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

### H-D Business Overhaul Intended to "Rewire The Company for Success" - 'Hardwire' 5-year Strategic Plan Due by Year End

SEPT 2020  
ISSUE #254

Harley-Davidson has announced some of the actions it has taken to "rewire the company", stating that it is "setting the foundation for a 5-year plan as the most desirable motorcycle brand in the world." The company has also reported 2020 financial results for Q2 and the ongoing actions it is taking to manage the impacts of COVID-19 on its business.

"I'm very pleased with our accomplishments in these times of extraordinary challenges and uncertainty," said Jochen Zeitz, Chairman, President and CEO, Harley-Davidson. "Through all of this, we have made significant progress toward the goals of The Rewire, the positive feedback from key stakeholders and the early impacts we are seeing in the marketplace are very encouraging.

"A total rewire is necessary to make Harley-Davidson a high-performance company. Building on our strong brand legacy, we are reinvigorating our core profit driving business - powered by our strongest dealers, most exciting

products and careful inventory management, while focusing on the most important opportunities for future expansion.

"We're overhauling our operating model and our product plan and are rewiring our market structure and organization to focus on the strengths of our brand and company. We are now working on our new 5-year strategic plan, The Hardwire, which will be grounded in enhancing the

“ refined line-up, high-impact launches ”

desirability of our brand and protecting the value of our iconic products."

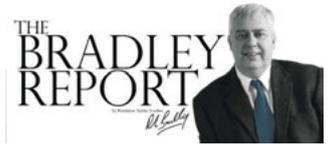
*At the heart of the new operating model is a much needed and long overdue reduction of complexity and an ability to react to business needs and opportunities with increased speed.*

"Vast changes to the company's operating model under The Rewire include all areas of the business globally, from commercial operations to center-led support functions. Significant work has been undertaken to eliminate duplication, inefficiencies and complexity throughout the organization. As previously announced, the streamlined structure requires 700 fewer positions across our global operations."

The company says it also plans to "rewire its product offering to more precisely match customer desires and to strengthen the value of its products" with a refined motorcycle line-up and high impact product launches. The company says it will also improve product timing and go-to-market plans "to achieve the greatest market impact."

**Highlights of the new approach include streamlining planned motorcycle models by approximately 30 percent; balancing investments between current stronghold categories**

Continues on page 8 >>>



**PAGES 20-23**



INDIAN JD 107 LE  
BY KLOCK



INDIAN S&S



'VisiOne'



This is 'VisiOne' by Debenedetti & Fiordi Designers in Italy - an exceptional 1,600 cc Buell XB12 - see pages 32/33 ...

# IT'S A GOOD DAY TO RIDE



2 0 0 + B R A N D S  
7 W A R E H O U S E S  
1 0 0 0 ' S O F A M E R I C A N V - T W I N P R O D U C T S

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**POST MASTER**

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

**PRINT BY WARNERS MIDLANDS**  
**BOURNE, LINCOLNSHIRE, GB**

**ISSN 1465-7627**



**COMMENT - Goodbye Bronx - Or Is It Au Revoir? ..... 4**

As CEO Jochen Zeitz continues to tease with snippets of his project 'Rewind' new five-year corporate plan, there are inevitably as many questions as answers so far. China? Brazil? Thailand? India? Street? Bronx? Livewire?



**FEULING W3 ..... 58-59**

The late, great Jim Feuling was a larger than life character, and among his legacies, few are larger than the extraordinary and extraordinarily good three-cylinder W3 - now fully restored and headed for Laguna Seca!



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As the Dutch distributor gets set to replicate its brand success in Europe's 'Metric' market, a selection of the company's latest and best inventory additions.

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**2019/2020 9TH EDITION**

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# Goodbye Bronx - Or Is It Au Revoir?

**No real surprises in Harley-Davidson's Q2 results - the market is down (for obvious as well as ongoing reasons), Harley can't sell enough bikes, in Q2 couldn't make any either, and the Profit & Loss statement makes you want to cry.**

There is only one real surprise in newly minted CEO Jochen Zeitz' latest batch of insights into the upcoming 'Rewind' five-year strategic plan. Apparently, flesh will be added to the bones at the end of the year, but meanwhile we know enough to be optimistic, but not enough to be excited.

In practical terms, the headline news is of a 30% reduction in available model variants - there have been too many Tourers, Softails and Sportsters for years, but not enough platform diversity.

Leaving aside the Street, there are basically two engine families - Sportster and M-8 - but rather than outreach, Harley has been the master of introspection in recent years. It has been locked into a circle dance of Touring and Softail navel contemplation.

The good news is that Harley will go ahead with the 60-degree V-twin for the 1,250 cc Pan America Adventure Tourer for MY2021, but the 975 cc iteration for the Bronx Streetfighter is, at best, on the back burner for the foreseeable future. That is the one and only real surprise.

I'm not going to rush to the defence of the Bronx, as unveiled so far, as a thing of beauty that will have Ducati running scared, it isn't, and it wouldn't have been.

Neither am I unrealistic about the relative business opportunities that the two sectors - Streetfighters and Adventure Tourers - represent for a company such as Harley, especially given the largely rural and suburban spread of the existing (though soon to be shrunk) dealer network.

The fact is that Adventure Tourers are selling well and Streetfighters never really have done - they have always been a niche bike ever since they first appeared in Germany and the UK in the early 1990s - and there's another clue, they aren't exactly a contemporary concept.

Then again, as the original rutted cart track, hill climbing bike style of the earliest years of 'American motorcycling', it could be said that Adventure Tourers aren't exactly 'Rad' either - but if a company like BMW can sell zillions of them (there's not exactly a lot of Atacama Desert in Bavaria!), then in a market where more than 50 percent of the land isn't developed at all (no urban development, no agriculture, no gas stations), then if that isn't a domestic business opportunity for a domestic made motorcycle that is designed for domestic riding, then what is?

So there is compelling short to medium term business sense to Zeitz' plans (and goodness knows, the Harley balance sheet is going to need some of that!) and the more so since, as it happens, downtown is as much their native habitat as off-road - they're not called Dual Sports for nothing. Anything up to 80 percent of the miles done on Adventure Tourers are in fact urban and suburban, whereas Streetfighters are a ticket magnet on the open road, a liability in traffic and need twisties.

In many ways, Streetfighters are as idiosyncratically European as, in reality, Adventure Tourers are pure Americana - go anywhere, good at everything muscle.

That said, Streetfighters do have demographics on their side, especially in the context of Harley and the need to bring new entrants into the tribe.

So far Zeitz has proven to be an interesting paradox. In corporate terms, he is the ultimate Renaissance 21st century man. Yet, so far, he is also proving that he is just as capable of being cognizant of legacy and the core customer, as one would think he would be of 'outreach', and the eternal search for 'fresh fish'.

And, with being a man with an international perspective, one would have thought he'd have been all over the Bronx. The one thing, hopefully, that he will be all over, needs to be displacements of the new, modular Revolution Max engine.

Paradoxically, his decision to press ahead with the Pan America, but stall the Bronx, means Harley is going to be continuing to major on large displacement machines at a time when middleweights and lightweights are the 'choix du jour'.

Lightweights are generally defined as being in the 200 to 500/550 cc bracket, with middleweights coming in at around 600/650 cc, up to around 975 cc - which is where the first iteration of Harley's middleweight, the Bronx, was going to live.

Generally speaking, heavyweights are regarded as starting as soon as you get into four figures.

If Zeitz' game plan is to husband resources and focus on one new 'fresh fish' at a time, but has up his sleeve multiple displacements of Pan America quite quickly, then kudos.

Yamaha, Triumph, Honda and BMW have found that the future of the Adventure Tourer is as much on highway as off, especially downtown. They have already been going down the route of lower displacement Africa Twins, Ténéré, GS and Tigers, all having initially flooded their dealers' showroom

traffic with big brothers.

Being discretely hidden away and socially distanced in the forests of Eastern England hasn't stopped our being able to hear the jungle drums or see the smoke signals, and we have been hearing that the Revolution Max will come in four exciting new flavors - the 1,250 and the 975 we all know about already, but 750 and 500 cc iterations have also been planned, or at least muted.

Does Zeitz' 'Rewind' involve multiple flavors of Adventure Tourers eventually, and an improved, lighter weight, more contemporary chassis for the Bronx once the engines have proved themselves in the Pan America? Such a long-term strategy would be more practical than the one tried for with 'More Roads' - especially if it meant that Harley could also renew the Sportster engine platform (overdue) and dump the Street, even if Australians can't get enough of them!

Finally, we are hearing that Harley's Indian manufacturing and Brazil CKD facilities will be toast, but that it might be stuck with the China deal.

“ Adventure Tourers are Pure Americana ”

**Robin Bradley**  
Co-owner/Editor-in-Chief  
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Read AMD's Editorial! Turn to page 46

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and new, high-potential segments; expanding product offerings of its best-selling motorcycles; delivering its first Adventure Touring motorcycle - the Pan America 1250 (in 2021); shifting annual product launch timing from August to early in the first quarter; reinvigorating launch efforts, including collaborations with key influencers to bring the brand and new products to life and drive brand desirability.

Among other plans, the company says it is set to launch a new marketing campaign including a collaboration with DC Comics' "extended universe" movie actor **Jason Momoa** "to celebrate the shared journey and unrelenting spirit of Harley-Davidson." Apparently.



## Growth Through P&A and General Merchandise

The company says it intends to intensify its focus on its Parts & Accessories and General Merchandise businesses, "encouraging customers to customize their entire riding experience to match their own style. Now part of the new Commercial function, new leadership has designed strategies for each business aligned to the company's motorcycle and market priorities with the goal of delivering a holistic experience in the marketplace."

Internationally Harley plans to "reset" its "global business" to concentrate on approximately 50 markets primarily in North America, Europe and parts of Asia Pacific, the "high-potential" markets that represent "the vast majority of the company's volume and growth potential" and is "evaluating plans to exit international markets where volumes and profitability do not support continued investment - in line with the future strategy."

## Marketing

In a very welcome step, one that smacks of the kind of grass-roots near-market connectivity between sales and marketing that Harley has singularly

failed to embrace in the past 30 years, the company says it also plans to shift resources and marketing investments "into the regions for maximum impact.

"As part of this effort, the company has streamlined regional offices and created new groups of high potential countries that will have the autonomy to drive the business (within a clearly defined framework)." Additionally, the company plans to "optimize" its dealer network to provide an "improved and integrated customer experience." Among corporates, this is generally code for closing down a large number of outlets.

*Harley-Davidson has "revamped its approach to supply and inventory management, focusing on products and initiatives that add value, while significantly reducing discounting and price promotions. This is expected to drive retail pricing to help preserve the value and desirability of Harley-Davidson motorcycles for its customers and brand."*

"All of these efforts of The Rewire aim to provide a better starting point for the future and to build desirability for the Harley-Davidson brand and products."

In its Q2 news release, Harley has highlighted several "Rewire outcomes" that it says it has already been able to bank - such as \$250m in cash savings (excluding restructuring charges) including SG&A and capital reductions expected in 2020; restructuring charges of \$42m that are expected to result in approximately \$100m in ongoing annual savings



**Jochen Zeitz, Harley-Davidson Chairman, President and CEO**

based upon actions taken; a reduction in global dealer inventory of -32 percent with U.S. 2020 new model year motorcycles selling at MSRP on average and used H-D pricing up significantly at retail and auction.

"The Rewire is expected to continue through the end of the year, leading to a first look at the company's 2021-2025 strategic plan, "The Hardwire", expected in the fourth quarter. Building on the foundation and principles of The Rewire, the driver of the new plan will be Harley-Davidson as the most desirable motorcycle



**Pan America Adventure Tourer, captioned: The 2021 launch of the 1250 cc 'Pan America' Adventure Tourer is set to go ahead and rumors suggest that Harley will follow manufacturers such as BMW, Yamaha and Honda with a family of lower displacement variants in subsequent years.**



**The 'Rewire' update does NOT name check the planned new 'Bronx' streetfighter model for 2021, which appears to confirm the widespread speculation that the project is to be dropped - at least for the foreseeable future.**

brand in the world for its customers, employees, community and investors."

In terms of its **COVID-19 Response and Recovery** the company says it "continues to proactively manage its business through the pandemic and has implemented robust protocols to keep workers safe in its factories. Most non-production workers will continue to work from home until the end of the year. Response and recovery plans include supporting global dealers and customers. At the end of the quarter, about 93 percent of our global dealers were open for retail motorcycle sales following pandemic interruptions." Included in the company's broad cost and cash savings measures are SG&A reductions, curtailed capital spending, suspended discretionary share repurchases and a "prudent" approach to dividend payments. The company announced it will pay a third quarter cash dividend of \$0.02 per share, in line with its second quarter dividend. The dividend is payable September 25, 2020 to the shareholders of record of the company's common stock as of September 10, 2020. The company has also further strengthened its strong liquidity position with nearly \$4.7bn in liquidity at the end of the quarter.

## Second Quarter 2020 Results

*Global retail motorcycle sales in the second quarter of 2020 were significantly impacted by COVID-19. Q2 U.S. retail sales finished down 27% compared to the prior year; -22% YTD. European (EMEA) retail sales were -30% Q2; -29% YTD. Worldwide motorcycle retail sales were down -27% Q2 and -23% YTD.*

Revenue from the Motorcycles and Related Products segment was down in the second quarter of 2020 (-53% and -33% YTD). Revenue from motorcycle shipments specifically were -59% in Q2 and -36% YTD. Gross margin and operating margin were down during the quarter, primarily due to lower productivity and absorption resulting from the suspension of manufacturing.

"Second quarter 2020 results reflect the impacts of COVID-19 and also the actions taken in the second quarter to rewire the company. Q2 GAAP diluted EPS was \$(0.60) versus \$1.23 in Q2 2019. Excluding restructuring plan costs and the impact of recent tariffs, adjusted Q2 diluted EPS was \$(0.35) versus \$1.46 in Q2 2019. Second quarter net loss was \$92m on consolidated revenue of \$865m versus net income of \$196m on consolidated



Harley-Davidson sales revenue and production data... **2nd quarter 2020**

revenue of \$1.6bn in Q2 2019. Financial Services segment second quarter operating income of \$5m was down 94 percent driven by an increase in the provision for loan losses related to COVID-19's impact on economic projections. Cash and cash equivalents were \$3.9bn at the end of the second quarter of 2020, compared to \$925m at the end of Q2 2019. Harley-Davidson generated \$610m of cash from operating activities year-to-date 2020 compared to \$496m year-to-date 2019. The company paid a cash dividend of \$0.02 per share for the second quarter of 2020. The company did not repurchase shares on a discretionary basis during the second quarter of 2020. During the quarter, there were 153 million weighted-average diluted common shares outstanding and 18 million shares remained on board-approved share repurchase authorizations. *Given the uncertainty that remains surrounding the impact and duration of the COVID-19 pandemic, the company is not providing financial guidance.*

Income statements in \$1,000s (except share)	THREE MONTHS ENDED		SIX MONTHS ENDED	
	2020 Q2	2019 Q2	2020 Q2	2019 Q2
Net sales revenue	\$669,274	\$1,434,004	\$1,769,062	\$2,629,641
Gross profit	\$107,628	\$454,738	\$426,548	\$802,177
Total operating income	\$(116,099)	\$256,257	\$(8,586)	\$423,369
Net income	\$(92,217)	\$195,631	\$(22,522)	\$323,576
Diluted earnings per common share	\$(0.60)	\$1.23	\$(0.15)	\$2.03
<b>NET SALES REVENUE</b>				
H-D Motorcycles	\$446,738	\$1,128,063	\$1,346,103	\$2,092,638
Parts & Accessories	\$168,708	\$221,258	\$303,393	\$380,961
General Merchandise	\$37,805	\$64,644	\$86,965	\$120,045
Other	\$11,120	\$10,128	\$19,669	\$17,509
<b>MOTORCYCLE SHIPMENT DATA</b> NOTE: H-D MOTORCYCLE SHIPMENT DATA IS NOT THE SAME AS RETAIL REGISTRATIONS				
United States	11,051	41,404	44,075	75,909
<b>WORLDWIDE MOTORCYCLE SHIPMENTS</b>				
Touring	9,709	30,923	31,306	55,966
Cruiser	11,874	22,691	32,005	43,142
Sportster/Street	6,786	15,143	18,031	28,540
<b>Total</b>	<b>28,369</b>	<b>68,757</b>	<b>81,342</b>	<b>127,648</b>
<b>RETAIL SALES OF H-D MOTORCYCLES:</b>				
United States	31,340	42,762	55,072	70,853
Canada	2,287	3,279	3,753	5,227
EMEA Region	10,964	15,619	18,694	26,416
Asia Pacific Region	6,888	7,670	12,640	13,744
Latin America Region	1,233	2,516	2,992	4,757
<b>Total</b>	<b>52,712</b>	<b>71,846</b>	<b>93,151</b>	<b>120,997</b>

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NEWS BRIEFS

Norton

Contrary to rumors, speculation and expectations, it looks like the creditors left holding the baby when Norton Motorcycle (UK) Limited filed for bankruptcy in the UK in January this year may well get their money back after all - including several hundred people who invested some of their pension pots into one or more of the pension plans that ex CEO Stuart Garner appeared to have used/misused to prop the business up. According to the statutory 'Statement of Affairs' prepared by the bankruptcy managers, if the assets remaining to be sold realize anything close to market value, then there should be enough left to pay off all creditors, with a surplus.

**BRP has launched a new pilot project - Uncharted Society - to offer "experiences to explore epic playgrounds" on Sea-Doo, Can-Am or Ski-Doo vehicles. More than 40 "expertly curated experiences" are on offer in USA "from the Grand Canyon, Zion National Park and the Gulf of Mexico to the Rockies, Joshua Tree, and many more bucket-list destinations."**

This year's Las Vegas Bike Fest is cancelled. Originally planned for October 1-4, the 20th anniversary event is now slated for September 30-October 3, 2021.

Indian MOTORCYCLE

**Indian has issued a recall for certain 2019 Scout and Scout Bobber motorcycles equipped with Anti-Lock Brake Systems due to a possible reduction in brake performance. After the manufacturing process, air may remain trapped within the brake system - dealers will be asked to perform a brake fluid bleed of the front and rear ABS to evacuate the air.**

Before the decision to (apparently) cancel or at least postpone entry into the streetfighter market in MY2021 (with the 'Bronx'), it would appear that Harley had planned for four sizes of its new liquid-cooled 60-degree V-twin Revolution Max to be developed, initially with the 1,250 cc powering the Pan America (as confirmed by CEO Jochen Zeitz for MY2021) and a 975 cc in the Bronx - with 500 and 750 cc iterations also at varying stages of preparation.



<<< Continued from back page

economic slowdown.

**Motorcycles segment sales, including PG&A, totaled \$141m, down 28% compared to the second quarter of 2019, driven by decreased sales of both Indian Motorcycle and Slingshot.** Polaris motorcycles segment sales were down driven by the COVID-19 related temporary suspension of production that impacted shipments primarily in April. Gross profit for the motorcycle sector for second quarter was \$4m compared to \$23m in the second quarter of 2019.

**North American consumer retail sales for Indian Motorcycle increased mid-teens percent during the second quarter of 2020 in a weak mid to heavy-weight two-wheel motorcycle industry that was down high-teens percent.**

North American consumer retail sales for Polaris' Motorcycles segment, including both Indian Motorcycle and Slingshot, increased low-twenties percent during the second quarter of 2020, while the North American motorcycle industry retail sales for mid to heavy-weight motorcycles, including three-wheel vehicles, was

down high-teens percent in the second quarter of 2020.

**Despite the strong retail sales, Polaris Motorcycles segment sales were down driven by COVID-19 related temporary suspension of production during the quarter.**

The 2020 second quarter net loss includes a \$379m pre-tax, non-cash goodwill and other intangible asset impairment charges related to the company's aftermarket business, principally **Transamerican Auto Parts (TAP).**

Gross profit decreased 24% to \$333m for the second quarter; reported gross profit margin was 22.0% of sales. Income from **financial services** was \$25m for the second quarter of 2020, up 28% - primarily due to the strong North American retail sales demand during the quarter.

**Off-Road Vehicles ("ORV") and Snowmobiles segment sales, including PG&A, totaled \$953m for the second quarter of 2020, down 9% due to a decline in side-by-side sales.** PG&A sales for ORV and Snowmobiles combined increased 17%; gross sector profit decreased 15% to \$252m.

**ORV wholegood sales for the second quarter of 2020 decreased**

14%. Polaris North American ORV retail sales increased over 60% for the quarter, with both side-by-side vehicles and ATV vehicles up significantly. The North American ORV industry was up over 60% compared to the second quarter last year.

**Snowmobile wholegood sales in the second quarter of 2020 were \$12m compared to \$16m in the second quarter last year.**

**Boats segment sales decreased 28% to \$132m in the 2020 second quarter compared to \$182m in the 2019 second quarter.** Gross profit decreased 54% to \$19m or 14.1% of sales in the second quarter of 2020, compared to \$41m or 22.2% of sales in the second quarter of 2019.

**2020 Business Outlook** - The company re-initiated its sales and adjusted earnings guidance for the full year 2020. Adjusted net income is expected to be in the range of \$6.40 to \$6.60 per diluted share for the full year 2020 compared to adjusted net income of \$6.32 per diluted share for 2019. Sales are now expected to be in the range of \$6.650bn to \$6.750bn, flat to down two percent compared to 2019 adjusted sales of \$6,783m, due to the pandemic-driven plant shutdown in the second quarter 2020.



"We couldn't be more pleased with the response to the class-leading Challenger."

Sources: AMD, IDN, FT, Reuters, PSB, MPN, B&B, BDN, MCN, AP, Bloomberg, MSNW, Electrek, electricmotorcycles.news, RideApart.com, Motor1.com

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NEWS BRIEFS

**Polaris Inc. announced today the declaration of a regular quarterly \$0.62 per share cash dividend payable on September 15, 2020 to shareholders of record at the close of business on September 1, 2020.**

The female participants of Royal Enfield's BUILD, TRAIN, RACE program spent two days working with AFT racer Johnny Lewis at the Viola, Wisconsin S&S Cycle Speed Ranch last month. S&S created an oval dirt track out of a former horse racing circuit on land owned by the company to celebrate its 60th anniversary with a weekend of racing and general tomfoolery. However, they are continuing to maintain and groom it for use for special events, training and product development purposes - oh, and 'cos it's fun!

**In addition to the Drag Specialties sponsored 'King of The Baggers' race at Laguna Seca, the rescheduled MotoAmerica Superbike Speedfest at Monterey, California (October 23-25), will also now stage a hillclimb event that will see racers attempting to tame the hill that is home to the famous Corkscrew. The event will be produced by Elevated Action Sports (EAS), an extreme moto company based in the San Francisco Bay area that has been hosting motoclimb and extreme enduro races since 2015. Rumors that 'KOTB' Grand Marshall Don Emde may be tempted out of retirement for a one-time burst of derring-do are regarded as "premature."**



These days under Chinese ownership, the storied and once hugely popular Italian SWM (Speedy Working Motorcycles) brand has signed a domestic U.S. distribution deal with Watertown, South Dakota based Central Powersports Distribution. Initially founded in 1971 near Milan, SWM made Observed Trials, Enduro, MX and off-road Sachs and then Rotax engine 50, 100, 125 and 250 cc bikes until 1984. Reborn in 2014, the current range features lightweight singles.

# Indian Motorcycle and S&S Cycle to Race at Inaugural 'King of the Baggers' Invitational Laguna Seca, California, October 23 - 25

Indian Motorcycle is aiming to 'Take It' to the entire field of Harley custom Baggers at the inaugural Drag Specialties 'King of the Baggers' invitational in October (rescheduled from July) when, in collaboration with S&S Cycle, it will race a modified Indian Challenger at the Laguna Seca Raceway, piloted by the highly decorated racing champion Tyler O'Hara.

Among the 14 teams invited to the first-ever 'King of the Baggers' race, S&S is the only Indian Challenger entry. Set to face off against a field of 13 Harley-Davidson Baggers, the appropriately named Indian Challenger is boasting "superior out-of-the-box performance, including a best-in-class 122 horsepower, an inverted front suspension and a hydraulically-adjustable FOX rear shock," according to Indian.

"When the Indian Challenger was released last October, it set a new standard for performance-oriented stock Baggers and offers the ideal platform from which to base our race modifications," said Paul Langley of S&S. "That said, we're leaving no stone unturned when evaluating the modifications needed to be successful at Laguna Seca."

O'Hara brings a diverse racing background to the event, having won titles in Supersport, Supermoto, Motocross and Flat Track racing. O'Hara also brings significant experience at Laguna Seca.

"I'm thrilled to not only be racing in



the 'King of the Baggers' event, but to be piloting the only Indian Challenger in the field. It's an incredible opportunity for me, and I expect it will be a ton of fun," said O'Hara. "The Challenger is a remarkable machine in its stock form, but I know the S&S team will be working its magic to give us the best chance to be successful come race day."

"Just like the rest of the racing community and motorcycle industry, we cannot wait to see fourteen Baggers ripping around Laguna Seca," said Gary Gray, Vice President Racing, Technology and Service for Indian Motorcycle. "That said, we're extremely proud to be the lone Indian Motorcycle in the field, partnering with our friends, the elite innovators at S&S."

The 'King of the Baggers' event will be part of the MotoAmerica Superbike Speedfest at Monterey on October 23-

25. The inaugural race will join the premier MotoAmerica Superbike, Supersport, Liqui Moly Junior Cup, Stock 1000, Twins Cup and Heritage Cup racing.

Facing a field of nothing but Harley-Davidsons, 'King of the Baggers' serves up a compelling extension of Indian Motorcycle's Challenger Challenge program, a mobile demo tour and dealer test ride program that encourages motorcyclists to test ride the Indian Challenger head-to-head against the Harley-Davidson Road Glide Special.

"We've seen incredible consumer response to the superior features and benefits of the Challenger when compared directly against the Road Glide," said Gray. "King of the Baggers takes that comparison to an entirely different level as we face off against the field at Laguna Seca."

[www.IndianMotorcycle.com](http://www.IndianMotorcycle.com)

## Motorcycle Storehouse Goes Metric

As Motorcycle Storehouse approaches its fourth decade supporting the two-wheel industry, the Dutch distributor has finally bowed to the inevitable and launched its first standalone MCS Metric catalog. Although Motorcycle Storehouse has its roots deeply in the Harley market, in fact initially starting out as a specialist vintage Harley service, repair and restoration business, the company's logistics and buying contacts, particularly around the European motorcycle market, have made this a decision whose time has come. The distributor landscape in the



'metric' market in Europe has always been highly competitive, but new entrants and a series of mergers and acquisitions have made it even more so as unit sales recovered from the effects of the 2007 - 2009 financial crisis.

With more dealers, especially in Europe, taking advantage of as many of the business opportunities their local market offers, Motorcycle Storehouse has an opportunity to migrate its established and recognized name and branding into pastures new, and as a

kick-off, 768 pages of parts, accessories, service items, components, tools and workshop equipment isn't a bad start!

Brands included range from Champion and All Balls to Moto Master, Ison and TRW.

[motorcyclestorehouse.com/catalogs](http://motorcyclestorehouse.com/catalogs)

Sources: AMD, IDN, FT, Reuters, PSB, MPN, B&B, BDN, MCN, AP, Bloomberg, MSNW, Electrek, electricmotorcycles.news, RideApart.com, Motor1.com

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NEWS BRIEFS

**Santa Cruz, California based Zero Motorcycles has announced a 'Cash for Carbon' motorcycle trade-in program. Consumers trading gas motorcycles towards the purchase of new electric motorcycles from Zero get an additional \$1,500 in value.**

Warren Buffett (of Berkshire Hathaway/BH fame) loaned some \$300m to Harley during the 2007/9 financial crisis. "It was the bridge we needed to get us through a rough time," then H-D CFO John Olin said in 2014. BH is said to have made around \$150m in profit from the five-year loan. H-D is said to have tried to renegotiate the terms of the loan at one stage - the 'Sage of Omaha' is said to have declined the kind invitation to do so. However, he could have made more than \$1bn if he'd invested \$300m in H-D stock over the same period: "I knew enough to lend them money, I didn't know enough to buy the equity," said Buffett.



**Brembo, both directly and through its parent company Nuova FourB, has completed the acquisition of a "long-term" 4.99% stake in Milan based tire maker Pirelli S.p.A. Taken over by China in 2015, a 2017 IPO saw 40% of Pirelli's equity refloated on the Milan Bourse. Brembo revenues for the first half of 2020 amounted to €951.1m (-28.2%) at an EBITDA margin of 15.1%/€143.3m; EBIT margin was 4.1%/€38.8m. Net investments for the period amounted to €73.4m; net financial debt was €597.5m.**

As at August 3rd, PRI President Dr. Jamie Meyer said that the organization was still committed to seeing the 2020 PRI Trade Show go ahead. However, slated for December 10-12 at the Indiana Convention Center, at the time of writing, a final, formal approval from the Marion County Health Department was still required and pending. Meyer stated that PRI "is committed to helping the racing community get through the challenges it currently faces due to the coronavirus pandemic. Providing the racing industry with a venue where they can conduct business safely, efficiently and productively is PRI's top priority."

OptiMate Battery-Saving 'Insurance'

The COVID-19 pandemic is changing everyone's daily habits, except for at least one - that 'bad' habit of forgetting to charge and maintain a motorcycle battery.

It is only once riders find out the battery is dead that they realize they need a solution that will save their riding plans. TecMate's range of OptiMate battery saving chargers "are able to save dead-flat batteries other chargers can't - it's battery 'insurance' for rider and dealer alike."

In the past, dealers may have been tempted to think, "why sell battery chargers able to save riders' batteries when instead I could be selling more batteries?" Well, that kind of thinking just doesn't sit well with consumers these days and, besides, there are two solid business reasons for carrying OptiMate battery saving chargers.

If a battery is still within the warranty period, there's almost always a dispute with the customer about who is at fault, and telling a customer he's been foolish never ends well. It almost always ends with the dealer having to eat the claim just to maintain goodwill.

Customers come back because of good service, so a dead battery is a golden opportunity to retail their loyalty if it is handled creatively. "My tip is to use an OptiMate PRO battery charger to bring that battery back to

life and then sell a single-user OptiMate to the rider as an 'insurance policy'. You can also upsell each battery sale with an OptiMate to add value to the sale and make a customer into a friend you help to never have battery issues," says TecMate's Martin Human.

"When it comes to saving batteries, OptiMate knows how to save AGM, GEL and STD lead-acid batteries as well as Lithium (LiFePO4) batteries - we have been doing it since 1994 and the OptiMate 3 is the most trusted battery charger for riders and motorcycle OEMs alike, able to save a 12V lead-acid battery from as low as 2 volt, with the OptiMate 4 dual program going lower still to 0.5 volt and offering even more comprehensive recovery methods.

"When it comes to 12.8V Lithium/LiFePO4 batteries, they do need special care when voltage has

OptiMate 4 dual programme



OptiMATE



OptiMate lithium 4S 5 amp

dropped below 8 volt.

"The OptiMate Lithium 4s0.8A, known as the rider's charger, and OptiMate Lithium 4s5A, the PRO/dealer level charger, are able to save a Lithium battery from as low as 0.5 volt, or it will warn if that battery has suffered fatal damage.

"OptiMate's propriety 'test and save' recovery technology continuously measures the battery's reaction as it applies gentle pulsed current and, if normal, it continues charging, if not, it stops and warns that the battery is unserviceable. That's why OptiMate Lithium chargers are globally recommended by Honda, Yamaha, Kawasaki and KTM, and Husqvarna have their own co-branded OptiMate Lithium.

"If an OptiMate battery saving charger cannot successfully bring a 'dead' battery back to life, nothing can," says Martin.

[www.optimate1.com](http://www.optimate1.com)

MAG Connection Connects its Dealers with More Vendors

France based purchasing portal provider, distributor, buying consortium and vendor representation specialist MAG Connection has been adding voraciously to the brands that it is able to make available to its dealers in Europe.

Additions from the United States and Europe include **American Suspensions; Arrow Exhausts**

(Italy); **Campbell, California based custom bike builder essentials specialist Bung King; Corbin Saddles; Dead Center Cycles** (Lacey, Washington); **D&D Exhausts** (Texas); **Dirty Bird Concept** - John Shope's Phoenix, Arizona based bagger parts emporium; **Doug Custom** (LaCrosse, Wisconsin, custom parts); **ODC Suspensions** (Italy);

**Platinum Air Suspensions** (Mike Ferris, Fullerton, California); **RWD** (Russ Wernimont); **Speed Merchant; TAB Performance** (exhausts, Lincoln, Nebraska); **TBR Racing Exhausts** (California) and **Zippers Racing** performance products.

Look for product line news in upcoming editions of AMD Magazine.

[www.mag-connection.com](http://www.mag-connection.com)



Sources: AMD, IDN, FT, Reuters, PSB, MPN, B&B, BDN, MCN, AP, Bloomberg, MSNW, Electrek, electricmotorcycles.news, RideApart.com, Motor1.com



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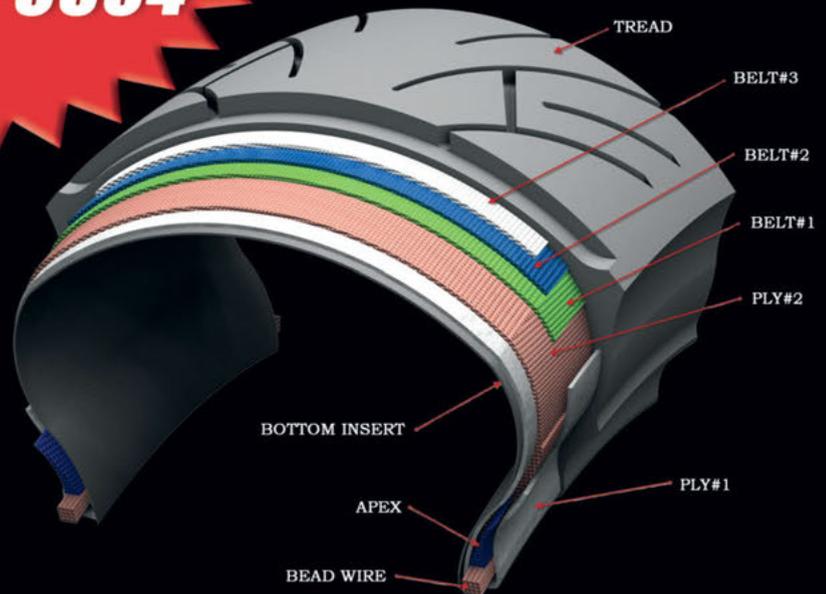
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# NEWS BRIEFS

Originally scheduled for June, the 2020 iteration of the Biarritz, France based Wheels and Waves celebration of all things Moto Culture and associated Flat Track Racing and 'Punks Peak' Hill Climb has been cancelled for a second time. It had been rearranged for September 3 to 6 this year, but the organizers have now had to 'wave the white flag of surrender' and hope to be able to stage a 10th Edition in June 2021.



**New EU standards will include 'crash testing' with helmets having to undergo impact tests at oblique angles. Testers will use 45-degree angle impacts to measure how add-ons such as helmet-mounted Bluetooth comms and action cameras affect energy absorption and rotational protection during a crash. The new requirements will co-exist with the current ECE 22.05, replacing them completely (as ECE.06) in 2023.**

The AMA withdrew its three-man United States team from the 2020 FIM Motocross of Nations just two weeks before the event itself was cancelled. The event had been slated to be staged in the UK (September 25-27). Billed as the "Olympics of Motocross," the MXoN has been staged every year since 1947. The 'winningest' country in MXoN history with 22 wins to its name, the USA last brought the Chamberlain Trophy back to home soil in 2011.

**In the absence of being able to race at Austin, Texas (or elsewhere outside Europe in the rescheduled season), the spectacular, twisting, undulating Autodromo Internacional do Algarve, Portimao, Portugal, is to make its MotoGP debut hosting a 15th and season final race on November 20-22nd. The Autodromo has been the reserve track for MotoGP since 2017; the venue has been on the WSBK calendar for some time. This will be the first MotoGP in Portugal since Estoril in 2012.**

Fox Factory Holding Corp (the parent company of FOX Shocks etc.) reports "resilient" second quarter sales down by -4.7% (\$183.1m) with a gross margin increase of 40 bp to 32.8%. Net income attributable to FOX stockholders was \$12.6m, or 6.9% of sales and \$0.32 of earnings per diluted share, compared to \$22.9m or 11.9% of sales and \$0.59 of earnings per diluted share in the same period last fiscal year.

## MEC - KessTech and Cult-Werk in Joint Venture



German exhaust sound specialists KessTech and Austrian parts and accessory designer Cult-Werk have created a new joint venture company called MEC GmbH - The Motorcycle Equipment Company.

MEC will operate the KessTech and Cult-Werk brands under one roof in a merger that is described as creating "an unparalleled combination of strong and symbolic cult brands. The new MEC is perfectly positioned to enable bikers to realize their dream of the perfect motorcycle."

Owners and Co-CEOs Mario Altendorfer and Christian Schütte say that they are "constantly thinking outside the box to make riders' dream bikes come true. The new partnership with Cult-Werk creates the ideal mix of bikers, engineers, technicians, financiers, designers, Q-managers, marketers, buyers, web designers,

graphic designers, sales people, technicians, warehouse staff, welders, event managers and more - a broad based team whose specialist skills complement each other perfectly to master new challenges.

"KessTech and Cult-Werk products stand for optimal functionality, increased performance, perfect design, high quality and ergonomics. The result is a unique company for high-quality equipment parts such as exhaust systems, fenders, rear ends and license plate brackets to make every motorcycle unique.

"The strength of KessTech in sales, technology, homologation and processing is combined with the fine feeling for trends, design and



marketing of Cult-Werk. The combined company will have its headquarters at KessTech in Obertheres, Germany, and an R&D Center at Cult-Werk in Aigen-Schlägl, Austria.

[www.the-mec.com](http://www.the-mec.com)  
[www.kesstech.de](http://www.kesstech.de)

## Harley Announces Chief Digital Officer

In another sign that recently appointed CEO and President Jochen Zeitz is intending to "push all the buttons" when it comes to dragging Harley-Davidson kicking and screaming into the 21st century, the company has announced the appointment of Jagdish Krishnan as Chief Digital Officer.

In its release the company explains that "a holistic, forward-focused consumer experience will be central to Harley-Davidson's long-term strategy. The new role of Chief Digital Officer is responsible for building relationships with existing and new consumers by providing best-in-class digital experiences connected to the Harley-Davidson brand.

"In this role, Krishnan will lead the development of a new digital strategy that will enable the company to deliver the most desirable customer retail experience, whether online or in dealerships, with innovative, direct-to-consumer technology supporting eCommerce and dealer digitization.

"This includes building seamless and satisfying digital interfaces with products, services, commerce and Harley-Davidson's global dealer network. To enable this strategy, Krishnan will lead the modernization of Harley-Davidson's global information systems that support all business operations.

"The creation of this new role and focus is part of The Rewire, the company's efforts to, among other things, overhaul its operating model and provide a better



starting point for the future. The Chief Digital Officer is one of several roles and functions created or elevated to report directly to Chairman, President and CEO Jochen Zeitz to build desirability for the Harley-Davidson brand and products." Zeitz is quoted as saying that "Harley-Davidson is all about experiences, and an enhanced digital experience is absolutely critical for us to make our GIS [Geographic Information System] and digital capabilities more customer-centric.

"We will take a completely different approach to applying digital technology across the company to fundamentally change how we operate and create value. To deliver on our objectives, we must have an innovative and high-

performance IT function.

"We need to be a high-performing team with cutting edge leadership to move us forward. Jagdish is exactly the right leader and he will ensure we connect with our customers at all touch-points." Krishnan is described as having more than twenty years of experience leading digital transformation and "brings strength in partnering with business stakeholders, leadership and customers to identify needs and deliver solutions to position organizations for advanced growth."

Most recently, he served as Vice President and Chief Digital Officer at Bose Corporation, where he championed the transformation of the business model and the operating model leveraging digital technologies. Prior to Bose, he was with Deloitte & Touche and Patni Computer Systems, where he had a broad mix of experiences including P&L responsibility, information security, enterprise software deployment, programming and IT operations.

Krishnan earned a Bachelor of Science with honors in computer engineering from Pune University and a Master's degree in data communication and distributed systems from Oxford University.

The Rewire is expected to continue through the end of the year, leading to a first look at the company's 2021-2025 strategic plan, The Hardwire, expected in the fourth quarter.

Sources: AMD, IDN, FT, Reuters, PSB, MPN, B&B, BDN, MCN, AP, Bloomberg, MSNW, Electrek, electricmotorcycles.news, RideApart.com, Motor1.com



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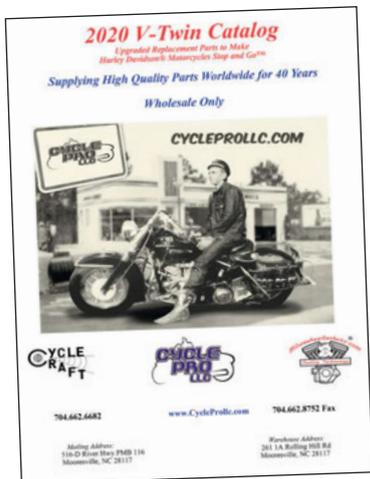
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# Cycle Pro Service Parts



Boise, Idaho based HardDrive (WPS) continues to add to its V-twin product line with several new brands and many new products from existing brands now available and ready to ship to its U.S. dealers - from National Cycle screens to ODI Lock-On V-twin grips, from Flo Motorsports adjustable levers and MX style footpegs to KB Super Duty Series pistons, BOSS and METRA audio products and a wide range of replacement service items from Mooresville, North Carolina based Cycle Pro. Cycle Pro new products in 2020 inventory at HardDrive include cam chain sprockets, clutch and brake master cylinder repair kits, caliper rebuild kits, fuel injectors and, for late model Harleys, oil pressure sending units.

WPS/HardDrive completed a new 245,000 sq ft warehouse at Midway, Georgia, in January this year as an upgrade to its former Memphis, Tennessee facility. The company also completed expansions at its California facility and Idaho headquarters warehouse in 2019 - taking its six strong distribution center network in the United States (which also includes Texas and Pennsylvania) to over 1 million sq ft in total.



# Indian JD 107 LE by Klock

In what has now become a time-honored annual ritual, Indian Motorcycle has teamed up with Brian Klock and Jack Daniel's - this year for a Limited Edition Indian Roadmaster Dark Horse – of which 107 examples will be built worldwide to commemorate JD's Gentleman Jack whiskey.

This is the fifth consecutive year the three amigos have united to celebrate American craftsmanship through an exclusive offering of a Jack Daniel's-inspired Indian motorcycle, and the premier 107, a double-charcoal mellowed whiskey designed to embody Jack Daniel's Gentleman Jack, a premier example of the legendary whiskey maker's meticulous crafting process and a nod to the brand's original gentleman distiller, Gentleman Jack himself.

Features include new Ride Enhancing Technology such as Indian's all-new Pathfinder Adaptive LED headlight



and Pathfinder S LED driving lights and ClimaCommand Rogue heated and cooled seat. Riders will also receive the luxuries of the industry-leading Ride Command infotainment system, now with Apple CarPlay integration, as well as traffic and weather overlays, controls for Bluetooth and USB audio source, navigation and extensive customization capabilities.

A full suite of premium amenities includes an upgraded 600 watt PowerBand audio system, heated hand grips, an adjustable flared Klock Werks windscreen, remote-locking slammed saddlebags and trunk and precision-machined wheels with a 19-inch front. Power is from the Thunderstroke 116 air-cooled V-twin engine with 126 ft-lbs of torque. Pricing starts at \$38,999.

# SEMA cancelled



The Diamond Bar, California based Specialty Equipment Market Association (SEMA) announced August 5 that due to COVID-19 and concerns that event facilities and services will be unavailable, the SEMA Show will not be taking place in 2020.

"While both event organizers and industry members have been working tirelessly to deliver an outstanding SEMA Show in November, mounting

uncertainty has rendered continuing with the event inadvisable. SEMA expects the decision will bring much needed clarity to an uncertain picture and will help exhibitors, attendees and partners plan accordingly." Recent SEMA Show survey results are said to have indicated interest in a possible virtual trade show with related live elements. SEMA will be working with industry members

to determine interest levels on specific alternatives. "The SEMA Show is committed to furthering businesses in the automotive specialty equipment market, and to providing manufacturers and buyers with the best opportunity to connect, promote new products and discover new trends," said Chris Kersting, SEMA President and CEO.

# Briggs & Stratton Enters into Chapter 11 and Sale Agreement



Milwaukee's Briggs & Stratton (founded in 1908), a "recognized global leader in providing power to get work done," has entered into a definitive stock and asset purchase agreement with New York based equity investor KPS Capital Partners, LP (KPS).

Under the terms of the agreement, an affiliate of KPS formed for purposes of this transaction has agreed to acquire substantially all of the company's assets and assume certain customer, employee and vendor liabilities, and will act as the stalking-horse bidder

through a court-supervised sale process (known as a Section 363 process). Among other things, the sale agreement is subject to higher or better bids from other potential purchasers. Todd Teske, Briggs & Stratton's Chairman, President and Chief Executive Officer, stated: "Over the past several months, we have explored

multiple options with our advisors to strengthen our financial position and flexibility. The challenges we have faced during the COVID-19 pandemic have made reorganization the difficult but necessary and appropriate path forward to secure our business. It also gives us support to execute on our strategic plans to bring greater value to our customers and channel partners. Throughout this process, Briggs & Stratton products will continue to be produced, distributed, sold and fully backed by our dedicated team."

[www.briggsandstratton.com](http://www.briggsandstratton.com)

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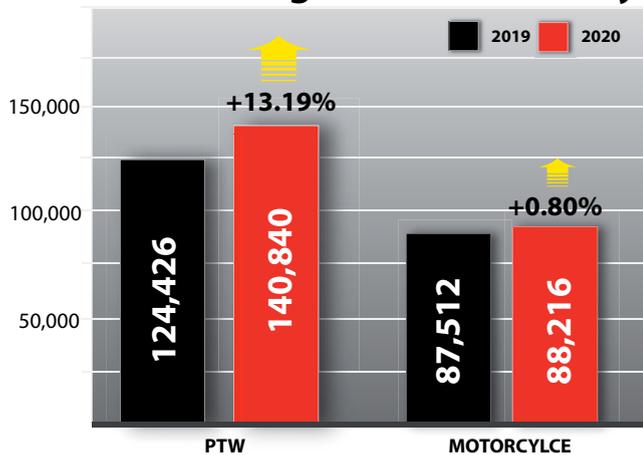
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# Germany to July 2020

Germany's apparently relentless march to market recovery succeeded in July with the latest data from the IVM, the motorcycle industry trade association in Germany, showing new model registrations at an impressive +41.25% for the month (17,339 units), and now running at +0.80% for the YTD (88,216 units). In the context of 2020, the motorcycle registration statistics in Germany for 2020 so far have been remarkable. Having been +37.14% (4,446 units) in January and -3.98% in February (9,252 units), motorcycle registrations were -18.70% in March (16,581 units) and -28.14% (12,064 units) in April, but started to recover spectacularly in May (+6.33%/14,524 units) and June (+21.64%/14,010 units), suggesting that demand hasn't gone away, with consumers buying when they judge the moment is right. Indeed, in total PTW terms, it looks very much like the theory that the urban mobility and isolation messages that PTWs have in their favour are being taken up by commuters. Total PTW registrations in July in Germany were a massive +54.95% over July 2019 with

29,977 new models registered in total, putting growth for the YTD at a healthy +13.19% (140,840 units). In motorcycle market share terms, BMW remains 'Top Dog' in its home market with a modestly reduced 21.86% share YTD (19,287 units sold) and six models in the top 20 best sellers in Germany YTD, followed by Kawasaki, Honda, KTM, Yamaha and Harley-Davidson in sixth place with an 8.14% market share, with 7,179 units sold YTD. The top selling model was the BMW R 1250 GS (6,653 units YTD), with Harley's top seller in Germany being the Street Bob (900 units sold YTD) in 26th spot, followed by the Sport Glide (527 sold) and the XL1200 X (523 sold). Indian Motorcycle is yet to register a model in the list of the 50 best sellers, but is gradually gaining market share in Germany, sitting in 12th place now with 1,262 units sold (up 46% from last year). Last year saw the German motorcycle market grow by +4.38% to 113,039 units, with PTW sales growing by +6.53% to 165,311 units.

## German Registrations Jan-July



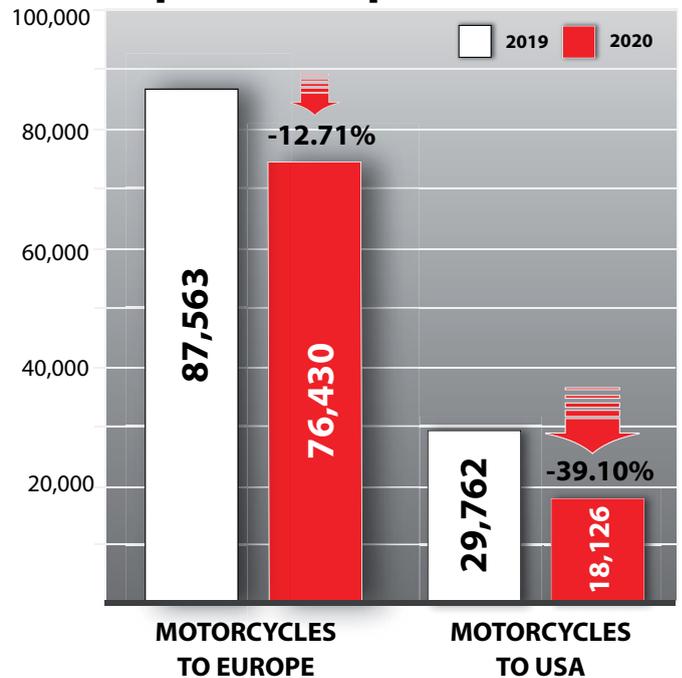
## Italy

The latest new motorcycle registrations data (for July) available from ANCMA, the motorcycle industry trade association in Italy (the owner of EICMA), continues to make good reading. July motorcycle registrations in Italy were +31.14% with 15,099 new motorcycles registered, putting the Italian market at a way better position than expected with a total of "only" -15.35% (63,165 units) for the first seven months of the year. Italy is an important scooter and moped market, so total PTW registrations (of all displacements

and styles) are a telling sign of underlying market activity and they were +24.50% for July (36,821 units) and are running at -14.66% YTD at 143,775 units. Scooters were 80,610 units YTD (-14.12%). The top selling motorcycles in Italy YTD have been the BMW R 1250 GS (Enduro, 2,440 units YTD), followed by the Benelli TRK 502/502X (2,196 units YTD), Honda Africa Twin (2,147 units), Yamaha Tracer 900 (Tourer, 1,705 units) and the Honda NC 750 X (1,629 units). For the record, in 2019 the Italian market was again Europe's largest at +6.26% in motorcycle registration terms (98,883 units) and +5.65% in total PTW terms at 231,937 units.

# Japanese Exports to USA

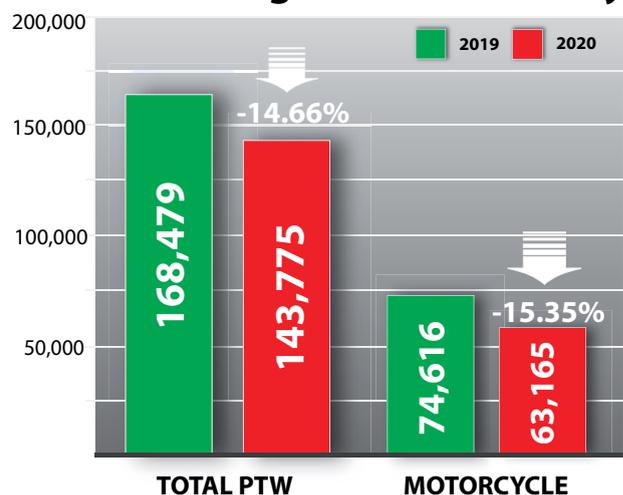
## Japanese Exports Jan-June



The most recent available data from JAMA (the automotive trade association in Japan, which includes representation of motorcycle manufacturers among its membership) shows exports from the 'Big Four' Japanese manufacturers' factories in Japan to the US down by -38.55% in June at a mere 1,645 units. For the YTD, Japanese made motorcycle exports to dealers in USA are down by -39.10% at 18,126 units for the first six months of 2020. Total Japanese made PTW exports to USA were -61.77% in June (3,062 units) and -39.45% YTD (28,557 units). In Europe motorcycle imports from Japan were -49.22% in June

(3,713 units) and are -12.71% YTD (76,430 units), having had a strong start to the year. Over 65,000 Japanese made motorcycles went into Europe in Q1 before the pandemic struck, which was considerably up on the year ago quarter and boded well for European Honda, Yamaha, Kawasaki and Suzuki dealers. Annual worldwide Japanese made motorcycle and moped exports (all PTW) fell off a cliff in 2009 to 583,879 from over 1 million in 2008, having peaked at 1,641 million units in 2000. They have continued to decline most years since then; most recently they were 463,123 units in 2017; 456,758 in 2018, and 386,379 in 2019.

## Italian Registrations Jan-July



BMW

BMW is marking the 40th anniversary of the GS line - the R 80 G/S made its debut at IFMA, Cologne, in 1980.

# STAT ATTACK

The Motorcycle Industry Council (MIC, Irvine, California) has confirmed that domestic US off-highway motorcycle sales for the first half of 2020 were up by a staggering 50.3%, with Dual Sports up by 20.9%, Scooter sales +4% and on-highway sales down by -9.6%. Combined total on and off highway motorcycle sales were +6.4% compared to the first half of 2019. Hurrah for our side!

**Switzerland:** MotoSuisse data shows total new motorcycle registrations racing back into positive territory with registrations +14.58% at 21,833 units for the year to July. In total PTW terms, the Swiss market is up +9.63% (33,969 total units) for the YTD. Yamaha continues as motorcycle market share leader with 4,231 units sold YTD, with Kawasaki second (3,287) and BMW third (2,667). Harley is 7th with 1,382 units sold YTD and Indian is 10th (446 units).

**Poland:** The PZPM reports new motorcycle registrations at +22.82% in June (2,949 units), but still down for the year to June by -9.56% at 10,429 units (total new PTWs are -19.08% at 17,815 units). The totals for motorcycles receiving their first Polish registration were -13.77% at 43,267 units, and PTWs -16.32% at 54,876 units.

**Sweden:** The McRF reports new motorcycle registrations doing well at +10.08% for the year to July (9,909 units). Total new PTW registrations are +13.64% YTD at 20,432 units. McRF CEO Niklas Kristofferson said that "the numbers clearly show that consumers are increasingly recognizing the benefits of PTW use as an important transport solution."

**Austria:** Arge2Rad data shows motorcycle registrations for the year to June are -12.86% (8,627 units), and PTW registrations -8.02% (22,842 units). KTM is market leader, followed by BMW and Honda, with Harley 7th (523 units sold, 6% market share) and Indian 15th (64 units sold).

**Spain:** ANESDOR reports continuing signs of market improvement, with motorcycle registrations for July +16.45% at 23,793 units. The growth means that the market lag has declined to 'just' -18.30% (89,033 units) for the YTD. Like most of Europe, after a good start to the year, registrations in Spain fell off a cliff respectively in March (-46.64%), April (-94.43%) and May (-43.68%). In total PTW terms, Spain was +19.77% in July at 27,254 units and -16.82% YTD at 99,848 units.



BMW Motorrad has posted its best ever sales results for the month of June and says it is "entering the second half of the year with confidence."

Dr. Markus Schramm, Head of BMW Motorrad, said: "After a great start to the new year, we were still up by the end of February, with an increase of almost +12% on the previous



year. Then the dynamic development of the corona pandemic began to have a negative impact on the demand for motorcycles. But we see

clear light at the end of the tunnel again." BMW motorcycle and scooter sales in June were +9.8% over the same month last year (20,021 units), with a total of 20,021 BMW motorcycles sold. Despite understandably weak sales from March to May, BMW Motorrad sold 76,707 motorcycles worldwide in the first half of 2020 - a decrease of -17.7%.

Sales of 13,937 units in Europe (+2,684 more than in the same month of the previous year and some 70% of total sales) saw the company post +23.9% for January to June, with a +58.2% increase in the German home market. They were +72.9% in France; +52.2% in the Netherlands, Belgium and Luxembourg; and +52.0% in Portugal. Sales in Australia, China, India, Japan, Korea, Malaysia, Russia and Thailand were +17.3% in June (2,997 units).

BMW sole around 3,000 motorcycle in USA and Canada in the first six months of 2020.



BMW Motorrad says it expects sales in the rest of 2020 further buoyed by its new R 18 Cruiser - especially in USA where the company is not disguising the fact that it is targeting Harley Big Twin sales.

## Australian Powersports Market

In Australia, the Federal Chamber of Automotive Industries (FCAI - the trade association that includes motorcycle manufacturers and importers) has released first half year figures for 2020 that show the sale of new motorcycles, All-Terrain Vehicles (ATVs) and Side-by-Side Vehicles (SSVs) doing very well. Overall, a total of 52,838 vehicles were sold from January to June 2020, in comparison to 42,457 during the same period in 2019. This represents a strong +24.5% increase in sales.

The most popular segment during the half year was the ATV and SSV segment, with a total of 14,545 sales (+50.91%) compared to 9,638 sales in the first half of 2019. Off-road motorcycles were +42.40% at 20,885 units in the half year, compared to

14,666 in the same period 2019. Road bikes and scooters did not enjoy the same increase in popularity - road bikes were down -2.7% (15,243 units) and scooters were -12.8% (2,166 units).

Honda claimed the top spot YTD overall, reporting 12,563 sales for a 23.8% market share. Harley-Davidson was in 7th spot in overall market share terms (2,613 units sold - down from 2,924 units sold in the year ago quarter), with Indian Motorcycle in

13th spot, selling 453 units YTD (up from 323).

The top selling road bike in Australia January to June 2020 was the Ninja 400, followed by the Yamaha XTZ690 and the H-D XG500 (433 units sold, up from 298), which was also the top selling Cruiser. The FXBRS was in fourth spot (303 sold, the Indian Scout was in sixth spot (183 sold), followed by the H-D Lowrider S, FL5B, FXBB and FLFBS.



Harley's XG500 'Street' is its top seller in Australia

# STAT ATTACK

**UK:** Data from the MCIA shows that new motorcycle registrations in the UK were up in July by +41.96% (13,093 units) and have now recovered to "just" -16.73% for the first seven months of the year (54,494 units). Registrations were +13.43% in June (12,520 units), having been -51.86% in May (4,965 units), -83.93% (1,467 units) in April and -22.19% in March (12,484 units). For the YTD, the UK is running at -16.73 (54,494 units). Total PTW registrations were +41.72% in July (13,945 units) and are -16.13% YTD (57,807 units in total).

**Suzuki** reports a -53.1% drop in corporate consolidated net sales revenue (to 425.2bn yen) for the first quarter (April to June). Operating income was -97.9% and net income -95.6%. The company produced 189,000 powersports vehicles (3,000 of them were ATVs), which was -56% down, with no production recorded at all for the United States (with no US sales either), 6,000 units in Japan and 170,000 in Asia.

**Kawasaki** first quarter results (to June 2020) show that its global powersports industry business had sold 67,000 units compared to 110,000 for the year-ago quarter (-39%) for 58.9bn yen (-9.3%; including 8.5bn yen worth of general-purpose gasoline engines). Motorcycle unit sales in developed markets were 29,000, worth some 24.7bn yen, with 25,000 units sold (for 9.1bn yen) in emerging markets. The segment posted a -5.9bn yen loss for the quarter compared to a -2.8bn yen loss in the year-ago quarter. Unsurprisingly, it says of its Motorcycle and Engine division that "the market has been significantly affected due to the impact of COVID-19 in the major markets of Europe, North America and South East Asia."

**KTM:** PIERER Mobility AG has reported sales of KTM, Husqvarna and GASGAS motorcycles and e-bikes as being 124,682 units for the first six months of the year (down from 135,711 last year). "The motorcycle market developed surprisingly strongly," particularly in the US (+20%) and Australia (+39%), with 4% global growth reported, and additional employees recruited to meet demand.

**According to CDK Global Lightspeed U.S., same store retail data for June 2020 published by PSB (from more than 1,600 dealerships of all kinds), June new and pre-owned unit sales sustained the "record setting" momentum seen in May. The worst performing region of the USA was the West, where stores only recorded an average of 44.9% revenue growth in major units.**

## Honda

Honda released its results for the first quarter of its 2020/2021 financial year (the period ending June 30) stating that, not surprisingly, "business stagnated and demand declined significantly on a global basis due to the COVID-19.

Total corporate consolidated sales revenue was 2,123.7bn yen (a year-on-year decrease of 46.9%) due primarily to a decrease in sales revenue from all businesses. Operating loss was 113.6bn yen (a year-on-year decrease by 366.1bn yen); loss before income taxes: 73.4bn yen; the impact of the COVID-19 is estimated to be approximately 440.0bn yen.

Honda's motorcycle business sales revenue was 274.2bn yen (a year-on-year decrease of 258.7bn yen), due primarily to a decrease in unit sales, mainly in Asia.



This is what you call and Adventure Tourer...

Motorcycle operating profit was 11.2bn yen (a year-on-year decrease of 58.6bn yen). Despite a decrease in unit sales, profit was still made, primarily due to a decrease in R&D and SG&A expenses. Consolidated unit sales of motorcycles

were 1.221 million units, compared to 3.264 million for the year-ago quarter; for the 2019/2020 full year consolidated motorcycle unit sales were 12.426 million, and Honda is now forecasting 9.715 million for 2020/2021.

## Ducati

**Ducati is reported as producing 24,157 motorcycles in the first half of 2020 (down from 34,759 for the first half of 2019, -30.5%), with parent company Audi estimating the global 500 cc+ market being down by -14.7% in the first half year. In production terms, Ducati made 4,706 Scramblers (6,277 in the first half of 2019), 8,731 Diavel, Monster and Streetfighter (10,050), 5,321 Hypermotard and Multistrada (11,879), and 5,399 Supersport and Panigale models (6,553 in the first half of 2019). Of those, 19,620 were produced at the Ducati headquarters at Bologna (30,159 in the first half of 2019), 4,011 at its Amphur**

Now that's what you call a 'Streetfighter'...



Pluakdaeng site in Thailand and a further 526 on a contract manufacturing basis at Manaus, Brazil.

As Audi's "motorcycle segment," Ducati is reported as having made a €7m operating

result in the first half of 2020, down from €44m, representing an operating return on sales of 10.2%, with total motorcycle sales revenue reported at €331m (down from €435m for the first half of 2019).

## Yamaha

Yamaha is reporting 1.709 million total global motorcycle unit sales for the first half of 2020, generating net sales of 375.2bn yen, down from 2.516 million units and 504.2bn yen for the first six months of 2019.

Units sales in Europe totaled 99,000, down from 109,000 for the first half of last year, with North American sales at 28,000 units (down from 32,000); domestic sales in Japan were 42,000 units (from 46,000), with Asia reporting 1.364 million units sold, compared to 2.115 million in 2019. Interestingly, net motorcycle sales revenue from Europe was down, at 20.2bn yen, but from 21.8bn yen in

the first six months of 2019. In the Land Mobility (Motorcycles) segment, net sales were 429.0bn yen (a decrease of -133.6bn yen/-23.7%), with an operating loss of -6.7bn yen (the same period the previous fiscal year showed an operating income of 20.8bn yen).

In RVs (All-Terrain Vehicles, Recreational Off-highway Vehicles

This is also what you call a midsize Adventure/dual-sport - the Ténéré 700 six-speed, chain drive parallel twin with rider-switchable ABS.



(ROVs) and snowmobiles), the deficit widened as a result of the decrease in ROV sales and the closure of US factories due to lockdowns.

# ACEM: EU to June 2020

ACEM, the Brussels based international motorcycle industry trade association's co-ordinated new motorcycle registration statistics for the first half of the year show the market behind 2019, but demonstrating a greater resilience and recovery than most would have anticipated.

Between January and June 2020, motorcycle registrations in the five largest European markets (France, Germany, Italy, Spain and the UK, i.e.

about 80% of the EU + UK motorcycle market) reached 413,200 units - a decrease of -17% in comparison to the first six months of 2019.

"The current registration trends in the motorcycle segment, however, can be considered a relative improvement in comparison to the first four months of the year," said Antonio Perlot, ACEM Secretary General. "Indeed, during that period motorcycle registrations in the main European markets had fallen on average by -32.7% as a result of

the paralysis of commercial activity that followed the outbreak of the COVID-19 virus."

In moped terms, registrations during the first six months of 2020 in the largest European markets (i.e. Belgium, France, Germany, Italy, the Netherlands and Spain) reached a total of 110,600 units. This represents a decrease of -6.9% in comparison to the same period of 2019.

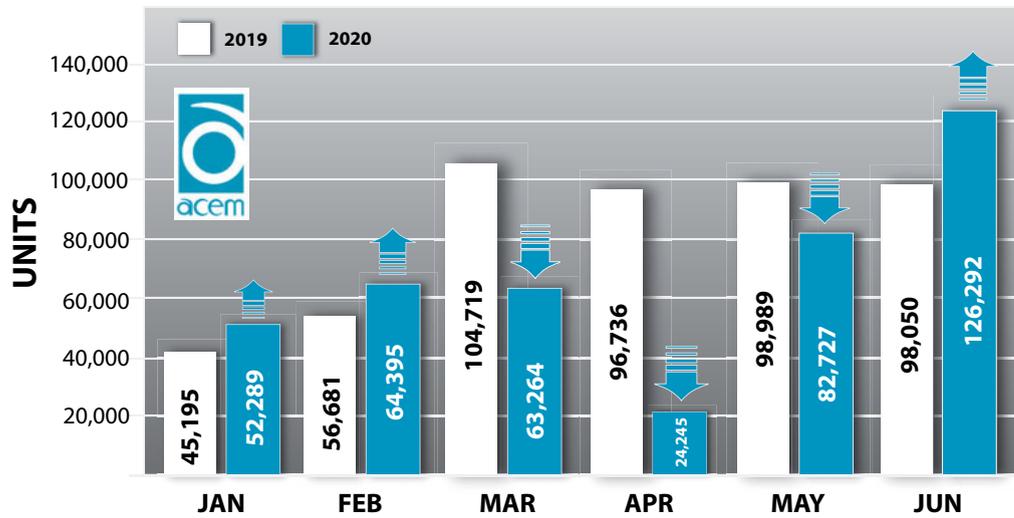
Perlot went on to say "motorcycle and moped registration volumes remain

considerably below 2019 levels due to the impact of Spring lockdown measures. The partial rebounding of the market since the restart of activities shows that consumers consider our vehicles as excellent mobility and leisure options in the current context.

"Nevertheless, it is still early to draw any meaningful conclusions about the short-term evolution of the market and operations within the sector, especially given the unforeseeable evolution of COVID-19. The second half of the year will be crucial - the fact remains that a large number of dealers across Europe, in particular in most hit markets, still experience considerable financial pressure.

"They also face the challenge of handling excess inventory of Euro 4 models which, should there be no decisive action from the EU institutions, will become unsellable due to regulatory changes.

"This is why the motorcycle industry in Europe renews its call on policy-makers to support OEMs, dealerships and suppliers in these difficult times through an extension of the deadline to sell Euro 4 vehicles, and targeted financial measures at national level."



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## 'American Outlaw' 2-1 Shorty

Corona, California based exhaust specialist Freedom Performance has added a new 'American Outlaw' 2-1 Shorty, which CEO Martin Arteaga says is "nothing less than perfection!"

Fitting both forward and mid control Sportsters from 2004 and up, the 'American Outlaw' 2-1 Shorty includes 12 mm or 18 mm bungs for O2 sensors, along with a hardware kit and mounting brackets. These 'American Outlaw' 2-1 Shorty designs are fully heat shielded to prevent any yellowing or discoloration.

The removable performance baffles deliver gains in horsepower and torque percentages, but optional quiet baffles are available - "in case our recognized deep and throaty sound gets to be too much."

"We make all our performance exhaust components here in Southern California to high-grade specifications. The American formed steel tubes and the Freedom CNC-machined end tips are made from aircraft 6061 standard aluminum, which is



handpolished and available in chrome and black ceramic finishes."

The Sportster 2-into-1 Shorty style exhaust shown is also available for other V-twin models, including Dynas, Softails, Touring and Indian models.

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## Clutch Kit - 2019-20 FTR 1200

Barnett Clutches & Cables has added another new clutch kit to its Indian line-up - a complete Kevlar kit for the 2019-20 FTR 1200.

This complete clutch kit features Barnett's exclusive proprietary Kevlar segmented friction plates, which provide better oil flow for cooler clutch temperatures and smoother, more consistent performance and longer life.

Completing the kit is a set of tempered steel plates and a set of heat-treated, heavy duty coil springs. This kit is a direct-fit upgrade to the stock clutch, providing a stronger, more positive, slip-free clutch action.



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[info@barnettcables.com](mailto:info@barnettcables.com)  
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## K&N for FTR 1200

This high flow air filter by K&N is designed to provide increased performance, with the pleated media that K&N uses provides a large filtration area, offering long service intervals. Multi-layers of woven cotton gauze media offers excellent filtration.

The filter fits directly into OEM airbox with application-specific sealing bead to ensure a precise fit. Fuel management modifications are not required for increased performance, and it is washable and reusable, pre-oiled and ready to ride. Fits 2019-2020 Indian FTR 1200.



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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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# Unleash The Beast-II

Boise, Idaho based HardDrive (WPS) continues to add to its V-twin product line with several new brands and many new products from existing brands now available and ready to ship to its U.S. dealers - from ODI Lock-On V-twin grips and Flo Motorsports adjustable levers and MX style footpegs to KB Super Duty Series pistons, replacement service items from Cycle Pro, audio products from the likes of BOSS and METRA, National Cycle screens and, as seen here, high-power LED lighting options from Californian manufacturer Cyron. These updated dual optic 7" Beast-II LED headlights by Cyron are a projector and reflector in one device - in combination they give a tight, 105W long throw low beam for long distance illumination with a super wide high beam to "see it all."

"Well suited for bikes with passing lamps, the low beam augments the side-to-side coverage of passing lamps and the high beam (which cancels the passing lamps on mot bikes) gives a void filling flood of safety," says Sales Manager Joe Distefano. "In the absence of passing lamps, this powerful dual optic combo makes sure riders can see everything they need to stay safe on the road."

There are three choices of colors - chrome for the "near stock" classic look, black with DRL and pitch black without DRL for the all blackout look. With 100% beam accuracy and 4800 lumens of light output, the DOT compliant package includes H4 to H13 and H4 to Harley 4-pin adapters. Harley models with dual headlight bulbs can use the 4-pin to H4 adapter, except Road King 2016 and up with dual bulbs, which will need Cyron ABIGC3A.



Batwing fairings and nacelle buckets that currently do not have stock LED daymakers require ABIG7-RNG trim ring bracket for the proper alignment of the headlight beam. Also work with most Indian Motorcycle Big Twins.

WPS/HardDrive completed a new 245,000 sq ft warehouse at Midway, Georgia in January this year as an upgrade to its former Memphis, Tennessee facility. The company also completed expansions at its California facility and Idaho headquarters warehouse in 2019 - taking its six strong distribution center network in the United States (which also includes Texas and Pennsylvania) to over 1 million sq ft in total.

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# The Legend That is Harvey Mushman

You've got to love the mindset of the guys at Biltwell. The name chosen for the company's retro MX-inspired footpegs pays homage to Steve McQueen's race alter ego at the legendary Elsinore Grand Prix. The Hollywood legend wrote "Harvey Mushman" on sign-up sheets, so movie BigWigs couldn't sweat him for living dangerously!

Biltwells' investment-cast stainless steel adjustable Mushman footpegs are available for riders and passengers on 2018 and up Softails. Investment-cast 4130 chromoly clevises with 5/16-18 t.p.i. Allen cap mounting hardware make for a strong and durable set-up.



They are available in black electroplate peg and clevis or raw polished peg with chrome-plated clevis. Mushman footpegs with 2018-up Softail rider clevises fit foot controls on select models in this range. They do not fit the passenger footpeg mount on 2018-up Softails - there is a second peg/clevis assembly for this application; use the stock H-D pin, spring and pin retainer, clip off the old footpegs to install these Biltwell pegs and don't forget - Loctite is your bestest friend!

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# Energy One Riveted Steel Plate Elimination Kit

Tempe, Arizona based Energy One Clutches offers a complete clutch kit to eliminate the double riveted steel plate and the annoying rivets that work themselves loose.

This kit eliminates the double riveted steel plate and adds a friction and steel plate, making it a high performance extra plate kit and eliminating clutch disengagement, false neutral and clutch slippage on 1990-1997 Big Twins, Sportsters from 1991-2020 and Buell through 2002.

The kit includes nine frictions, eight steels and a 15% stronger diaphragm spring and the diaphragm clutch spring compression tool.

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## Keeping Those Evo and Twin Cams on the Road

Last year saw Wiseco follow-up the launch of its top-of-the-line ArmorX and ArmorFit Black Edition pistons with their Tracker Series V-twin pistons - an advanced feature, high performance product, but one that is available at "a more affordable price" thanks to manufacturing technology developments at their Mentor, Ohio factory.

Available in various overbore and compression ratio options, development on the new Tracker Series began at the end of 2017, with manufacturing starting in the spring of 2019.

"We needed to be realistic," says Wiseco. "If we were going to achieve a price point that made sense for a performance upgrade replacement piston program for Evo engines from 1984 and up and Twin Cams from 1999 and up, and the Sportsters from that 30 plus year arc, in the M-8 era and beyond, then we needed to find a balance between performance and price.

"We needed to make contemporary production and performance values affordable. Our engineers succeeded by blending classic piston manufacturing processes with state-of-the-art techniques." That new technique is what is known as near-net shape forging.

"The major challenge in this project was to decrease the end cost to the consumer. That's where near-net shape forging came into play. It is a technique where we form most of the geometry on the top of the piston - it is built-in at the forging process.

"The crown and the valve pockets are forged into the part. Those areas are machined in most other piston manufacturing processes. Conventionally you forge an aluminum slug, then have to machine all of that metal away to get the valve pockets and the crown in order to achieve whatever specific design you're trying to hit, or the specific compression ratio you are looking for.

"At Wiseco we are forging those features directly into the piston. When our near-net forged pistons come off the presses they need less finishing and machining as they go through the factory. The whole crown area comes right off the press and looks like a finished product. It's a really unique way to form a piston."

The company says that upon inspection, "it doesn't take a metallurgist to realize that different processes were utilized during construction of a Tracker Series piston. The mirror-like sheen of the machined area is offset by the textured surface of the forged aluminum left during near-net shape forging.

"Those visual differences are also noticeable on the underside of the piston. One of the upsides to near-net shape forging is that it gives the piston added strength, since the features are being forged in. This process allows the aluminum to flow through the features of the piston with an aligned grain flow. That grain flow condenses the aluminum for better fatigue strength and overall durability.

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

Aside from outstanding durability and a very attractive price point, Wiseco says that the Tracker

### EVO TRACKER PISTON OPTIONS

Application	C/R	C/R W/ SE Heads	Bore Size (in.)	Oversize (in.)	Stroke (in.)	Dome Volume
1340 EVO Flat Top	8.5:1	9.5:1	3.498	STD	4.250	-1.5cc
1340 EVO Flat Top	8.5:1	9.5:1	3.508	0.010	4.250	-1.5cc
1340 EVO Flat Top	8.5:1	9.5:1	3.518	0.020	4.250	-1.5cc
1340 EVO Flat Top	8.5:1	9.5:1	3.528	0.030	4.250	-1.5cc
1340 EVO Domed	10.0:1	-	3.498	STD	4.250	+12.9cc
1340 EVO Domed	10.0:1	-	3.508	0.010	4.250	+12.9cc
1340 EVO Domed	10.0:1	-	3.518	0.020	4.250	+12.9cc
1340 EVO Domed	10.0:1	-	3.528	0.030	4.250	+12.9cc



Series piston "has a secret weapon in the performance department. ArmorGlide is our solution to reducing friction and is applied to the skirt."

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

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

Premium rings are supplied with each piston, with Wiseco using a new high-tension 3 mm oil ring set in Twin Cam applications.

"That is really important in that market because we can control oil consumption in the engine. The premium rings, wrist pin and circlips are also found in our Sportster and EVO (Evolution) applications. It says that we know our audience. We found that the majority of V-twin owners wanted to not only



increase the displacement of their engine, but also raise compression. The Tracker Series pistons accomplish both.

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

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

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

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

Wiseco also offers gasket kits (available separately) for each application for the complete top end rebuild solution.

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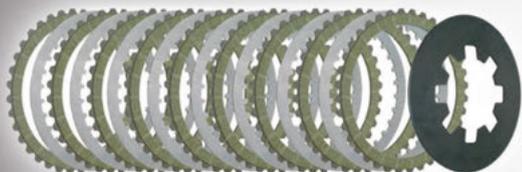
BTX-5



**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!

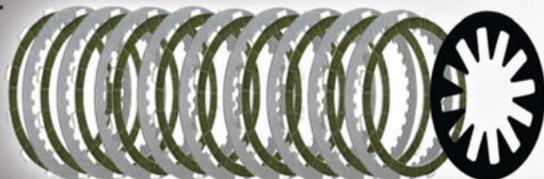
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BTX-11



**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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# VISION

## 'VISIONE' - 1,600 CC MODIFIED BUELL XB12



Debenedetti & Fiordi are top-end Italian designers based on the Ligurian coast between Genoa and Livorno - one of the most expensive and upscale stretches of Mediterranean coastline in the whole of Europe.

The designers' briefs range far and wide - from architectural and interior design to automotive, marine and, with 'VisiOne', pretty much the most advanced modified 1,600 cc Buell XB12 ever conceived.

Built for a customer, if the name sounds familiar, it is a homage to the Ferrari Xezri Competizione meets McLaren

P1 GTR hypercar from the Grand Theft Auto v. Entirely handmade and conceived by Emiliano Debenedetti and Fiordi, the bike is made of handformed aluminum with features including a custom display, Swedish ISR brakes, modified double Penske shock and Buell Quickshifter clutch. This is one of those bikes that no amount of money just had to be seen and enjoyed up close and

builders did exactly that and voted it to 14th



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# Mupo AB1 EVO Shock for FTR 1200

Italian suspension specialist Mupo has a range of options available for the Indian FTR 1200 - all with similar features and the same genuinely race bred quality and durability that they build into its Super and Hypersport sector sport bike suspensions. Ideal for both the road and on the track, the hard anodized Mupo AB1 rear shock features "plug and play" adjustments with independent rebound and compression adjustments that work in synergy to ensure optimum balanced suspension performance. All components are CNC-machined from solid, 100% dimensionally checked and then subjected to selected high-tech component-specific surface treatments for the optimal functioning of each individual part.

An evolution of Mupo's standard AB1 nitrogen gas pressurized monoshock, the AB1 EVO features an upgraded 46 mm Ergal 7075 cylinder (zinc and aluminum alloy for anti-stress properties) instead of steel for improved strength, reliability and main piston precision. The 46 mm piston has been designed to maximize the oil flow and ensure the flatness of the reed valve pack support surfaces, which improves fluid hydraulics and radically increase rear tire grip. The reservoir, head and connections are also in Ergal 7075.

The separate adjustments of double compression at high/low speeds, compression, wheelbase and spring preload with millimeter ring nuts make the AB1 EVO the ideal choice for riders who want precision handling. The 16 mm rod is surface treated with Hyperlox DLC (Diamond Like Coating), which gives a minimum sliding coefficient and therefore greater sensitivity.

Thanks to the wide range of springs available, dealers can customize the shock for their customers' load and riding style preference at point of order. For maximum performance, Mupo recommends the



installation of the hydraulic preload option, which allows for dynamic real time adjustment in response to changes in load and road or track surface.

The range of adjustability is immense - 24 clicks of low speed and five clicks of high speed compression; 40 positions of extension and 9 mm of adjustable wheelbase.

All Mupo products are handmade to order and have a 2-year warranty. This can be extended up to six years by carrying out periodic reviews and maintenance per the use and maintenance booklet.

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# Comp Master Advance Unit

This Comp Master advance assembly from Santa Fe Springs, California based American Prime Manufacturing has a 304 stainless steel base, with center post, pivot pins and the weights coated with a specially formulated polymer coating.

"The coating protects the components from heat saturation," says industry veteran and APM CEO Ben Kudon. "It reduces friction and, in most cases, strengthens the components to improve efficiency."

"The special CNC-machined coiled springs



hold precision tolerances, controlling spring rates to within 5% of specification to provide the max advance and retard applicable to your motorcycle. They are manufactured with precision drawn wire, then zinc plated for corrosion protection with post baking for relieving of potential hydrogen embrittlement.

"The advance unit is assembled at our factory in Santa Fe Springs, California, and made in the U.S.A. We also have complete rebuild kits available for our own Comp Master advance units that also service Rivera advance units."

This high performance Comp Master Advance Assembly Kit is made from a high grade stainless steel, so it won't rust, and the kit includes the center bolt. It fits all Harley models right up to the introduction of the Twin Cam models.

"Although Harley introduced a form of electronic ignition on its models in late 1979, due to its inherent problems many people converted back to points ignition because of its simplicity. Prior to 1979 all H-D models uses points type ignitions - our Comp Master advance unit was created not only to upgrade a points style ignition, but also to enhance the early electronic ignitions and convert electronic ignitions back to the simplicity of a points ignition."

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**info@apmnc.us**  
**www.americanprimemfginc.com**

# V-Factor Oil Filter for M-8 and Twin Cam



New from Hazelwood, Missouri based Mid-USA Motorcycle Parts, these V-Factor oil filters for M-8 and Twin Cam engines are constructed with a 5 micron high-flow synthetic filter media, anti-drain back valve to prevent dry starts, pressure relief valve and a thick shell that prevents punctures - available in chrome or black.

These V-Factor oil filters are a stock replacement for many OE applications and an anti-drain back feature stock upgrade for

models such as Sportsters (except XR) from 1984; FXR 1982-1998; Softails 1984-1998 and Touring models (FLHR, FLT, FLHT) 1980/1998.

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## Kodlin USA Extends Lowering Kit Program

More news from Kodlin USA about the company's award-winning lowering kit for 2018 and up single shock M-8 Softails such as the FLHC/FLHCS Heritage Classic, FXBR/FXBRS Breakout, FLFB/FLFBS Fat Boy models, FLSB Sport Glides, FXBS/FXFB Fat Bob, FLDE Deluxe and FXDR 114.

The 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. The company is reporting excellent initial sales for the kit, but though it is a genuinely reversible 'plug and play' install that includes pre-installed bearings, the company says some dealers are nonetheless reporting issues working on the shock to get to the bolt to install the Kodlin part.

There is a tool available from Motion Pro that gets the job done, but Kodlin has also now developed



Lowering kit for M-8 Softails

what it describes as a "simple but extremely effective" shock/spring compression tool of its own for M-8 Softail models.

In additional news, a new version of the kit is now also available for M-8 Softails such as the Street Bob, Slim, Standard etc. that is without the pre-load adjuster knob.



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## CCE Curated, ECE Approved Torc Helmet Collection

"Harley and custom bike riders don't need to be hesitant about their choice of helmet," says Custom Chrome Europe Corporate Design Manager Carsten Behrens, "we have selected the 'Best of the Best' of the Torc helmet program into our own unique collection. They represent the coolest styles and helmet versions from Torc, and we are continuously updating our curated selection with new styles as they become available."

Torc helmets, including the T-50 open-face jet helmet designs, are ECE-approved with designs ranging from traditional black or white solid colors to the popular "Captain America" style and "Captain Vegas", which are also available as a full-face. Other stylish designs include the T-1 "Retro



Americana Tron" full-face with red, white and blue stripes, reminiscent of the virtual motorcycle tracks in the Tron movies. "Great options for Café Racer, classic and retro bike riders include the T-50 '1978', Luminous and Iso-Bars, also available as a T-1 Retro Iso-Bars full-face."

The helmets are made from glass fiber, are DOT certified and ECE 22.05 approved, and have "high-class interior linings with removable premium faux suede liners and a padded chin strap with D-ring. Full-face versions like the T-1 and T-3 Series feature front chin vents with sophisticated intake and exhaust vents and metal mesh covered intake on the T-3 series."

All visors are removable, scratch-resistant and "anti-fog" protected, with alternative visor designs

available for many of the models, offering quick conversion from straight to "bubble-style". CCE says it has all the accessories and replacement parts in inventory, allowing quick and easy exchange of visors and liners.



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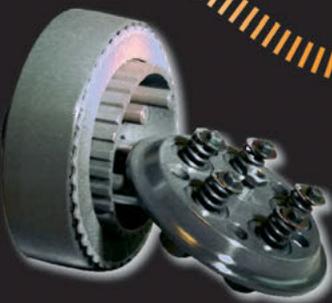
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# Motorcycle Storehouse Additions

## Kellermann - Bullet Atto Integral



This Integral version of the popular German made Atto by Kellermann is specifically designed to be built-in to fairings or any other bodywork. With its aluminum housing with an overall length of 13 mm and 9 mm diameter, this ultra-small turn signal is a customizer's gift. The high output power LED in combination with Extranx Extreme Optical Transparency technology actually gives it a colossal light output for its size. Fully ECE compliant, this is THE ONE for those who like their turn signals small and virtually invisible - until activated. Compatible with 12V applications, the 3 in 1 taillight combo is 16 mm long x 9 mm diameter. The wiring length for all is 70 cm.

## Performance Machine – M-8 mid controls

A 6061-T6 billet aluminum lightweight but strong construction, these mid controls for M-8 applications offer a more aggressive riding position with increased ground clearance for improved cornering. The short throw shifter allows faster shifting, the steel brake linkage comes with chrome heim joints for easy brake actuation. Bolt-on design without



modifications. Compatible with the stock master cylinder, but will not take OEM footpegs. Traditional H-D mount footpegs must be used. They are available in Black ops (a gloss black and wrinkle finish combination) or Gold ops (a gloss black and gold wrinkle combination).

## Putoline - Lubricating Essentials



With years of racing experience, Putoline is widely recognized as one of the motorcycle market's leading oils and lubricants specialists, but less well known is that they have oils specifically designed for large capacity V-twin air and water-cooled engines, right up to full synthetic engine oil for high rpm, high performance road and race motorcycles, and everything in between.

## Bondhus - Hex Wrenches

The Bondhus name will be a familiar one to all professional mechanics as high-quality hex end wrenches at reasonable prices. Bondhus is in fact an American run and operated company, with a production facility in Monticello, Minnesota. That is where all the hex keys, and some innovative variations on that theme, are manufactured. The best known is the ball-end, which was originally a Bondhus invention.



## By City - Urban Motorcycle Clothing



For anyone interested in a both stylish and safe ride, By City has the gear for you. A young company, eager to be better than the rest, which shows in their products, restlessly innovating to produce a product of which the quality is truly outstanding. The center of it all is uncompromised safety on the bike but still comfortable, and with also fashionable good looks once you've pulled over. This dual functionality is fully in line with the vision of the company founders, who have over 35 years motorcycling experience and learned what's important. That hands-on knowledge is something you can't buy or create, but it is an asset and used to its full extent to produce great riding gear. Fashion or safety? It's the same thing now!

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# M8 120"-124" PISTONS

## NEW KB SUPER DUTY M8 PISTON SERIES Featuring **LINE2LINE** COATINGS

New 120" - 124" M8 Super Duty Pistons fit 2017 - current year Harley Davidson 114" & 117" Milwaukee 8's using stock cylinders bored to 4.125", 11:1 compression with generous valve pockets to accept 1mm larger valves.

KB M8 Series Feature:

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

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



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

Part No.	Description	
KB542LCA.STD	M8 120"	4.125" Bore
KB542LCA.010	M8 120"	4.135" Bore
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KB542LCA.030	M8 120"	4.155" Bore
KB542LCA.040	M8 120"	4.165" Bore
KB542LCA.060	M8 124"	4.185" Bore



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## ProBEAM Additions

Youngsville, North Carolina based Custom Dynamics continues its prolific program of new LED lights and accessories with these new ProBEAM integrated, low profile DOT and SAE compliant run and brake LED taillights with integrated auxiliary turn signals. Combining five LED running light pipes with full contrast red brake LEDs with built-in left and right amber auxiliary turn signals, the low profile design protrudes only two inches from the stock taillight baseplate " for a sleek, custom, all-in-one solution for



ProBEAM 7" motorcycle LED headlamp trim ring

the rear fender."

Replacement gasket and nylon washers are included for easy plug and play installation into the OEM taillight circuit board. Available with a red or smoked lens with optional license plate illumination window. Also seen here, this ProBEAM 7" motorcycle LED headlamp trim ring contains 48 white LEDs that stay on as a running light and 12 amber LEDs per side that blink as left and right turn signals.

ProBEAM utilizes a "unique reflector technology and automotive grade LEDs that mimic the smooth, bright light output of our ProBEAM motorcycle LED turn signals, all sealed behind a smoked lens. Simple plug and play installation offers a direct replacement for the factory headlamp trim ring and it can be used with the factory headlamp or any aftermarket headlamp."

Amber turn signals are available with standard flash or sequential flash option. When the turn signal is activated, the white LEDs on the corresponding side turn off to give greater visibility to the amber turn signal. Available in chrome or gloss black finish.

Finally, these amber/white LED mirrors combine two banks of forward-facing bright white and amber LEDs behind a smoked lens with a modern teardrop style mirror. White DRL LEDs are automatically deactivated when the turn signal lamp or hazard warning lamp is activated, providing greater visibility to the amber turn signal.

Built-in rear facing red LEDs, also behind a smoked lens, can be wired to illuminate as turn signal or brake light. Utilizing automotive grade components, the



ProBEAM integrated, low profile LED taillights with auxiliary turn signals



Amber/white LED mirrors

amber/white LED mirrors are built with convex glass, which is DOT compliant. Direct replacement for OEM mirrors on models with 5/16" mounting hole; wires are concealed within the mounting stem for a clean installation. Available with a chrome or gloss black finish with machined stainless steel ball for smooth adjustability and provided with mounting hardware. Sold as left and right-side pair.

Custom Dynamics back its designs, technology and manufacturing quality with a lifetime warranty against LED failure.

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# HardDrive Adds National Cycle Custom Screens

Boise, Idaho based HardDrive (WPS) continues to add to its V-twin product line with several new brands and many new products from existing brands now available and ready to ship to its U.S. dealers - from ODI Lock-On V-twin grips and Flo Motorsports adjustable levers and MX style footpegs to KB Super Duty Series pistons, replacement service items from Cycle Pro, audio products from the likes of BOSS and METRA and, as seen here, Maywood, Illinois based National Cycle screens.



These new custom replacement screens for FLHT/FLHX models "have a unique custom personality and a flavor all of their own." Made from tough 3.0 mm Quantum hardcoated polycarbonate, "this high quality material, along with state-of-the-art manufacturing techniques, provides outstanding impact strength and scratch resistance unmatched by any windscreen maker worldwide. "Quantum hardcoated polycarbonate is the material of choice for serious motorcycle riders. It is ten times more abrasion resistant than FMR hardcoated

polycarbonate, and thirty times more than windscreens made from commonly used acrylic or 'aircraft plastic'." All are offered in a dark tint, are easy to install and protected by a 3-year warranty against breakage. WPS/HardDrive completed a new 245,000 sq ft warehouse at Midway, Georgia in January this year as an upgrade to its former Memphis, Tennessee facility. The company also completed expansions at its California facility and Idaho headquarters warehouse in 2019 - taking its six strong distribution center network in the United

States (which also includes Texas and Pennsylvania) to over 1 million sq ft in total.

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# The 'Sharknado' - "Not All Fairings Are Created Equal"



Our thanks to Phoenix, Arizona based Bagger Nation - Paul Yaffe's emporium of fine parts for discerning riders - for more information about the hugely versatile 'Sharknado' fairing they introduced earlier this year. As previously reported, it "offers a completely unique, aggressive style" and can be adapted to just about any H-D model - yes, you read it right, almost ANY H-D model.

Bagger Nation has its own composite shop on its three building 'campus' and each 'Sharknado' fairing is, literally, individually handmade by experienced craftsmen - and this is no cheap fiber spray gun process either.

Paul Yaffe told us: "Ours is a composite material and process, which is another, different form of fiberglass - a higher quality version.

"An analog would be working with Prepreg Carbon Fiber. Our composite is made up of several



Choice of Klock Werks 'Flare' windshield height options: 9" and 11.5" (seen here)

components. It is a cross-patterned cloth that is hand laid direct into a 3D mold. Resin is then rolled into it by hand to assure uniform impregnation and void-free construction - which means higher strength and greater durability.

"The inner and outer components are then bonded as one with added internal steel supports to create a three-dimensional product that's mirror-finished on both sides, inside and out - by industry standards this is a very high quality, high standard, high strength way of doing things, but we want our customers to have

products that we would be happy to have on our own bikes.

"The norm is what's called a chop gun sprayed material that creates a non-uniform, messy, void plagued product that is prone to cracking, warping and gas pockets. It's a much cheaper and low labor-intensive process.

"Instead, ours is a really highly skilled craftsmen-produced, durable, high class product. Sad to say, but with every year that passes, that becomes an ever rarer thing in our industry. To be honest, I believe we are one of only a few companies that practice this method and, along with our great designs, that is also why our composite products are so robust and have such a great reputation."

To finish off the package, Bagger Nation offers a choice of high quality 9" or 11.5" hard coated polycarbonate tinted 'Flare' windshields from Klock Werks. 'Flare' windshields were designed and wind tunnel tested for aerodynamic efficiency to improve front end traction and reduce rider buffeting on a Bonneville Salt Flats National Land Speed Record setting Bagger.

Patent-pending integral EZ mount system



The 'Sharknado' has Bagger Nation's patent-pending EZ mount system integrated into the construction of the fairing and, as a final touch, it is designed to easily take a separately available H-D Fat Bob LED headlight.

"It's a fact that not all available fairing upgrade options are created equal. We pride ourselves on the integrity of our design ideas and handmake them right here in our Phoenix factory - this mini shark nose profile fairing is unique in design and quality. It even looks awesome in gelcoat!"

For more information turn to pages 6-7

**PAUL YAFFE'S BAGGER NATION**  
Phoenix, Arizona, USA

Tel: 602 840 4205

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# Injector Cleaning and Chain Maintenance

Hazelwood, Missouri based Mid-USA Motorcycle Parts offers a large range of V-twin-specific and universal tools and service accessories from Californian specialist Motion Pro.

Among them, this complete fuel injector cleaning kit for most EV1 fuel injectors (EV6 pigtail separately available) - the specific model application information is available on the Motion Pro website.

The tool will flush and back-flush injectors for the best possible cleaning process without the need for compressed air - all it requires is an additionally available aerosol can of fuel injection cleaner. It is push-button switch-operated and has an LED battery condition indicator light (9V battery included). It is of a durable billet aluminum construction - "built tough for everyday shop use."

Also new to the Mid-USA line-up this year, the patented design Motion Pro SlackSetter chain tool accurately and quickly measures chain slack with two scales to measure chain slack and chain to swingarm clearance (in mm).

Setting chain slack properly dramatically improves chain life, and this portable, lightweight, compact design is made from engineered nylon (anodized etched precision aluminum measuring scale) and will work on most on-highway and off-road applications with up to 75 mm chain slack.

This Motion Pro original design master link press tool



Fuel injector cleaning kit for most EV1 fuel injectors (EV6 pigtail separately available)



SlackSetter chain tool



It has a durable, blue anodized finish with laser engraved markings (not for use in breaking rivet master links).

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Master link press tool

will easily press on and off the master link plates for clip style chains - which means it works on all five series chains.

The hardened steel pins make for reliable use, but the lightweight billet aluminum construction and ergonomic design will not damage the master links.

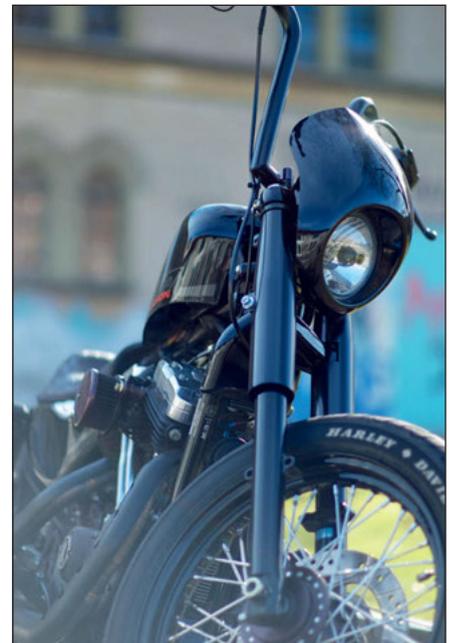
# 39 mm Sportster Fork Shrouds



If you're looking for some added beef for a Sportster front end, then these fork shrouds created by Brunswick, Ohio based Lowbrow add muscle and authenticity in equal measure.

Available in raw steel or black finishes, they are easy to install on Sportsters from 1987 and up - plus certain Dyna models or any other bike with a 39 mm narrow glide front end.

Lowbrow's Tyler Malinky says: "These



Lowbrow fork shrouds clean up the look of any motorcycle and add custom flair. We based the look on the MCM style fork shrouds that were seen on vintage bikes such as 1950s Triumph and BSA models."

**LOWBROW CUSTOMS**  
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## INTRODUCING THE TWIN POWER 530 DRIVE CHAIN

High-tensile steel, solid rollers, and oversize pins ensure longer life and higher strength. The 530 Heavy-Duty is a perfect replacement chain for classic V-Twins, with an average tensile strength of 7,700 lbs. The Severe-duty 530 Z-ring provides the ultimate strength for all performance applications with an average tensile strength of 11,200 lbs. Pair with the new Twin Power chain conversion kit for the ultimate package for high-output engines, aggressive riding, and competition use. **FITS LIKE IT SHOULD.**

## Twin Power Additions

### Klincher Clutches



Twin Power Klincher clutches provide increased surface area and torque capacity while maintaining an easy lever pull. They are available for 1937-2017 models with cable or hydraulic clutches (except M-8) and tuneable for any application.



### Clutch Hubs

These accurate reproductions of the Big Twin clutch hub feature steel spines and aluminum hub. They are available for selected Big Twins 1984-2006.

### Clutch Shell

This clutch shell is a "perfect replacement bearing" for '90 and later 5-speed Big Twin models. These are exact reproductions of the OEM clutch shell. They feature hardened components and include the inner and outer ramps. For 2007 and up applications they come with a coupler with clip and three balls.



### Clutch Hub Assembly



This 3-stud replacement clutch hub assembly for the stock early clutch hub includes assembled clutch hub, complete with friction disc and rivets, bearing retainer with bearings, spring pressure plate and stud nuts.

### Aluminum Clutch Pressure Plate

"Restore-like-new clutch performance with this Twin Power aluminum pressure plate - the perfect OEM replacement" for '90-'97 Big Twins and '91-'15 Sportsters.



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# Zodiac Additions



## Arlen Ness Pro Short Steel Fenders

The unique design of these fenders allows a 21 x 3.5" wheel with a 120/70-21 tire to fit in 39 mm Narrow Glide or 49 mm Mid Glide front forks. The fenders are stamped from 14 gauge (1.9 mm) steel and come with black anodized billet brackets.

## S&S High Performance Tappets - XL, Buell, Twin Cam & M-8

These precision tappets replace both the standard as well as premium lifters for Twin Cam Big Twins, M-8 models and Sportster engines. Each precision lifter is hand assembled to exacting tolerances and designed for quiet operation and rapid pump-up.



## Solid Compensating Sprocket - Twin Cam

These motor sprockets eliminate the diaphragm spring style compensator and run solid in the primary, preventing slippage on high performance engines. They eliminate the issues of disintegrating stock - or Screamin' Eagle - compensating sprockets and are less than half

the weight of the stock compensator set-up, reducing the rotating mass. They are made out of heat treated, high strength tool steel with a black oxide coating, the 34-tooth version gives the stock drive ratio, whereas the 32-tooth version increases acceleration by 6% and includes a special tensioner shoe to allow the use of the stock length primary chain. They fit all '06-'17 Dyna, '07-'17 Softail and '07-'16 Touring models.



## Torx Wyatt Seventies Style Helmets

These E-approved classic design open face helmets "offer exceptional value for money," says Zodiac International. They are made in three sizes of ABS shell with a polyester lining and feature a strap with button on the rear to secure goggles and the standard 3-button system to fix accessories such as flat and bubble visors and included sun visor.

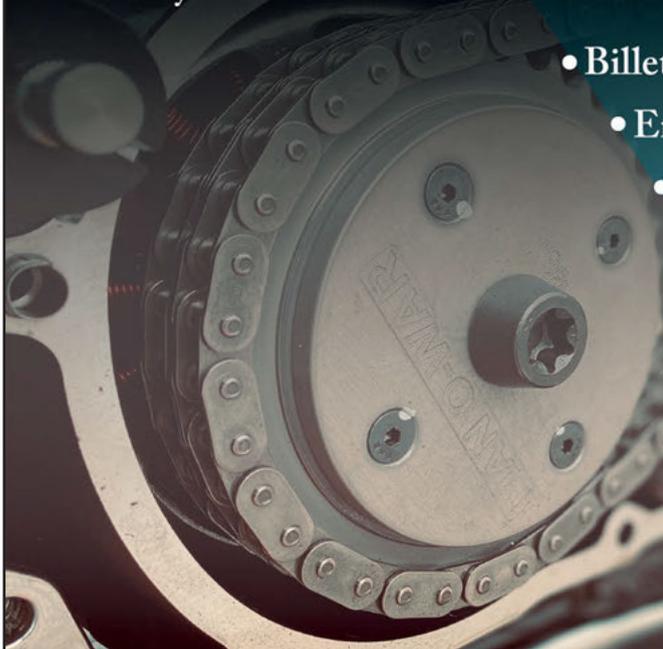
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# Drag Specialties Additions



## OEM Style Fork Tubes



These new 49 mm OEM style fork tubes from Drag Specialties have an exceptionally durable hard chrome finish and offer less drag and improved wear. They accept all OEM components and are sold in pairs. Fitments are available for '14-'16 FLHT/FLHR/FLHX/FLTRX/FLTRU, '14-'18 FLHTCUTG and '15-'18 FLRT models.



driver support and is designed narrower at the front for better leg clearance. The 3/16" thermoformed ABS seat base gives the perfect fit, while the carpeted bottom and rubber bumpers protect your bike's paint. They are available in smooth and double diamond stitch with black, silver or red thread. Includes all mounting hardware.

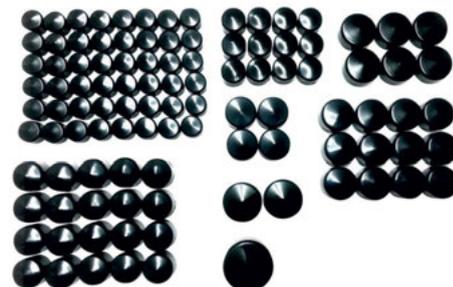
## Drag Specialties - Predator III Seats for Early Softails

Drag Specialties Seats has expanded the popular Predator III line with seats for '84-'99 FXST/FLST models. These new seats are constructed with high-quality automotive-grade vinyl covers and molded polyurethane foam for maximum comfort and styling. This uniquely styled seat features a 6 1/2" tall

## Alternator Rotor



## M-8 Deluxe Bolt Cover



These beautifully designed bolt cover kits from Drag Specialties are for all '17-'20 M-8 models. The Deluxe Kit has been designed to cover the raw OEM bolt heads on the motor/transmission/primary and select chassis bolts. They are made from ABS material and fasten with silicone; sold separately. Available in chrome or black finishes.

**DRAG SPECIALTIES**  
 Janesville, Wisconsin, USA  
 Tel: 608 758 1111  
[drag@dragspecialties.com](mailto:drag@dragspecialties.com)  
[www.dragspecialties.com](http://www.dragspecialties.com)

# Cardo's Special Edition PACKTALK BLACK



Said to "combine sleek, dark styling with superior JBL sound," Plano, Texas based Cardo's new PACKTALK BLACK special edition is the latest addition to their "industry-leading, DMC (Dynamic Mesh Communications) powered PACKTALK rider communication systems line-up."

Said to be the first motorcycle communicator to featuring 45 mm JBL Speakers as stock, the "sleek, blacked-out design and a three-year warranty help create the industry's most desired, sophisticated and dynamic motorcycle communications system.

"It offers the same industry-leading features riders have relied on with the PACKTALK BOLD and PACKTALK SLIM. Our state-of-art, DMC-powered devices function with a self-adjusting network that automatically maintains a connection, thus allowing up to 15 riders to seamlessly join, leave and re-join at a distance of up to five miles.

"Like other PACKTALK models, PACKTALK BLACK is water and dustproof, offers 13 hours of battery life, and features the always-on Natural Voice Operation - allowing riders to keep their eyes on the road, hands on the bars, and activate their device by simply saying 'Hey, Cardo.'



"The PACKTALK BLACK is the ultimate choice for riders who demand the highest level of style and performance, coupled with the industry's best, most proven and reliable technology," said Dan Emodi, Cardo Systems' Chief Marketing Officer.

"With the industry's first and only three-year complete warranty, riders can reap the benefits of PACKTALK's superior, proven technology and unmatched features, but do so with a darker, edgier expression of personal style."

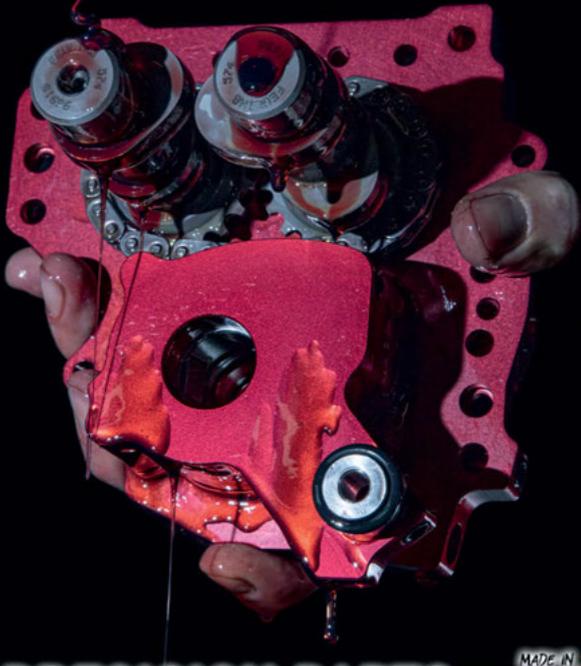
"Since our inception, Cardo Systems has specialized in the design, development, manufacturing and sale of state-of-the-art wireless communication and entertainment systems for motorcycle riders. We pioneered the vast majority of innovations for Bluetooth motorcycle communication systems and our products are now available in over 100 countries."



**CARDO SYSTEMS**  
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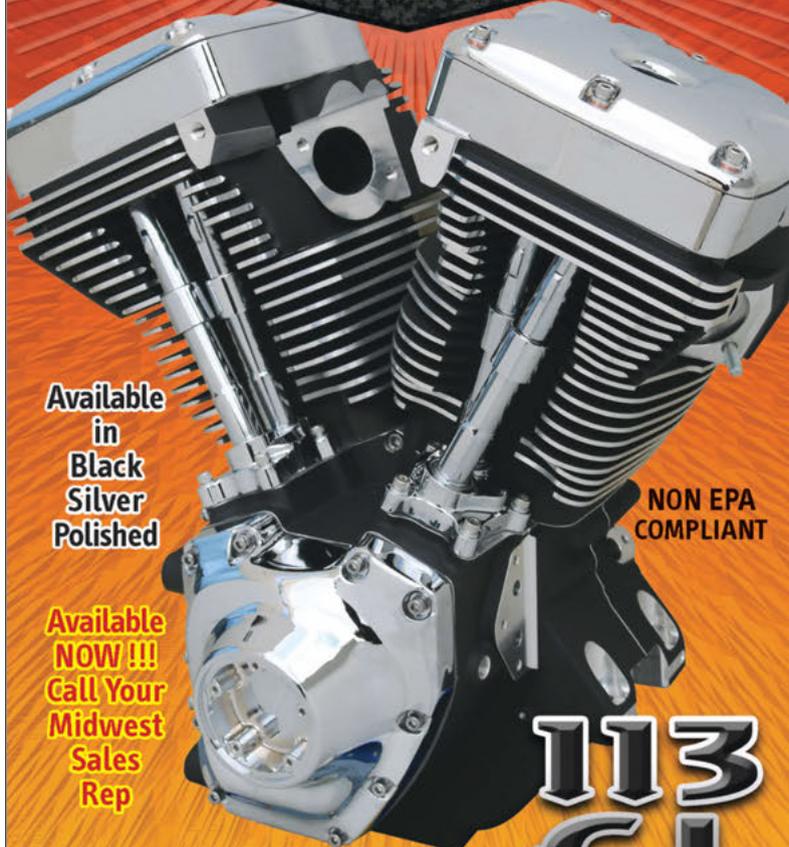
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# Vance & Hines M-8 'Torquer' 450 Slip-Ons



The start-point for Vance & Hines in developing its new Torquer 450 slip-on muffler was better sound from Harley touring bike exhausts, and although it took two years of R&D, the company says it has found it with the recently introduced Torquer 450 slip-on. Vance & Hines President Mike Kennedy says that "this is the best sounding M-8 slip-on available and we can build them at Vance & Hines for a great price." Torquer 450 slip-ons are the company's newest entry into the 4.5-inch diameter segment of the exhaust market that "deliver superior sound and improved horsepower and torque, the best performance of any Vance & Hines slip-on exhaust." Vance & Hines developed a new free-flowing LS275 baffle (patent pending) specifically to address the concerns of owners of Milwaukee-8 powered Harley-Davidson motorcycles. "Style is important to every

rider, so the new mufflers were designed with maximum visual impact," continued Kennedy. "They feature a huge 4.5-inch diameter slip-on and new stylized CNC-machined billet end caps." They work with stock headers or Vance & Hines' own Power Duals. Available in chrome or black, Vance & Hines says that its MRSP for the Torquer 450 is "the lowest price of any 4.5-inch pipe in the industry." Fifty-state emissions compliant for model years '09-'20.

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# FXDR 'Demon'

Dutch sound management engineers at The Jekill And Hyde Company have a new exhaust design for the FXDR, the 'Demon'. Designed for them in Germany by Rolf Reick of Krautmotors, 'Demon' is made in stainless steel with a carbon fiber heat shield and end caps and is available in pearl grey or black.

For the rider who prefers a more traditional look, the company also offers a signature V-strike header set with a 2-in-2 system where the rider can choose between Shorty or Jekill Bomb bodies with a choice of end caps.

Operated by handlebar-mounted switch, the sound management system features three modes - silent, deep and rumbling, or the dynamic mode between the two.

Thunderbike Harley-Davidson (Hammerkeln, Germany) has customized a FXDR - also with 'Demon' - to showcase the new exhaust and an online configurator is available for riders to create their ideal Jekill & Hyde custom exhaust.

With more than 65,000 exhaust systems sold in the last ten years, The Jekill And Hyde Company says it is the leading manufacturer/supplier of electronically adjustable exhaust systems in the world and backs its products with a 4-year warranty.

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# Breakout the Bare Bones

The low and aggressive look of Boutique custom seat designer Le Pera Enterprises' 'Bare Bones' seat for 2018 and up Softail Breakout models isn't just a stylish solo stock replacement, but has been "engineered to change the entire look of your Breakout customer's ride, combining comfort and back support with a 10.5" width.

"This is the perfect seat to take advantage of our Biker Gel and other various custom options such as full leather construction. Standard options include your choice of smooth, diamond and diamond with white stitch and piping, as seen here." Still handcrafting all their seats at their North Hollywood, California headquarters after more than 45 years as the market's design leader, all Le Pera seats feature a powder-coated steel base plate, a specially



poured high density "Marathon" molded foam foundation and double-stitched, handcrafted cover with bonded polyester thread for durability.

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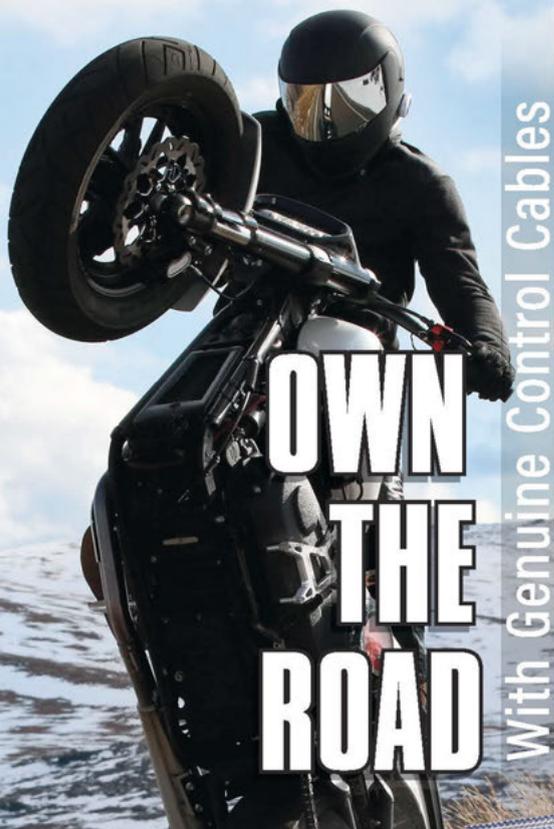
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# TWO CYLINDERS GOOD - THREE CYLINDERS BETTER



Feuling Products has restored legendary 'founder' Jim Feuling's W3 Twin Cam - the equally legendary three-cylinder 150" monster - and AMA Hall of Famer Don Emde will ride it at Laguna Seca for the parade lap at this year's rescheduled inaugural 'King of the Baggers' race in October ...

## W3 - ABOUT

The W3 is a three-cylinder W configuration engine with an air cooled, two-valve, triple gear driven cam, with a 4" bore and 4" stroke, creating a 150 cubic inch monster. The engine is based on the Harley Twin Cam engine with the majority of its components interchangeable. The W3 uses its cubic inches to create the power, reliably, and the three-cylinder arrangement provides inherent smoothness firing at 90 degrees. The low center of gravity is perfect for motorcycles.

## HISTORY

Jim Feuling founded Feuling R&D/Advanced Technologies in 1974. Jim was an inventor, author, publisher, philosopher, pilot, recipient of the prestigious SCORE 'Mechanic of The Year' trophy and so much more - including United States Army Special Forces Veteran.

Jim is best known in our world as a motorcycle and automobile designer/builder/racer and leading-edge researcher/developer in the field of engine design and fluid dynamics. Jim passed away in 2002 after a battle with pancreatic cancer. Based at Oceanside, California, and headed up by Luke Leatherman, the business today still proudly bears the Feuling name.

## FEULING TECHNOLOGY

Jim was years ahead of his time - Feuling technology is still widely used on production vehicles today. His racing engines, high performance components and inventions have been used worldwide from Daytona to Monaco, from off-road racing to Bonneville to Formula One Grand Prix and the Indy 500. Feuling's leading-edge development work includes R&D contracts and licensing with the likes of Chevrolet, Oldsmobile, Ford, Chrysler, Mazda, Nissan, John Deere, Harley-Davidson, Bell Sports, Shoei, Edelbrock and aircraft companies such as Cessna, Mooney and Quickie.

In 1988 Jim received the "Outstanding Technical Achievement Award" from the National Engineering Societies for his "clean sheet" design, development and manufacture of the 2.0 l "BE" Quad-4 racing engine used in the Oldsmobile Aerotech Research Vehicle (267.339 mph - the world record for the flying mile - driven by A. J. Foyt).

The radical "BE" 4-cylinder, 4-valve engine developed the highest specific power output of any automotive engine in history, 10+ hp per cubic inch (over 1,270 hp from 121 cubic inches). The "BE" project led to the development of the



Aurora V8 Indy engine, and the platform for the Cadillac Northstar engine.

Feuling Technologies is home to the CENTERFIRE, MAX FLOW and Harley 4-valve cylinder heads, AR Anti-Reversion exhaust system, CVX muffler and the high efficiency Three-Valve Combustion Chamber System. Feuling holds and has held multiple land speed records, including a spot on the world's fastest motorcycle list (332.103 mph) and world's fastest fuel streamliner (344.114 mph). With decades of experience in automotive, motorcycle and aviation design and development, the staff at Feuling is second to none.

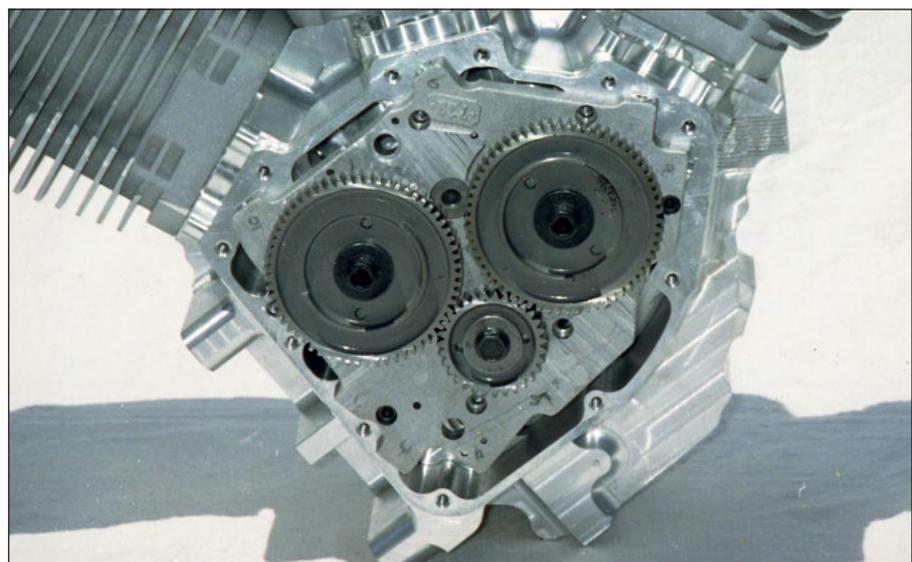
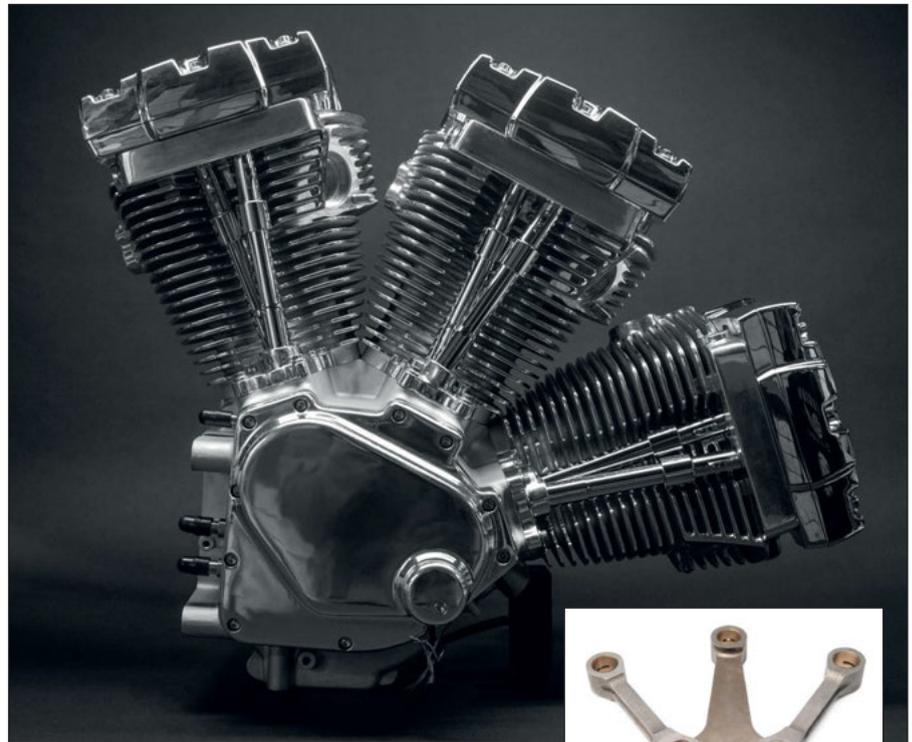


# ENGINE SPEC



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Configuration	3-cylinder, air cooled 45° x 45° W layout
Valve Train	OHV 2 valves per cylinder
Bore/Stroke	4.0 in.
Displacement	150 cu. in., 2.5 l
Compression Ratio	10.8:1
Horsepower	180 @ 5500 rpm
Torque	200 lbs. ft. @ 3000 rpm
Firing Order	1-3-2, using rear cylinder as #1
Firing Impulses	90 degrees, 315 degrees, 315 degrees
Cases	Feuling W3 - A356T6 cast aluminum
Crankshaft	Modified H-D Twin Cam, clearanced and balanced for Feuling master/link rod, H-D bearings
Connecting Rod	Forged 4340 Chromoly Steel (Feuling master/link design)
Heads	Feuling 2-valve with patented HIGH VELOCITY ports
Valves	Feuling wide margin 2.000 intake, 1.500 exhaust
Valve springs	Feuling Beehive Highload W/Ti retainers & locks
Breathers	Feuling rocker box breathers and external head breathers
Camshafts	Feuling 594 grind, Lift: Int 594"/Exh 604", Dur Int 255/Exh 260
Camplate	Feuling high flow
Cam Drive	Andrews cam gears, outer front & rear cam gears + crank gear
Oil Pump	Feuling RACE SERIES
Pistons	KB forged/coated
Pushrods	Feuling HP+ one-piece 0.165" wall thickness
Lifters	Feuling RACE SERIES, full travel
Exhaust System	Feuling Anti-Reversion 3 into 1, triple stepped
Intake System	Feuling fuel injected 1 into 3 log manifold, Feuling 5.3 g/s injectors, HPI 64 mm throttle body
Ignition	Motec/Feuling
Coils	Feuling
Spark Plugs	NGK 10 mm JR8C
Lubricants	Valvoline: engine VR1 20W50, primary Type F, trans 80-90 weight
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NEWS BRIEFS

Hamsters USA, the international motorcycle group, raised \$161,833 for children's special needs charity LifeScape in Rapid City, South Dakota, during this year's Sturgis Rally. This year's event brings the cumulative total for 15 years of fundraising to almost \$3.5m in total. These gifts help provide services to children in their Black Hills area homes and communities.



A recently published Indian Motorcycle Patent filing from 2017 suggests it is set to take the Challenger, or at least its water cooled DOFC Powerplus engine and alloy frame, a stage further, with a Roadmaster-esque water cooled Bagger sporting a Chieftain style front end. The "semi-monocoque frame incorporates the airbox and air cleaner with intakes under the steering head to pull air into the chassis."

The AMA Hillclimb Grand Championship has been rescheduled for September 19-20 and moved from Wisconsin to Washington County, Ohio, at the Pioneer Motorcycle Club, Waterford. The event, originally planned for Aug. 7-9 in Wisconsin's Pierce County, was canceled in response to the coronavirus pandemic.

Dealer registration is now open for AIMExpo, January 21 - 23, 2021, at Columbus, Ohio. Now reduced to three days and converted into a dealer attendance only motorcycle industry event, rather than the European style combined public and trade expo that it was originally conceived as when it launched in Orlando, Florida, in 2013, registration also includes access to Tucker Powersports' co-located annual Dealer Show.

Polaris 2020 Second Quarter Results - "Far Above Our Expectations"



Polaris has unveiled second quarter results that CFO Mike Speetzen described as nothing short of "far above our expectations" as the better than anticipated performance of the motorcycle and wider powersports markets during the pandemic lockdowns starts to translate into filings.

For Q2, the company's reported and adjusted sales decreased 15% to \$1,512m and \$1,510m, respectively. The company reported a second quarter 2020 net loss of \$235m. Second quarter reported net loss was \$3.82 per share; adjusted net income for the same period was \$1.30 per share.

North American retail sales increased 57% for the quarter compared to last year, with both ORV and Motorcycle retail sales up significantly.

Dealer inventory levels decreased 47%, given the strong retail sales growth and lower shipments resulting from the COVID-19 related temporary suspension of production during the quarter.

Evaluation of the company's aftermarket goodwill and other intangibles resulted in a pre-tax \$379m non-cash impairment charge taken during the quarter. Operating expenses, excluding the impairment charge, decreased 15%, given the substantial reduction in discretionary and non-essential spending in response to the pandemic crisis.

Polaris' liquidity profile remains solid with debt/EBITDA below three times and total liquidity of \$1.2bn at quarter end; Polaris re-initiated full year 2020

sales and adjusted earnings guidance with full year adjusted earnings in the range of \$6.40 to \$6.60 per diluted share and full year sales in the range of \$6.650bn to \$6.750bn.

Scott Wine, Chairman and Chief Executive Officer of Polaris Inc., stated: "Polaris' second quarter results significantly outperformed expectations, once again demonstrating the resiliency and dedication of our global team."

"We overcame a near complete shutdown of our dealers and the U.S. economy early in the quarter to capitalize on unprecedented retail demand for our motorcycles and off-



Polaris Chairman and CEO Scott Wine said: "We overcame a near complete shutdown of our dealers and the U.S. economy early in the quarter to capitalize on unprecedented retail demand for our motorcycles and off-road vehicles through May, June and July."

“ consumer retail sales for Indian Motorcycle increased mid-teens percent ”

road vehicles through May, June and now July. Our broad array of best-in-class products provided an attractive social distancing solution for both existing, and encouragingly, a wide range of new powersports customers. "During the quarter, we navigated a level of uncertainty and unrest that is unparalleled in our nation's history, beginning with rapidly and successfully restarting our production facilities, while protecting the health and safety of our employees. And, importantly, following the death of George Floyd here in Minnesota, we united to do our part to bridge divides and drive meaningful change.

"From executive leadership to our production line employees, we are working under a shared goal of positively impacting our company and communities. Despite social turbulence and softness in our Adjacent Markets businesses, between ongoing strong consumer demand and historically low dealer inventory levels, we are well-positioned for the second half of the year."

Retail demand accelerated throughout the quarter, benefiting company performance as both new and existing customers took advantage of off-road vehicles and motorcycles to enjoy the outdoors while maintaining social distancing etiquette, partially mitigating the COVID-19 driven

Continues on page 10 >>>

Sources: AMD, IDN, FT, Reuters, PSB, MPN, B&B, BDN, MCN, AP, Bloomberg, MSNW, Electrek, electricmotorcycles.news, RideApart.com, Motor1.com

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