 4-speed Big Twins 1973 - 1986 (except Softails) and in 11, 12, 13 and 14.25" eye to eye length for 1979 - 2003 Sportsters.



forward controls.

The pegs can be rotated and locked down for adjustment and are 2 1/4" wide x 3 1/2" long; the steel teeth deliver a real gripping traction for rider safety and confidence.

Mini Footboards for all Models



New V-Factor 3" and 4" wide mini floorboards with non-slip rubber treads come in chrome or black for all models and can be used in place of male mount footpegs on passenger pegs and highway bar pegs and clamps.

MX Style Footpegs for Custom Use



Available in black or silver anodized, these new V-Factor MX style billet footpegs fit 1995 and up H-D male mount footpeg mounts - rider, passenger or

17" Solo Seats for Custom Use

These new Hardbody by Mid-USA 17" solo seats have genuine black leather covers, are 16" long and hand-stitched with a deep draw formed steel powder-coat base plate and polyurethane foam padding.

They use a universal front seat hinge mount, have seat spring studs and can be used with additionally



available seat conversion kits and V-Factor solo seat springs - available in antique copper, chrome and black, 2", 3" and 5".



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Saddle Tramp Audio Accessories and Handlebar Indicator Lights

Holly Hill, Florida based Metra Electronics has further added to its Saddle Tramp brand and universal range of audio and lighting accessories for Harley applications.

A new audio speaker grille is a universal fit for all motorcycle brands, while the lower fairing speaker pods seen here are designed specifically to expand a wide range of popular Harley-Davidson models to utilize aftermarket speakers.

For safety and style, new LED handlebar indicator lights increase visibility with dual-color LEDs that fit 0.75" to 0.875" universal handlebars.

Universal Motorcycle Speaker Grille



Expand any motorcycle's sound system to utilize full size 6.5" or 6.75" aftermarket speakers with this metal mesh grille with matte black finish. They are sold in pairs and mounting hardware included.

Lower Fairing Speaker Pod



Expand the sound system in H-D 2014-up models to utilize full size 6.5" or 6.75" aftermarket speakers with lower fairing speaker pods that will maximize the bass response. The pod includes ported enclosure and tunes to maximize bass response. It fits OEM and Saddle Tramp lower fairing, but is not for use on models with twin-cooled engines. It is shown with optional BC-SPG grilles.

Lower Fairing Speaker Assembly

This assembly is an upgrade to 6.5" aftermarket speakers in the lower vented fairing with a speaker assembly kit that provides a factory-fit and finish. It fits air-cooled Harley Touring models, 1997-up Road King, Street Glide and Electra Glide as well as all Road Glide air-cooled models with OE style highway bars. It is color-matched to Harley-Davidson's vivid

black and sold in pairs (includes left and right), with mounting hardware included; does not fit mustache style highway bars. Two grille styles are available, flush mount and screwed.



Handlebar End LED Indicators

These low-profile handlebar end LED lights increase visibility without adding bulk to the vehicle. The dual-color LED lights illuminate bright white as daytime running lights and turn amber for turn signal indicators. These universal lights fit handlebars with a diameter between .75" up to 0.875" and includes twelve LEDs (six amber/six white). The housing is aluminum with a polycarbonate lens.



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Drag Specialties Additions

Python 4 1/2" Scallop-Cut Slip-On Mufflers



Now available for '17-'20 FLHT/FLHX/FLHR/FLTR/FLTRX/FLTRU/FLTRK models, these massive 4 1/2" diameter chrome muffler bodies are said to be engineered to perfect the sound of the M-8 engine. The high-velocity shielded cores offer protection from heat discoloration while still producing outstanding performance gains. The mufflers are fifty-state emission compliant.

High-Performance Oil Pump



The Drag Specialties high-performance oil pump for '17-'20 M-Eight twin-cooled motors helps reduce oil carryover during high rpm operation. The oil pump features a high-quality die-cast aluminum body and high-strength steel gear construction. It fits both stock and aftermarket cam support plates (except Screamin' Eagle cam plate) for a seamless installation.

Predator III Seats with Extended Reach

For those with a longer inseam, the new Predator III extended reach seat moves the rider back 1 1/2" compared to the stock seat. It features a 6" tall driver



support with unique styling, covered in high-quality automotive-grade vinyl. The molded polyurethane foam provides maximum comfort and has a narrow driver's cut for better leg clearance. The thermoformed ABS seat base gives the perfect fit, while the carpeted bottom and rubber bumpers protect paint. Available in smooth or double-diamond stitch with black, silver or red thread for '08-'20 FLHT/FLHR/FLHRC/FLTR/FLHX/FLHTC/FLHTCU models.

Battery Cable Kits



Now available for '09-'17 Softail and '10-'13 XL models, Drag Specialties' battery cable kits are manufactured with pure electrolytic-grade, 36-gauge tinned copper strands - ensuring flexibility without sacrificing current transfer and feature 1/4" and 5/16" terminals for maximum current boost to the starter motor.

Ignition Coil



Drag Specialties' dual-fire ignition coil for '18-'20 Softail models provides powerful spark and reliable performance. This coil will make for stronger starts and eliminate high-speed misfires in addition to increasing mileage. With a 30,000V output, this coil has a peak spark voltage increase of at least 20% more than the stock coil. It is a direct replacement for ignition coil OEM #31600067.

Flaming Skull Derby Covers

Made from die-cast aluminum, these covers are for '04-'20 XL models and designed to match the Drag Specialties Flaming Skull points covers. Available in chrome with chrome flaming skull or matte black with silver flaming skull.



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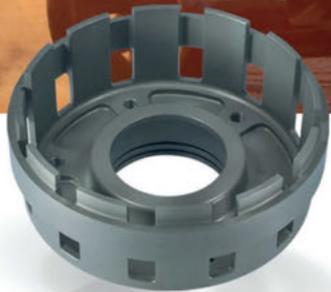
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Easy Install Viking Handlebars

Seats, 'bars, air filters, pipes and mirrors. Traditionally at least three or four of the first five items that riders change on the new or newly bought used motorcycle - throw levers, cables and hoses, tires, brakes and lights into the mix - and you have 'New Bike Make-Over 101' right there.

Upstate New York based Magnum Shielding checks at least two of those boxes that are among the highest on the list. Best known for their DOT approved stainless steel and aramid fiber construction brake lines (hoses) and control cables, recent years have seen Magnum emerge as one of the fastest growing handlebar, conversion and install kit manufacturers on the market.

Whether it's for increased comfort, style, or both, one of the most popular bar styles is pointed bars - in Magnum's case their Viking handlebars.

"Aside from their great looks and comfortable design, what really sets Viking handlebars apart from the competition is the ability to easily run the internal wiring (with the vinyl covering) through the



handlebar," says Magnum's Tom Vierthaler.

"All dealers and technicians know that running the harness and wiring through the peak can be the worst part of their day. An installer can spend hours trying to get the wiring (without the vinyl jacket) to pass through these corners, only to end up chafing or damaging the wiring in the process."

Some handlebar manufacturers put immense efforts into ensuring that the inside of the peak, where the two bars are welded together, is smooth and void of

jagged edges and welding slag to improve harness installations. But even so, the wiring can still get hung up or snagged by the edges and easily scrapped down to the bare wire - or even broken.

"In reality, the real routing issue is caused by the lack of room or 'pivot radius' space within this passage area. Installers try to solve these problems by running wires individually, but it is very time-consuming and generally requires significantly higher installation charges," says Tom.

Magnum says it has solved the problem with their Viking handlebar kits. The features incorporated into the pointed handlebars were novel enough to apply for a U.S. patent.

"We have designed our Viking handlebars specifically to make the ease of installing internal wiring harnesses a top priority with a design that provides a clean and smooth, burr-free internal radius. **This design creates 50% more clearance within this passage area of the handlebar's peak.**

"That additional clearance provides ample room to allow the complete wiring harness, along with the factory vinyl covering and the terminal connections (where wiring extensions were added) and their respective shrink sleeves, to easily be passed through the point and installed without any hang-ups or damage. While CAN bus wiring can be relatively easy to pull through a handlebar, older models, which require 8 to 12 wire (per side) harnesses with bulky terminal connections, can be a time-consuming pain in the neck!

"With our Viking kits, the installer can even pull the electronic throttle control wires through at the same time."

Magnum's patent claims revolve around the point of the handlebar - comprised of two angle-cut tubes. Magnum's patent sees at least one of them, and preferably both, flared at the bottom of the oval cut. This method significantly increases the pivot radius of the internal space and provides for an open and smooth path for the wiring harness to follow.

Tom says that they knew that a ground or chamfered surface alone wasn't enough if the goal is to be able



to run OE vinyl covered harnesses (as is) quickly through the handlebar - "which is why our design is so unique and desirable.

"We pre-load our EZ pull-thru sleeving into every Viking handlebar to make the job even easier. Just insert the wiring harness into the sleeve and pull the wires through the bars - it really is that simple!"

Made with a premium, high-quality construction that includes machined control mounts and holes for internal wiring and slots for electronic throttle control (that are all burr-free), the handlebars are 1 1/4" diameter, CNC mandrel bent "for a great looking, accurate fit" and work with standard controls - including hydraulic clutch - and incorporate wrist angles "engineered for riding comfort."

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

Magnum has complete handlebar installation kits for most Harley models 1996 and up "for every budget." Magnum Shielding has been a Tier-1 manufacturer of premium, matching braided products for over 37 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 is assembled in the USA.

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'Gen 4' Speaker/Amp Kits - No Re-Flash Required

Canadian audio specialist Hochtunes' new 'Gen 4' speaker/amp kits feature a 225 watt 2-channel amplifier and Hochtunes' latest 'Gen 4' front speakers with upgraded mesh grills. Three kit versions are available, based on 2014 and later models, for Ultra/Trike, Street Glide and Road Glide.

These new G4 speakers are said to offer a superior bass response and allow for a higher power handling than previous versions. The amplifier features Hochtunes' R.E.M.I.T technology (Reduced Electro Magnetic Interference Technology), "which allows for excellent FM reception from a Class D amplifier."

Indeed, Hochtunes says that with a factory antenna it is getting around 95% FM signal with this amp and that the weather resistant



speakers and components are "designed to handle the elements and cleaning."

The upgraded speakers are said to provide a higher quality sound and better bass response - "this allows the rider to hear music clearly, even at riding speed."

The kits ship complete, with all wiring and harnesses included, and are an easy to use plug and play design with no wire cutting needed. The kits are easily expandable.

Hochtunes owner Mike "Pez" Pesdirz says that "like all Hochtunes products, everything is built specifically for a Harley-Davidson motorcycle - we do not sell what are basically car audio products retrofitted for a motorcycle, and our amplifiers are made specifically to work with the factory radio with no re-flash required."

The speakers and amplifier and componentry in Hochtunes' kits are IP (Ingress Protection) rated at 65 - which is very high - and the company backs its products with a 3-year guarantee on the amplifiers and a 20-year guarantee on the speakers.

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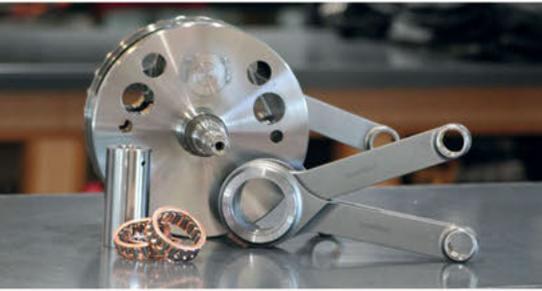
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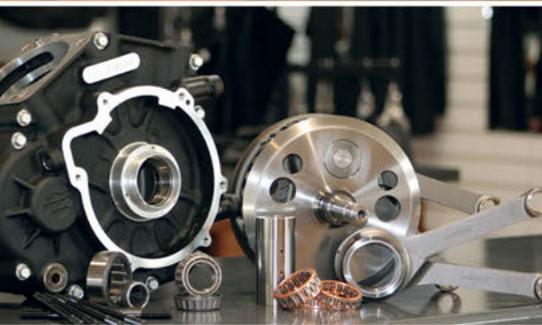
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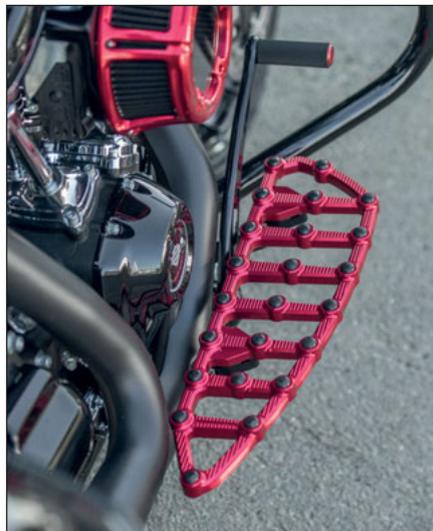
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AMD PRO GUIDE

Zodiac Additions

Arlen Ness - MX Style Floorboards



These Ness MX floorboards feature a detailed cut-through design with integrated rubber inserts for excellent foot traction. CNC-machined from a solid block of billet aluminum, with extended length for added foot room and comfort. Available in anodized finishes including black, blue, red and gold.

Rick's "Good Guys" XL Adjustable Brake and Clutch Lever Sets



These adjustable hand levers with TÜV and ABE are part of Rick's "Good Guys" design range - known for "perfect ergonomics and precision action". The distance between handlebar grip and lever can be adjusted in six positions to match finger length.

Lever pressure can be adjusted via an easy to use adjustment button at the pivot point. Lever travel can be varied by installing the long or short end pieces (both included). The lever bearing has noticeably less leeway than any stock lever.

Most riders will also appreciate the additional lever power when riding in stop-and-go traffic. They are CNC-machined by Rick's at its Baden-Baden, Germany headquarters. They are available in black or silver for all '96-'03 XL and XR Sportsters, '14 and up XL, '02-'17 V-Rod (hydraulic clutch), '96-'17 Dyna (cable clutch - except '16-'17 FXDLS Low Rider S), and versions for selected cable and hydraulic '96 to present Softails and Touring models.

Stealth Tribute Air Cleaner



This air cleaner was designed after the classic S&S two-throat intake. A true tribute piece, which is an excellent choice for the retro enthusiasts who like their bike reminiscent of the good old days. Available for most recent models as a complete kit; other applications require the separate purchase of a Stealth air cleaner kit plus the cover of choice. Applications are available for a wide range of selected specification XG750A, XL, Evo Big Twins, Twin Cam Big Twins and M-8 models.

110-Piece Metric, UNC and UNF Size Tap and Die Set



This tungsten steel tap and die set is intended for semi-professional use and comes in a sturdy plastic box. The set includes two die holders, two tap holders, one T-holder and pre- and main cutter taps.



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AMD PRO GUIDE

Twin Power Additions

4.25-inch M-8
 Big Bore Cylinders



Generally accepted as the go-to for M-8 upgrades, 4.25" big bore cylinders have become established as the M-8 upgrade sweet spot.

These Twin Power 4.25 inchers are factory fitted for the popular Wiseco Black Edition pistons. When combined with Twin Power gaskets, a 107 cubic inch engine can be converted to 124 cubic inches, and a 114 cubic inch to 128 cubic inches.

Twin Power Brand Manager James Simonelli says: "This is strictly a bolt-on kit, as the special gaskets eliminate the need to weld or otherwise modify oil or water passages. Machining of the crankcase is also not required. Gasket kits are available with either .030" or .040" thick head gaskets based on the builder's preference."

The cylinders are offered in a factory style black textured powder-coat finish with highlighted fins. Cast-in iron liners ensure strength, durability and quiet operation. Cylinders are sold in pairs and include cylinder head dowels.

"The M-8 has shown incredible performance potential, and this kit really wakes up a stocker," says James. "On a 107" dresser with no headwork, TTS 250 cam and valve springs, 62 mm throttle body, a performance intake and 2:1 exhaust, we achieved 139.63 hp and a whopping 142.65 ft. lbs. of torque with a tabletop flat torque curve."

Crankshaft Position Sensor



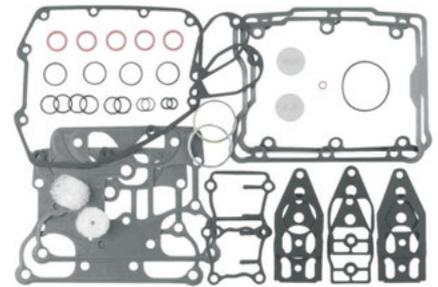
Twin Power offers a crankshaft position sensor with exact OEM fit, form and function. Endurance tested to 60,000 miles to ensure sensor longevity; OEM-style connector.

O2 Sensor



"Twin Power oxygen sensors are precision-made for outstanding performance. They feature extra-high temperature dual-shield ends and are direct fit. No modifications are needed. Made in the USA, they meet OEM specifications."

Cam Change Gasket Kits



Kits include all gaskets, seals and O-rings necessary for a camshaft change.

34T Compensator Eliminators



Twin Power 34T compensator eliminators eliminate slipping, reduce noise and improve starting and starter life and reduce spinning weight by 4.8 lbs. Machined from 4140 tool steel and heat-treated, they do not require alternator rotor replacement. Available for a wide range of M-8 Touring/Softail and Twin Cam Big Twins as appropriate.

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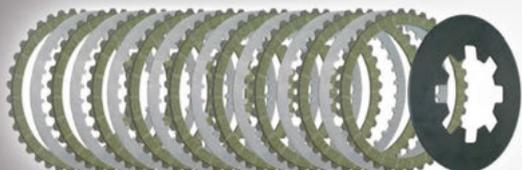
BTX-5



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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Race Series Camchest Kits for Twin Cam

Oceanside, California based specialist Feuling Parts' complete camchest kits include all the necessary components from top to bottom of the camchest, conveniently packaged under one part - "these combination kits not only ensure each individual part is designed to work and function together, but to do so in total harmony and take the guesswork out of the ordering process, providing the engine builder maximum reliability, peak performance and the coolest engine/oil temperatures obtainable," says Feuling CEO Luke Leatherman.

The kits include a Feuling high volume oil pump, high flow camplate, Reaper series camshafts, hydraulic roller lifters, adjustable pushrods, Timken bearings, gaskets, O-rings, exhaust gaskets, high grade ARP fasteners, washers, moly paste, Loctite and hardware. The kits have been proven to deliver 25-35 degree cooler engine temperatures; 15-30 degree cooler oil temperatures; 15-30 more lbs of oil pressure; quieter and smoother engine operation and eliminate wet sumping, blow-by and oily air cleaners.

The chain drive conversion kits include conversion camshafts for '99-'06 Twin Cam engines that update the old mechanical style cams and tensioners to the new hydraulic tensioner system. The chain drive conversion kits also include the sprockets, hydraulic tensioners, chains and spacers needed for installation.

Reaper series cam options for the Twin Cam Race Series kits include the 574 with its "extremely smooth cam lobe design, creating a very smooth valve train motion," described as ideal for the 2,100 - 6,500 rpm range. Performance valve springs are required on '99-'04 engines, and performance pushrods and lifters are recommended.

"This cam gives a wicked power band for modified engines and is an excellent bolt-in for stock 96", 103" and 110" engines. It responds very well to modified cylinder heads, increased compression ratio,



performance exhaust and intake systems - this is a great all-round camshaft with solid low end performance and mild blowing mid and top end power," says Leatherman.

Also available for these Twin Cam kits, the 594 Reaper cam requires high-performance valve springs, pushrods, lifters, carburetor and/or throttle body work, performance exhaust, intake and clutch.

"Large displacements respond well to increased compression ratio, and smaller displacements will require it. This is a fiercely performing camshaft for an array of engine sizes, large displacement 103", 110" and 124" engines looking for a superior torque band with excellent horsepower gains in heavy bikes (2,200 - 6,250 rpm) and smaller, high revving displacement 95" style engines in lighter bikes looking to twist the throttle and tap into some horsepower (2,500 - 6,800 rpm)."

A final option would be the Reaper 630 cam, which

maintains low end performance with "eye blurring mid and top end power. It delivers vicious power gains, a wide streetable power band from what is a high-lift profile camshaft for high-performance engines with highly modified cylinder heads and compression ratio - great in the 2,500 - 6,900+ rpm range."

Carburetor and/or throttle body work will be required along with a performance exhaust and intake system, high-performance valve springs, pushrods and lifters.

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Enclosed Conversion for Early Tapered and Splined Shaft Kicker Models

BDL's enclosed SK-2 drive - part #61-39-SK-2 - is designed specifically for fitment to 1955-1964 H-D Big Twins. The "S" in SK stands for splined engine shaft and the "K" stands for kickstart only. This is an 8 mm enclosed primary drive kit that accepts the OEM clutch hub most commonly known as the 3-finger hub. The

61-39 indicates sprocket tooth count, 39 front and 61 rear. These two pulleys are the smallest BDL makes for the early model bikes in 8 mm. The kit will work on several other splined shaft kickstart models. BDL also offers this conversion for tapered shaft models 1936-1954.



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Retro Style Fork Protectors

A hallmark of the streetbikes of yesteryear, the advent of chromed, polished, DLC and anodized fork tube finishes saw the use of fork boots diminish to the point where there are very few major brand middleweight and above models that come with them as stock.

However, they are one of those finishing touches that convincingly "speak retro", adding a touch of authenticity, and they do still have a role to play -



extending seal life and protecting those expensive fork tube finishes from the rigors of street riding - especially in bad weather and in urban settings. Made of heavy-duty, ozone-resistant rubber, they fit 39 mm tubes and come with an extra rib for a "more relaxed look".

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The custom builder's art is increasingly governed by regulations worldwide, but nowhere more so than in Germany.

When approached by an old friend with a very specific brief, Fabian Müller, of Müller Motorcycle AG fame in Bavaria ('Hydro' clutch and lowering kits among much else), rose to the challenge with not one, but two projects - the first, 'Deep Throat', a paint job custom built for the 2015 Biker Build-Off at the Bad Salzuflen Custom Bike Show.

The brief had been for a Shovelhead build with a 1950s frame, so there were no turn signals or exhaust system regulatory issues, and it should run on two large TTS spoke wheels with the minimum of accessories - a 'bling free' zone of pure, clean style. The second bike built for his buddy is seen here - 'Hillbilly Racer', a stripped down backroads bike that sounds as gnarly and authentic as any 1950s Harley ever did. Due to the age of the frame there are no noise restrictions, so it is basically an exhaust manifold with two milled 3-D embellishers at the end - nothing else.

The engine is a little less understated. The refurbished kickstart Shovelhead was stroked to 1,600 ccm (98 cui) and certainly has some power. The rocker boxes and lights are custom designs by Mario Kyprianides (Chopper Kulture, Germany) and lots of brass to give it some raw detailing accents. A couple of segmented sheets of metal have been welded together for the handlebar - they were pressed in a downward shape with the wiring installed internally, using Fabian Müller's internal throttle with leverless front brakes, actuated with the rear brake, via the right foot pedal, through a control valve.

The foot pedals are in brass and aluminum, fabricated together in one part with 3-D milled grooved grips and footpegs made of solid brass.



TECH SPEC

Engine:

Original H-D Shovelhead

Chassis/Frame:

H-D 1952 Wishbone Rigid

Müller Motorcycle AG:

Pushrod covers, camshaft cover (Magneto design), kicker arm (aluminum/brass), primary cover, handlebar (special design leaf spring optics), grip activated internal throttle and clutch wiring, throttle, front brake disc (full floating), rear brake disc (sprocket), front caliper (4 piston), hand grips, footrest

Traditional Motors

(Sebastian Attenberger):

Exhaust system, gas tank, oil lines, rear fender (with integrated oil tank), seat

Chopper Culture:

Cylinder head covers (brass), front light, taillight
Barnett: Scorpion lock-up clutch



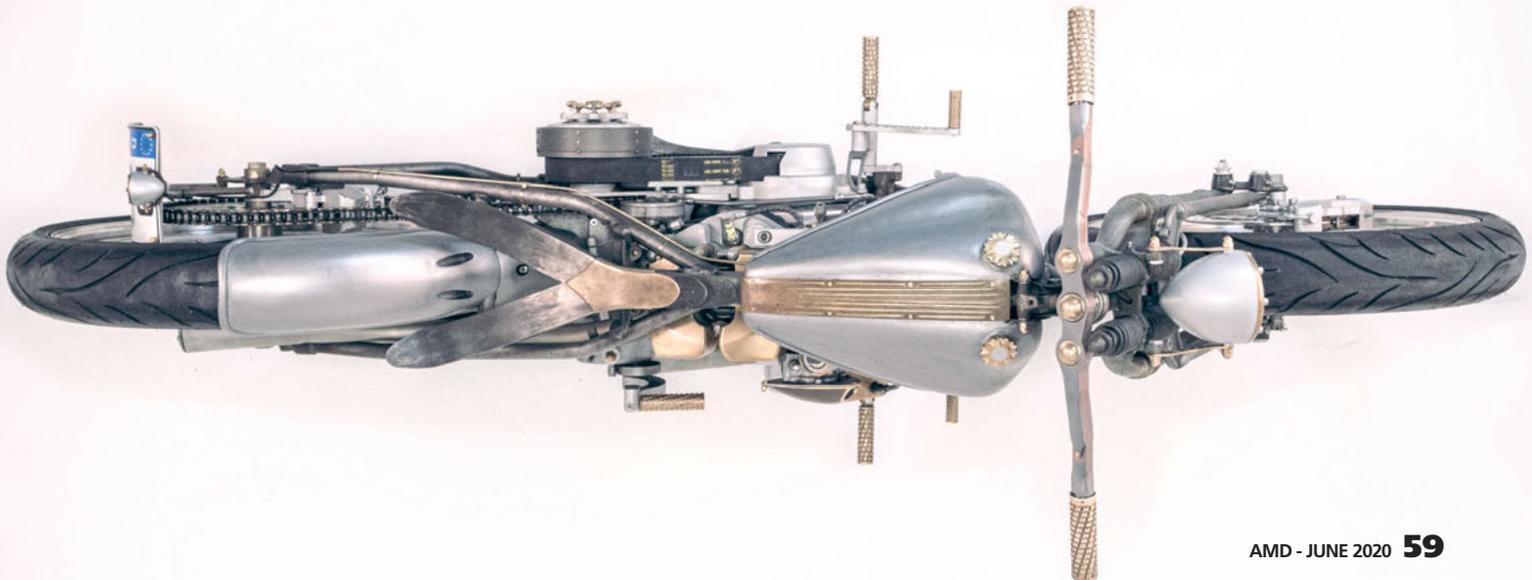
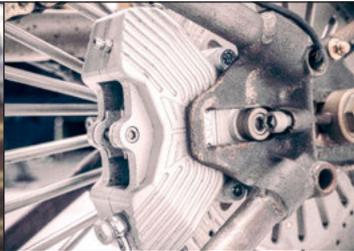


There are barely any production parts on this bike at all - pretty much everything is custom made by Fabian Müller - right down to the open belt drive, the front and rear brake calipers, the brake discs, pushrod covers, camshaft covers, primary cover, speedometer housing, and even the spark plug caps are genuinely handcrafted.

Sebastian Attenberger from Traditional Motors, who also worked on the 'Deep Throat' build-off bike, did the sheet metal - with 'Hillbilly Racer' getting a

larger tank, a bigger oil tank integrated in the rear fender, and the seat is a one-piece construction in sprung steel - it swings free when riding and can be locked while stationary.

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NEWS BRIEFS

While not being paid for May and June 2020, H-D has announced that in addition to an annual base salary of \$2.5m, newly minted permanent



CEO Jochen Zeitz will be eligible to receive a \$1.5m bonus upon Board approval of his new strategic and financial plans later this year (to be paid in February 2021), stock options that could be worth up to \$5m, and a one-time "Cash Award" payable in July 2020 in the gross amount of \$1m to cover the overall financial impact of his relocation to the U.S. Starting in 2021, he will additionally be eligible to participate in the Harley-Davidson, Inc. short and long-term incentive plans that could be worth some \$7.5m in total. He will also be covered by the company's Executive Severance Plan and under a transition agreement similar to the company's transition agreements with other executives.

New motorcycle registrations Italy for April were -95.85% at just 526 units, having been -69.18% in March (3,855 units). For the YTD (Jan - April) new motorcycle registrations in Italy were -49.41% at 20,055 units - some 15,000 plus of those in a good start to the year in January and February. In total PTW terms March was -66.08% at 8,520 units and -96.98% in April with 813 new units registered. The top selling motorcycle in Italy YTD is the BMW R 1250 GS Enduro. For the record, the Italian market was again Europe's largest at +6.26% in motorcycle registration terms for 2019 (98,883 units) and +5.65% in total PTW terms at 231,937 units.

Harley Q1 Global Retail -17.7% as Motor Company Announces COVID-19 Response Actions and Steps Toward Recovery Including Strategic Plan Reboot



Harley-Davidson, Inc. has reported first quarter 2020 results that were not, in fact, as awful as may have been expected. Indeed, for the first ten weeks of the year to mid-March, the company was headed towards seeing one of its strongest quarterly performances in six years.

At the same time as releasing its results, Harley has provided an update on the actions it has taken to address the impact of COVID-19 as it "restarts production and begins moving toward recovery."

The company also outlined near-term actions that will lead to a new strategic plan and confirmed that it is to facilitate home delivery where it is permitted.

Being termed a "Rewire" of the 'More Roads' strategic plan of 2018, an 18-point framework for a "Rewire" playbook was released with the Q1 results - with fuller details to be published when the company releases its Q2 fiscals in July.

However, in the interim, the influence of acting President/CEO Jochen Zeitz is evident in the framework for re-evaluation of the company's direction that has been released so far, and the direction of travel appears to be headed towards a complete jettisoning of the much hyped but flawed 'More Roads' thinking - indeed for "Rewire" one might just as well read complete "Reboot".

Speaking to the immediate issues of virus response and Q1 performance, Zeitz stated that "throughout this global crisis, we prioritize the well-

Harley-Davidson sales revenue and production data...

1st quarter 2020

Income statements in \$1,000s (except share)	THREE MONTHS ENDED	
	MARCH 2020	MARCH 2019
Net sales revenue	\$1,099,788	\$1,195,637
Gross profit	\$318,920	\$347,439
Operating income	\$107,513	\$167,112
Net income	\$69,695	\$127,945
Diluted earnings per common share	\$0.45	\$0.80
NET SALES REVENUE		
Motorcycles	\$899,365	\$964,575
Parts & Accessories	\$134,685	\$159,703
General Merchandise	\$49,160	\$55,401
MOTORCYCLE SHIPMENT DATA <small>NOTE: H-D MOTORCYCLE SHIPMENT DATA IS NOT THE SAME AS RETAIL REGISTRATIONS</small>		
United States	33,024	34,505
Exports	19,949	24,386
Total H-D	52,973	58,891
PRODUCT MIX		
	MARCH 2020	MARCH 2019
Touring	21,597	25,043
Custom	20,131	20,451
Sportster/Street	11,245	13,397
Total	52,973	58,891
RETAIL SALES OF H-D MOTORCYCLES:		
	MARCH 2020	MARCH 2019
United States	23,732	28,091
Canada	1,466	1,948
EMEA	7,730	10,797
Asia Pacific Region	5,752	6,074
Latin America Region	1,759	2,241
Total	40,439	49,151

being of our employees and the Harley-Davidson community in every decision we make. Our brand is rooted in community, and we care deeply for all of those who have been personally

affected.

"We also honor the heroes working tirelessly to bring care, relief and an end to this terrible pandemic.

Continues on page 8 >>>

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