



# AFTERMARKET MOTO DESIGN

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

## Unit Sales and Market Share Down; Cost Savings Drive "Best Q3 Income since 2015" as Inventory and Dealer Network Continue to be Slashed

In announcing its 2020 Q3 fiscals Harley-Davidson has said that it is "sharpening its focus and reigniting its culture" as the delayed model year introduction cycle results in reduced sales and dealer inventory shortages.

The company says that it has made "further progress implementing **The Rewire**, a critical overhaul of its business, setting a strong foundation for the company including a new operating model that realigns the organization for performance, reduces costs and sharpens focus on profitable products and markets.

"The end of **The Rewire** will be the foundation for **The Hardwire**, the company's forthcoming 5-year strategic plan [to be unveiled in January 2021], to deliver profitable growth and shareholder value based on expanding the desirability of Harley-Davidson." In reporting its third quarter 2020 financial results it has reported "the **strongest third quarter net income since 2015**,

reflecting initial positive impacts of The Rewire efforts" - in other words by implementing cutbacks and cost savings.

"We have driven significant progress across each key element of The Rewire playbook, and we believe the positive

**“ Sclerotic corporate bureaucracy ”**

changes we have executed are setting our course for a winning future," said Jochen Zeitz, Chairman, President and CEO, Harley-Davidson.

"We have started on our journey to become a high-performance company where business structure, leadership principles and our culture are all aligned. The platform we are creating will support the work ahead as we continue to develop and execute our

new 5-year strategic plan, **The Hardwire**."

Harley says it is "evolving its culture to drive a high-performing, winning organization. The company is ramping up the competitive spirit of its employees and dealers to promote the heritage and value of the Harley-Davidson brand. Earlier this year, the company revealed a new vision and mission that are guiding and defining the company's roadmap."

**The Vision** is cited as "building our legend [?!] and leading our industry through innovation, evolution and emotion"; **the Mission** as "more than building machines, we stand for the timeless pursuit of adventure. Freedom for the soul."

Harley claims that its 'Rewire' efforts to date have "strengthened the company's focus on customers and dealers and reinforced desirability for the company's brand and products, setting the foundation for its 2021-2025 strategic plan."

**Continues on page 6 >>>**

DEC 2020  
ISSUE #257

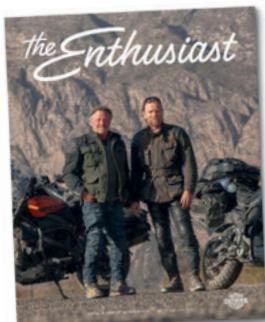


COMMENT  
**Herd Immunity?**



**TOMMY & SON\$**

WELCOME BACK



**Billet Proof.**



The King of the Baggers - Indian Challenger by S&S Cycle; see pages 31-36

# EACH MILE IN STYLE

**TORC**  
HELMETS

**ECE**  
APPROVED



T-50



T-1



T-50



T-50C



T-3



T-3

## HIGH QUALITY | LOW PRICE



[WWW.CUSTOM-CHROME-EUROPE.COM](http://WWW.CUSTOM-CHROME-EUROPE.COM)



World's Finest Products For Harley-Davidsons

**EDITOR-IN-CHIEF**

ROBIN BRADLEY

robin@dealer-world.com

**GENERAL MANAGER**

SARA VINEY

sara@dealer-world.com

**DESIGN &  
PRODUCTION DIRECTOR**

BEN OAG

ben@dealer-world.com

**PUBLISHER**

SONJA WALLACE

sonja@dealer-world.com

**PHOTOGRAPHERS**

ONNO WIERINGA

MADNESS PHOTOGRAPHY, NL

www.madnessphotography.eu

FRANK SANDER

THUNDER MEDIA, DE

www.thunder-media-service.de

**TOLL FREE... FROM  
USA/ CANADA:**

TEL: 1-866 849 5704

FAX: 1-866 521 0099

If for any reason you can't connect via our toll free numbers then dial

TEL: 01144 1892 511516

Fax: 01144 1892 511517

5, Rendlesham Mews,  
Rendlesham, Woodbridge,  
Suffolk IP12 2SZ  
United Kingdom  
TEL: 0044 (0)1892 511516  
FAX: 0044 (0)1892 511517

**DISCLAIMERS**

No part of AMD may be reproduced or used in any way without permission. The views contained in AMD are not necessarily the views of the publishers; the views of the publishers are not necessarily the views of any third parties. Every effort is made to ensure that all material included is as accurate as possible; however, neither the publishers nor any third parties can be held responsible for any erroneous statements, facts, figures or just plain silly or honest mistakes or inaccuracies, howsoever caused. All trademarks, brand names and other key words are used purely for descriptive purposes. No approval, endorsement of, or involvement in the contents of AMD is implied by the use of these or any other words, names or marks associated with all or any companies. All trademarks are openly acknowledged by AMD and by any third parties included in AMD. All AMD editorial content is just exactly that, independently sourced, compiled and written editorial content for which no financial or other beneficial transaction or other kind of relationship, contractual or otherwise, has been entered into. No consequential losses or any other liabilities are accepted arising from content of any kind in AMD, howsoever caused.

'World Championship of Custom Bike Building' is a registered trademark of Robin A. Bradley, Dealer World

**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](mailto:sara@dealer-world.com)

PRINT BY WARNERS MIDLANDS  
BOURNE, LINCOLNSHIRE, GB

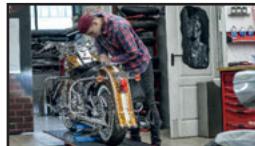
**ISSN 1465-7627**

**COMMENT - Do we Have Herd Immunity Yet? ..... 4**

As new and used unit sales across all market sectors continue to hold up well (except maybe new Harley units), Robin Bradley wants to know if our market is now immune to the pandemic-driven recession or if the next wave will have rocks in it.

**TOMMY & SONS - Lithuanian Bagger Excellence ..... 15-17**

Europe hasn't been a 'bastion' of the Bagger market, but those who are specializing are doing it well – meet one such emporium of excellence, award winning Tommy & Sons, of Vilnius, Lithuania.

**SERIAL 1 - "Powered by Harley-Davidson" ..... 8**

Harley says that the global eBicycle market was estimated to be worth over \$15 billion in 2019, and is projected to grow at an annual rate of over 6% from 2020 to 2025, as it turns to Utah and a team of "alumni" for a share of the action.

**PRODUCTION TWINS - Harley's first AFT Championship ..... 18**

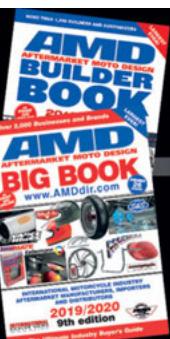
Thanks to James Rispoli and Latus Harley-Davidson of Oregon, Milwaukee has a Flat Track racing championship again, at last, thanks to a class largely created to allow the XGR750R to prosper.

**Product Extra - Magnum Shielding ..... 44**

Is Carbon Fiber Braid the New Black? One of the most common replacements that new and pre-owned model buyers make just got a whole lot sexier, thanks to the upstate New York specialist's new Kevlar Aramid Fiber reinforced PTFE brake tube premium signature braid.

**Product Extra - Custom Chrome Europe ..... 56**

CCE has added USA-made engine and transmission options for its European dealers with a choice of Shovelhead and Evo drivetrain finishes from Ultima Products.

**PROGUIDE: The new, the best and the must-haves ..... 38-58****2019/2020  
9TH EDITION****AVAILABLE  
ONLINE****IN PRINT  
ONLINE  
ON YOUR OWN DEVICE**

Available for platform optimized online reference or searchable PDF download. Additional print copies are available on request from the AMD office in the UK.  
[www.amddir.com](http://www.amddir.com)

# Do We Have Herd Immunity Yet?

**A**s the international motorcycle industry continues to surf the waves of the pandemic, the fear of wipe-out is never far away. Regardless of how many waves we are destined to endure, sooner or later one of them will have rocks in it.

At present, based on reports from readers and customers and the latest available data on either side of the Atlantic, as I write this in early November, the signs are that motorcycle industry new unit sales remain surprisingly robust - unless your name is Harley-Davidson, but then we knew what was coming down the pike at it. Is it sustainable? To be brutally honest, I don't think any of us really know if anything is sustainable anymore, and I still reckon that those who think they have the answers are following doctrinaire positions that screen out understanding of the questions. In motorcycle manufacturer terms, whether or not it is the absence of H-D inventory in the market place or first hints of a genuine uptick in demand and profile, Indian Motorcycle unit sales are doing well (in the context of present output capacity planning), especially in Europe.

Ducati and BMW both recently published robust monthly or quarterly numbers, KTM and Husqvarna continue to do well, Triumph appears to be pushing ahead despite its waves of layoffs this year, Piaggio's brands (principally Moto Guzzi, Aprilia and Vespa) are all seeing growth, and many other smaller, mostly Chinese made and/or owned brands are also doing well - again, especially in Europe, and especially those owned or distributed by Austria based KSR Group.

The Japanese 'Big Four' continue to have mixed fortunes. I think that it will turn out to have been Yamaha's year in terms of real progress, with Honda steady, Kawasaki growing and announcing that it is to spin off its motorcycle unit into a separate business, really only leaving Suzuki to contemplate its navel.

New CEO Jochen Zeitz unveiled more (mostly telegraphed) detail about the strategic background to what we are likely to see in the new 'HardWired' Harley strategic plan that is due to be unveiled in January - along with the 2020 full year fiscals and, presumably, the delayed MY 2021 offer.

We already know that is going to include the expected 1,250 cc Pan America Adventure Tourer debut, which Harley has already been pimping on its international sites for some time, and that the change in new model year is both a pandemic spring shut-down response and a strategically rebuilt sales cycle leap into left field that makes Harley an outlier in such matters - whether or not it is a decision that proves to be prescient or problematic remains to be seen.

The Q3 numbers that were released ten days before I wrote this really didn't tell us anything much, excepting that the new Harley management team appears to be singing from the same page, and that page can be found under the general heading of 'The Blindingly Obvious' - and that is not meant as a criticism, quite the opposite. The bravely touted "best Q3 income since 2015" headline did its job with most of the hard-of-thinking media industry for whom 'Truth Decay' set in a decade ago and allowed Harley to project that its present malaise sees it in a good place.

Most media channels, and even analysts and Wall Street commentators, allowed themselves to be blind-sided by the sharpening of focus and reignition of culture and sent Harley's share price to the kind of (still modest) level of over \$35.00, not seen since February of this year.

Indeed, in congratulating her on her appointment, one of the analysts on the results conference call (October 27) warned newly minted CFO Gina Goetter not to get too used to seeing the stock market respond that well to her announcements - "it isn't always like this, as you'll no doubt find out," he said - if memory serves, I think he was from Morgan Stanley.

In fact, the truth that the decay in scrutiny has failed to report is that the results were beyond dreadful. The only reason the income was better than it had been recently (don't be fooled, it wasn't actually what you'd call 'good') was because Harley has been slashing costs and realigning everything, right down to the water coolers, as they try to draw a line under the wasted post Wandell years.

Do not get me wrong, this too is not a criticism. There is nothing wrong with overdue house cleaning and Harley has needed to try something dramatic since 2014. 'More Roads' was never the right road. When you are already having trouble trying to do too many things, trying to also do a bunch more in a market that was clearly in decline and morphing before our eyes was demonstrably naïve - the phrase commercial suicide comes to mind.

As Einstein famously said - to keep doing the same thing and expecting a different outcome is the very definition of madness. Under the prior CEO, Harley had been getting away with being allowed to keep swimming around an ever-smaller goldfish bowl for far too long.

Now, if the game-plan is to try to bottom out and give a robust foundation on which to "build back better," then rather like Keith Wandell's often criticised 2010 'slash and burn' road to survival, if this is the only legacy that Zeitz leaves behind him, then it is one of the most important ones anybody could engineer.

The phrase 'Keep It Simple Stupid' is often ascribed to Ronald Reagan and his Reagonomics school of economic thought. In fact, it first entered the lexicon in the late 1950s and early 1960s as an engineering term - one source I saw credited Kelly Johnson with coining the term - he of Lockheed Skunk Works fame.

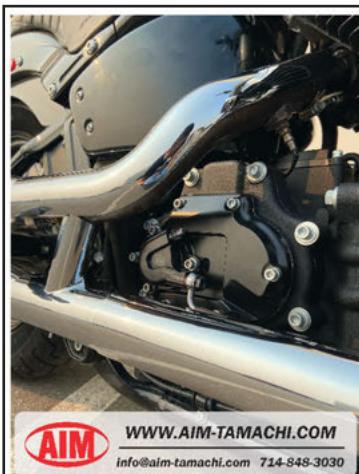
Zeitz appears to have very quickly established that Harley had become way too complicated and was pursuing way too many customer groups while not in fact building on its core customers sufficiently well. 'Keeping it Simple' appears to be at the heart of what he is going to be doing as Harley CEO, and while there are plenty, especially among the dealer network, who will regard him as ill-equipped to "speak Harley" with the purists, he doesn't have to. That's not his job.

His job is to create the right environment that allows those who can address Harley's base to be able to do so without the message being drowned out by white noise. To give the bandwidth needed to be able to broadcast the purest of pure brand messages.

Doing so will buy Zeitz and buy Harley the time and strength needed to be able to start to amplify brand extension and nuance without drowning out core values.

“ Truth Decay ”

Robin Bradley  
Co-owner/Editor-in-Chief  
[robin@dealer-world.com](mailto:robin@dealer-world.com)



CONVERTS YOUR CABLE CLUTCH TO A MORE MODERN, EASIER TO PULL HYDRAULIC CLUTCH.

## LF HYDRAULIC CONVERSION KIT

FOR 2007+ HARLEY DAVIDSON 6 SPEED MODELS (INCLUDING '06 DYNA & M8 MODELS)

**STARTING AT \$599**

- EASIER CLUTCH PULL VS CABLE
- HIGH QUALITY COMPONENTS
- IMPROVED CLUTCH MODULATION
- IDEAL FOR HIGH HP/TQ BUILDS

**3 DIFFERENT PACKAGES TO SUIT EVERYONE'S NEEDS.**

**STARTER KIT : BAREBONES KIT NO CLUTCH LINE**

**COMPLETE KIT : TRUE DIY READY TO INSTALL KIT**

**COMPLETE PLUS KIT : INCLUDES OEM LINE & OUTER COVER**





FLAT BLACK



FLAT COYOTE TAN



GLOSS BLOOD RED



GLOSS BLACK



FLAT TITANIUM



GLOSS WHITE



RUSTY BUTCHER



METALLIC BRONZE

## STOCK THE STUFF YOUR CUSTOMERS ACTUALLY WANT 2021 LANE SPLITTER HELMETS

Progressively styled and rigorously tested, our ECE-certified helmet is a top choice for riders who demand comfort and high performance.

Features include a rugged ABS outer shell, ventilated EPS safety liner, replaceable comfort liner and a clear anti-fog shield.

**Biltwell.**

WWW.BILT WELLINC.COM

## &lt;&lt; Continued from cover

Anybody from outside the company who has tried to have dealings with Harley in the past decade or more will be painfully aware of just how sclerotic the corporate bureaucracy in Milwaukee (and elsewhere in the organization) had become. As remarked upon before, Zeitz is clearly aware of this and the company says that its "**New Operating Model**" is to be one of "Reduced Complexity and Increased Speed," and that it has already "eliminated duplication and complexity across global operations, resulting in significant expected ongoing SG&A savings and vast improvements in agility and efficiency." The company also refreshed the **leadership structure** and team with most of the leaders being new to their roles and many bringing new perspectives and capabilities from outside the company.

"Harley-Davidson plans to concentrate on approximately 50 markets, primarily in North America, Europe and parts of Asia Pacific, that represent a high percentage of the company's expected volume and growth potential. The company's international business has been significantly reset and refocused with investment and resources aligned with projected market potential. Under the new participation model, approximately 36 highest potential markets will remain, with the resources and autonomy within a clearly defined framework, to best drive growth and profitability."

Some "17 markets will transition to more cost-effective distributor models. This includes India, where **Hero MotoCorp** will be the exclusive Harley-Davidson distributor" and be "licensed to develop and sell a range of Harley-Davidson motorcycles."

Of the remaining global markets that Harley is currently in, 39 "will be exited due to volume, profitability or potential that does not support continued investment."

Additionally, the company says it has "**streamlined its planned product portfolio by 30 percent** and overhauled launch timing and go-to-market practices for maximum impact and success."

Highlights of the new approach will include "further streamlining - eliminating optional offerings in the product portfolio with low customer uptake; sharper focus - reducing complexity and directing resources toward the highest priority and core stronghold products; **priority - deliver Harley-Davidson's first Adventure Touring motorcycle in 2021**; outsource - new venture created for eBicycles with minority equity participation for Harley-Davidson" to be marketed as "**Serial 1, Powered by Harley-Davidson.**"

Harley-Davidson sales revenue and production data... **3rd quarter 2020**

<b>Income statements in \$1,000s (except share)</b>	<b>THREE MONTHS ENDED</b>		<b>NINE MONTHS ENDED</b>	
	<b>2020 Q3</b>	<b>2019 Q3</b>	<b>2020 Q3</b>	<b>2019 Q3</b>
<b>Net sales revenue</b>	\$964,029	\$1,068,942	\$2,733,091	\$3,698,583
<b>Gross profit</b>	\$287,233	\$320,064	\$713,781	\$1,122,241
<b>Total operating income</b>	\$137,884	\$119,844	\$129,298	\$543,213
<b>Net income</b>	\$120,218	\$86,563	\$97,696	\$410,139
<b>Diluted earnings per common share</b>	\$0.78	\$0.55	\$0.64	\$2.58
<b>NET SALES REVENUE</b>				
<b>H-D Motorcycles</b>	\$684,344	\$779,344	\$2,030,447	\$2,871,982
<b>Parts &amp; Accessories</b>	\$209,808	\$203,173	\$513,201	\$584,134
<b>General Merchandise</b>	\$49,356	\$60,334	\$136,321	\$180,379
<b>Other</b>	\$11,627	\$17,480	\$31,296	\$34,989
<b>MOTORCYCLE SHIPMENT DATA</b> <small>NOTE: H-D MOTORCYCLE SHIPMENT DATA IS NOT THE SAME AS RETAIL REGISTRATIONS</small>				
<b>United States</b>	25,284	25,572	69,359	101,481
<b>PRODUCT MIX</b>				
<b>Touring</b>	16,505	19,905	47,811	75,871
<b>Cruiser</b> <small>(Includes Softail, CVOTM, and LiveWire)</small>	15,500	16,225	47,505	59,367
<b>Sportster/Street</b>	10,978	9,707	29,009	38,247
<b>RETAIL SALES OF H-D MOTORCYCLES:</b>				
<b>United States</b>	31,304	34,903	86,376	105,756
<b>Canada</b>	1,915	2,560	5,668	7,787
<b>EMEA Region</b>	11,184	10,483	29,878	36,899
<b>Asia Pacific Region</b>	7,631	8,078	20,271	21,822
<b>Latin America Region</b>	1,768	2,498	4,760	7,255
<b>Total</b>	53,802	58,522	146,953	179,519

In terms of its seasonal realignment, plans are underway for a "virtual, new model year launch for dealers and consumers in Q1 2021 - shifted from August to be closer to the start of the riding season."

Addressing the dire state that Harley's marketing has been in for the past 10 or more years the company appears to be embracing the blindingly obvious with "**Marketing that drives desirability** - the company executed new marketing campaigns featuring Jason Momoa, and Ewan McGregor and Charley Boorman, stars of The Long Way Up, generating significant leads and growing awareness, excitement and desirability for the Harley-Davidson brand and products." Highlights include 500 million+ views of 'United We Will Ride' video by Jason Momoa; 56 million+ views of The Long Way Up trailer; 92,000 visits to The Long Way Up page on H-D.com and 105 million+ positive media impressions of Long Way Up.

To drive growth, Harley-Davidson has established new business units for **Parts and Accessories (P&A) and General Merchandise (GM)** "that enable each to invest resources to establish new channel strategies and better product assortments." The P&A Strategy will "better leverage opportunity to inspire riders through



customization; synergize with motorcycle product strategy; improve pricing and inventory strategy; reduce SKUs by 15 percent for 2021 and enhance training and field support to drive sales growth."

Its GM Strategy will "realign product in critical categories; build category management plans; re-establish design principles centered around authenticity, brand heritage and quality; sharpen focus on the most profitable SKUs and reduce GM SKUs overall by 25 percent for 2021."

Adapting the **playbook** that served Jochen Zeitz well at Puma and at the parent Group that eventually became the Kering luxury goods empire (Printemps, Gucci, YSL, Boucheron, Alexander McQueen, Stella McCartney etc.), "Zeitz places a premium on **Protecting Value**."

Harley says it is now operating with a "remodeled approach to supply and inventory management with a focus

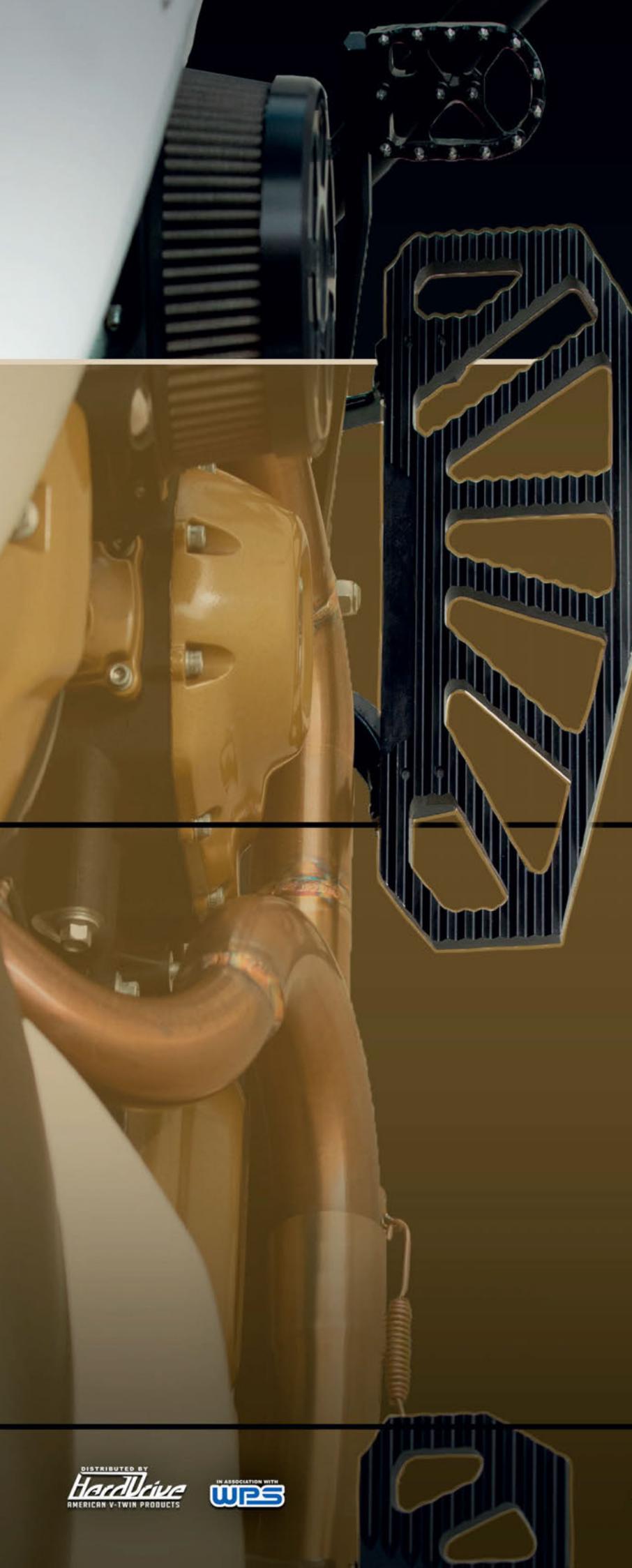
on a powerful dealer network to better preserve the value and desirability of Harley-Davidson motorcycles for customers. Some initial outcomes of this approach as of the end of the third quarter include a **reduced price gap** between new and used Harley-Davidson motorcycles in the U.S.; a reduction in global dealer inventory by over 30 percent" and, essentially, "eliminating promotions and discounting with a focus on brand building."

Harley says that "a strong network of profitable dealers is essential to delivering the most desirable Harley-Davidson experience. The company continues to optimize its network to strengthen priority markets and provide an improved and integrated customer experience."

The company says it "continues to proactively manage its business through the pandemic and has maintained robust protocols to keep workers safe in its factories. Most non-production workers will continue to work from home at least until the end of the year."

"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

&gt;&gt;



**HardDrive**  
AMERICAN V-TWIN PRODUCTS

---

# GRIPMAX FLOORBOARDS

---

DISTRIBUTED BY  
**HardDrive**  
AMERICAN V-TWIN PRODUCTS

IN ASSOCIATION WITH  
**WPS**

Visit [HDTWIN.COM](http://HDTWIN.COM) to Find Your Local HardDrive Dealer.

will pay a fourth quarter cash dividend of \$0.02 per share, in line with its second and third quarter dividends. The dividend is payable December 18, 2020 to the shareholders of record of the company's common stock as of December 4, 2020."

The company says it has also "maintained its **strong liquidity position** with \$4.7bn in liquidity at the end of the quarter."

**Net income** in Q3 2020 was \$120m, up 39 percent over prior year and the highest Q3 result since 2015. Q3 results reflect the actions taken in the third quarter under the company's The Rewire effort. Q3 GAAP diluted EPS was \$0.78, compared to \$0.55 in Q3 2019. Excluding restructuring plan costs and the impact of tariffs, adjusted Q3 diluted EPS was \$1.05 compared to \$0.70 in Q3 2019.

**Global retail motorcycle sales** in the third quarter of 2020 were down

8 percent compared to the prior year, reflecting, among other things, the company's shift in timing of the launch of new model year motorcycles from August each year to early Q1 to better align with seasonality.

**Revenue from the Motorcycles and Related Products segment** was down in Q3 compared to the prior year due to, among other things, the shift in model year change-over. Gross margin was flat compared to the prior year and operating margin was up during the quarter compared to Q3 2019, primarily due to **aggressive cost management** in the face of the COVID-19 pandemic and actions taken under The Rewire.

**Financial Services segment** third quarter operating income was up 25 percent due primarily to a decrease in the provision for loan losses, driven by lower actual losses at the end of Q3 versus the previous quarter.

## HIGHLIGHTS AT THE END OF THE THIRD QUARTER:

- \$250m cash savings including SG&A and capital reductions expected in 2020
- \$115m annual savings from restructuring actions taken expected starting in 2021
- \$3.6bn cash and cash equivalents compared to \$862m in 2019
- \$1.1bn of cash generated from operating activities compared to \$849m in 2019
- Global dealer inventory down over 30 percent compared to third quarter 2019
- 2020 motorcycles selling at full MSRP (avg. U.S. during the third quarter)
- Used Harley-Davidson prices up significantly (U.S.)



**Cash and cash equivalents** were \$3.6bn at the end of Q3 2020, compared to \$862m at the end of Q3 2019. Harley-Davidson generated \$1.1bn of cash from operating activities year-to-date 2020 compared

to \$849m year-to-date 2019. "Given the uncertainty that remains surrounding the impact and duration of the COVID-19 pandemic, **the company is not providing 2020 financial guidance.**"

# Serial 1 - "Powered by Harley-Davidson"

Back in the early 1990s Harley-Davidson systematically divested itself of what it then saw as its non-core operations - such as delivery vehicles, golf carts and other 'legacy' enterprises.

By 2010 it had re-grown a couple of extra limbs in the shape of Buell and MV Agusta, but CEO Keith Wandell dispensed with them at the time of the financial crisis - MV Agusta for the princely sum of around \$4.00, having bought it for around \$109m barely a year earlier.

Wandell had been hired as a Company Doctor, specifically to rescue Harley from impending doom, and fast forward a decade to another new CEO, this time Jochen Zeitz, and drastic surgery is again the order of day in Milwaukee.

This time though, in among the 'Rewire' highlights released alongside Harley's recent Q3 Fiscals, Zeitz has signalled that subsidiaries are back in fashion. Serial 1 Cycle Company is a new Utah based operation established to build on the bicycle and electric bicycle investments made in recent years as part of former CEO Matt Levatich's now abandoned 'More Roads' strategic plan.

As a dedicated brand, Serial 1 will debut its first eBicycles in March of 2021. Taking its name from "Serial Number One," the nickname for Harley-Davidson's oldest known motorcycle, Serial 1 will combine "Harley-Davidson's world-class product development capability and

leadership in two-wheel electric propulsion with the agility and innovation of a start-up brand dedicated exclusively to the eBicycle product and customer."

Aaron Frank, Brand Director for Serial 1 Cycle Company, is quoted as

"first  
eBicycles in  
March of  
2021"

saying: "When Harley-Davidson first put power to two wheels in 1903, it changed how the world moved, forever. Inspired by the entrepreneurial vision of Harley-Davidson's founders, we hope to once again change how cyclists and the cycling-curious move around their world with a Serial 1 eBicycle." Described as having been born at a "skunkworks deep inside Harley-Davidson's Product Development Center," the eBicycle project "began with a small group of passionate motorcycle and bicycle enthusiasts working with a single focus to design and develop an eBicycle worthy of the Harley-Davidson name. "The decision was made to structure the eBicycle business into a new entity that could focus exclusively on



recreational riding." Harley says that the global eBicycle market was estimated to be over \$15bn in 2019 and is projected to grow at an annual rate of over 6 percent from 2020 to 2025. "The dynamic, fast growing eBicycle space is at the forefront of a global mobility revolution," says Frank. "The formation of Serial 1 allows Harley-Davidson to play a key role in this mobility revolution while allowing Serial 1 to focus exclusively on the eBicycle customer and deliver an unmatched riding experience rooted in freedom and adventure."

Serial 1 Cycle Company, LLC, has been established as a Delaware limited liability company to "offer premium eBicycles that are guided by intelligent, human-centered design and crafted using the most advanced bicycle technology available."

[www.serial1.com](http://www.serial1.com)



[www.zodiac.nl](http://www.zodiac.nl)

# HOT NEWS!



**THE BRAND NEW ZODIAC  
BIKERS BOOK 2021 IS OUT NOW**

Tens of thousands of exciting parts and accessories for old and new Harley-Davidsons and American V-Twins. The new Zodiac catalog is available.

The new Zodiac catalog is available  
in English, German, French, Italian and Spanish.

# MEET US

Motor Bike Expo Show,  
Verona (IT)  
January 21 - 24

MOTOR BIKE EXPO



**SPECTRO**  
Spectro Harley-Davidson  
FOR ALL HARLEY'S  
AND AMERICAN V-TWINS  
WE RECOMMEND

All Zodiac products are available through our dealers.  
Find them at [www.zodiac.nl/dealers](http://www.zodiac.nl/dealers)

PERFORMANCE PRODUCTS FOR HARLEY-DAVIDSON

PERFECT FITMENT | WIDE PRODUCT RANGE | FAST DELIVERY | QUALITY & EXCELLENCE | NO NONSENSE WARRANTY

# NEWS BRIEFS

The 2020 Distinguished Gentleman's Ride (DGR) took a very different approach in 2020 - men and women around the world "rode solo together" on Sunday the 27th of September 2020, raising \$2.74m for men's health charitable foundation 'Movember'. Founded in 2012, this year the event was supported by global sponsor Triumph Motorcycles and is said to have "brought together" over 56,000 motorcyclists from 171 countries and 2,531 cities.



In coordination with the Association of Swiss Motorcycle and Scooter Importers (motosuisse), Swiss-Moto has suspended plans for its 2021 Expo (Zurich, February 18-21) and will instead trial proposals for a digital/virtual event. Swiss-Moto usually attracts more than 65,000 visitors and plays host to Swiss Custom - a very high caliber custom bike show.

**When Cyberpunk 2077 hits gaming platforms in November 2020, it will do so complete with Canadian superhero and noted motorcycle enthusiast Keanu Reeves and a future envisaged version of the Arch Method 143. Sadly, the T143 2,343 cc (143 ci) fuel-injected S&S V-twin powerplant has been replaced with something a tad more late-century politically correct - but hey, by then we will all have been obsoleted!**

Kawasaki Heavy Industries in Japan has announced a plan to split off its motorcycle business into a separate business unit. As one of a range of corporate reorganizations, KHI cites the "considerable success" of its Powersports and Engine divisions during the COVID-19 pandemic and the resulting "reignited interest in our industry" as among the reasons for this strategic change.

**Outdoor Network, the parent company of Partzilla.com, is to invest some \$22m expanding its Georgia facility, creating some 90 plus new jobs. The growth stems from the consolidation and expansion of the company's existing call center and distribution headquarters in Albany-Dougherty County, as well as the location of an advanced manufacturing operation producing 125-200 hp diesel outboard engines for OXE Diesel.**

<<< Continued from page 64

**Global Adjacent Markets** segment sales, including PG&A, were -6 % at \$107m. **Aftermarket segment sales** were slightly up at \$237m. **Transamerican Auto Parts (TAP)**

## motorcycle segment gross profit up at \$16m

sales were +1% at \$194m. The company's other aftermarket brands sales were -1%. **Boats** segment sales were +30% at \$155m, "driven by broad based strength across all brands." Parts, Garments and Accessories (PG&A) sales were +28% for Q3; international sales to customers outside of North America, including PG&A, were +9% at \$203m.

*Net cash provided by operating activities was \$676m for the nine months ended September 30, 2020, compared to \$436m for the same period in 2019. Total debt at September 30, 2020, including finance lease obligations and notes payable, was \$1,864m. The company's debt-to-total capital ratio was 66 percent at September 30, 2020 compared to 64 percent at September 30, 2019. Cash and cash equivalents were \$821m at September 30, 2020, up from \$122m at September 30, 2019.*

### CONSOLIDATED STATEMENTS OF INCOME (LOSS)

(in thousands US \$)	Three months ended Sept 30 2020	2019	Nine months ended Sept 30 2020	2019
<b>Sales</b>	<b>\$1,954.6</b>	<b>\$1,771.6</b>	<b>\$4,871.6</b>	<b>\$5,046.6</b>
<b>Cost of sales</b>	<b>1,420.0</b>	<b>1,335.1</b>	<b>3,711.4</b>	<b>3,821.2</b>
<b>Gross profit</b>	<b>534.6</b>	<b>436.5</b>	<b>1,160.2</b>	<b>1,225.4</b>
<b>Operating expenses:</b>				
Selling and marketing	135.5	149.8	405.3	419.7
Research and development	77.2	77.3	222.4	220.8
General and administrative	100.6	100.8	267.0	297.8
Total operating expenses	313.3	327.9	1,273.9	938.3
Income from financial services	18.1	21.7	63.2	60.2
Operating income (loss)	239.4	130.3	(50.5)	347.3
<b>Net income</b>	<b>\$166.8</b>	<b>\$88.4</b>	<b>(\$74.0)</b>	<b>\$225.0</b>
Diluted Net income per share:	\$2.66	\$1.42	(\$1.20)	\$3.62

### FINANCIAL AND OPERATIONAL HIGHLIGHTS

- Q3 reported sales +10% to \$1,955m
- Q3 reported net income was \$2.66 per share
- Q3 North American retail sales increased +15% led by strength in ORV, Motorcycles and Snow. Boats doing well also.
- Q3 gross profit margin 27.3%, up 270 basis points over prior year - "primarily due to positive product mix and lower promotional costs"
- Q3 dealer inventory levels - 55% "due to strong retail sales growth"
- Q3 liquidity profile "remains solid" with debt/EBITDA at 2.45 times and total liquidity of \$1.5bn at quarter end
- Raising full-year 2020 sales with sales up in the range of 2% to 3%



The well received Indian Challenger - Q3 North American consumer retail sales for Indian Motorcycle increased in the low-forty percent range.

"Given the continued strong retail environment, the company is raising its sales and adjusted earnings guidance for the full year 2020. Sales are now expected to be in the range of \$6,925bn to \$7.0bn, up two to three percent compared to 2019 adjusted sales of \$6,783m.

## 12-Month EU Extension for Unsold Euro 4 Inventory

Although strong sales since the peak of the first coronavirus lockdown in Europe earlier this year may have helped lessen the problem, at one stage this year it looked like the motorcycle market in Europe may have been headed down a bottomless pit. The cause of the travail was the timing of the end of the new motorcycle Euro 4 to Euro 5 transition period. All new motorcycles in Europe had to be Euro 5 compliant at the start of 2020, but all unsold Euro 4 inventory as December 31 2020 would have been rendered unsellable.

Fortunately, common sense has prevailed - the EU Council and European Parliament have agreed to a 12-month derogation that will give dealers until the end of 2021 to be able to clear Euro 4 inventory legally. Brussels based international motorcycle industry trade association ACEM and the various national motorcycle industry trade associations around Europe have lobbied hard to achieve this result and have now



**Antonio Perlot, ACEM Secretary General** - "The motorcycle sector thanks the European Commission's President von der Leyen as well as Commissioner Breton and his team at DG GROW for their decisive political dealership and swift response to this crisis."

welcomed this revision of Euro 4 "end of series" provisions.

"The motorcycle industry in Europe welcomes the recent decision by the Council of the EU and the European Parliament to endorse the European Commission's proposal adapting the rules on end of series vehicles in EU Regulation 168/2013," said Antonio Perlot, ACEM Secretary General.

The proposal, supported by the two

legislative bodies, will cover only the vehicles that were in stock at the moment when national lockdowns were introduced across the EU. More specifically, the amount of vehicles benefiting from the revised end of series measures will not exceed the number of Euro 4 L-category vehicles in stock in the EU on 15 March 2020 - which was estimated by industry experts at around 550,000 units.

It is worth emphasizing that the amendment to the end of series provisions in EU Regulation 168/2013 will not affect the original timeline foreseen for the introduction of the Euro 5 standard, i.e. 1 January 2021, for existing moped and motorcycle models type-approved before the 1 of January 2020.



# PREMIUM TUBES YOU CAN TRUST

New Premium Heavy-Duty Inner Tubes from Drag Specialties feature a full 2mm thickness. Constructed of butyl/rubber, these tubes are more durable and have better puncture resistance than a standard 1.2mm thick tube. Available in popular 16", 19" and 21" sizes with center or side metal valves.



See your Drag Specialties rep for more information.

FROM OUR GARAGE TO YOURS

**DRAG**  
**Specialties**

[dragspecialties.com](http://dragspecialties.com)

WE'VE RIDDEN

# MILLIONS OF MILES

TO ACHIEVE THE BEST PERFORMANCE

BARNETT—

PERFORMANCE IMAGINED  
FOR THE WAY YOU RIDE.



### SCORPION BOLT-ON CLUTCH BASKET

- Made from 2024-T3 billet aluminum and hard anodized
- Superior in quality and durability to the stock basket
- Bolts to the OE Ring Gear—all hardware included
- Available for 2007-20 models



### ASSIST AND SLIP REPLACEMENT CLUTCH KITS

- Includes Kevlar friction plates, tempered steel drive plates and a set of heavy duty springs
- Smooth, precise shifting
- Direct fit replacement kits
- Available for 2013 & later assist and slip three spring clutches

BLACK  
POWDER  
COAT

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

MADE  
IN THE U.S.A.  
SINCE 1948



CHROME



Available  
for 1999-20  
models

### SCORPION DERBY COVERS

- Features a quarter inch thick polycarbonate window to your clutch
- Scratch and discoloration resistant

MAKE  
YOUR  
MARK.



Rio Grande Sportshield on the @trackerdie FXR.

MADE IN MEMPHIS | #ShadyMark

[memphisshades.com](http://memphisshades.com)

# Start With The Best, Build The Best!

HHI Big Wheel Builder Kits!



Bolt-on X-23 Triple Tree Kits  
for 23" Wheels



Bolt-on X-26 Triple Tree Kits  
for 26" Wheels



4 & 6 Piston  
Calipers



Billet Fork  
Covers



**HawgHalters.com**  
**877.442.5837**

**HHI Hawg Halters Inc.**  
START WITH THE BEST, BUILD THE BEST...  
FOLLOW US ON FACEBOOK!

**HHI/Renegade Wheels** proudly delivers premium quality,  
uniquely styled and designed wheels with matching accessories  
manufactured in the USA to our exacting standards.



MARQUISE



TRACKER



RANGER



FORCE



WHISTLER  
18 x 7 Trike  
Wheels



**NEW!**  
Ranger  
18", 21",  
and 23"  
Front Wheels  
available in  
Black, Phantom Cut  
and Chrome.



Matching Floating Brake Rotors  
in 11.5", 11.8", 13", and 18",  
Pulleys, Sprockets, Air Cleaners,  
Derby Covers, and more

**HHI RENEGADE**  
*Custom Motorcycle Wheels*

RenegadeWheels.com  
Call 877.442.5837

FOLLOW  
US ON  
FACEBOOK!

# Find the right Brake Parts at [sbsbrakes.com](https://sbsbrakes.com)



HI-TECH BRAKE SOLUTIONS  
MADE IN EUROPE



## Choose your model

Select the fields in any order

 Type Brand\* CCM\* Model\* Year\*

[SHOW MATCHES >](#)

[NEW SEARCH](#)





Softail Deluxe saddlebags



2015 Softail CVO Deluxe "Slim Bagger"

# Tommy & Sons

a Study in Design and Quality Excellence

**W**ith average personal wealth among the highest in Europe and average household debt among the lowest, Lithuania may be one of the smallest states in the European Union in population and real estate terms, but when it comes to consumer spending, it is one of the wealthiest countries in the world on a per capita basis.

From a commercial success and manufacturing quality point of view, Lithuania packs a punch way above its weight, and though only founded in 2012, in less than a decade Vilnius based Tommy & Sons has proven itself to be a test case of excellence, having driven itself towards the very front in

international terms when it comes to Bagger styling, advanced manufacturing and quality parts and accessories.

ATV sport fanatic Tommy Vaiciukynas got to a point in life where he felt the need to escape the mud and sand of northern Europe and enjoy the open road, and offered the talented mechanic, who used to prepare and maintain his ATV and UTV vehicles, the opportunity to help him build his own custom Harley-Davidson.

From there the story of the business we now know as Tommy & Sons was a classic of its kind. The first motorcycle that Tommy had in mind was a V-Rod - and having told friends about his ideas and had them say they wanted a custom V-Rod too, the proverbial light bulb went on. Even before his own was finished, he and his mechanic had created and delivered four bikes, and after that growth was driven by quality,

demand and the demand for quality.

As the business put down its roots, most of the initial customers were Touring motorcycle riders, and that proved to be the niche that drove expansion. Within seven years, the company had grown to a team of ten people and had evolved into three separate manufacturing divisions - CNC parts, fiberglass parts and custom motorcycles (Touring models, Trikes, Softails, Sportsters and V-Rods).

CNC manufacturing starts from the development of the design and initial model and preparation of the machining profiles by the designer and an engineer. As with all manufacturers, all of its CNC products start on the computer screen and only get turned into reality once they have been optimized for form and function, for engineering efficiency, materials and quality.

Tommy says that most of the parts designs start life

Predator floorboards



Hexa floorboards

**TOMMY & SON\$**

# AMD INDUSTRY EXTRA

2017 FLTRU Road Glide Ultra "White Shadow"



Magnus Bagger body  
kit for 2014 and up  
Touring M-8 models



2013 Street Glide FLHX  
"Black Block"



2017 FLTRU Road Glide  
Ultra "Maxlog"



as one-off custom design solutions for one of their custom projects and then become volume-optimized if there is demand. Everything, including CNC milling, is done in-house in Lithuania, and the company says it operates a meticulous multi-stage quality control process for each individual part at all stages.

"The CNC manufacturing process usually has four steps," says Tommy. "We mill the product with an ultra-high precision CNC milling machine, we prepare the part (polished or sand blasted) for coating, then after coating and finishing there is a final quality control stage before the part is assembled if needed and individually packed by hand."

All fiberglass manufacturing is also done in-house. "Our guys hand lay all of our fiberglass parts from pre-made molds - all of our fiberglass parts have a white gelcoat finish and are quality control inspected at least three times. It is critical for making high quality, durable fiberglass products that no air gets under the gelcoat and that the cutting lines are precise and even and that the thickness of the layers is also even."

"That may sound obvious, but we see other people's fiberglass products, and it is surprising how few manufacturers really get it right. There cannot be any resin pounds, and mounting holes must be precisely marked or cut."

"All of these steps are carefully inspected right the way through the process - the quality we guarantee for our customers is the same as the level of excellence we want for our own bikes and the end result must be light and strong, stylish and of the highest possible quality."



Billow set of stretched rear fender and saddlebags for H-D Touring

## TOMMY & SON\$

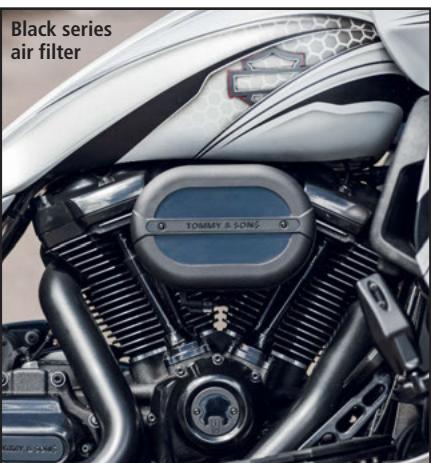
**TOMMY & SONS**

**Vilnius, LITHUANIA**

**+370 670 25765**

**[sales@tommy-sons.com](mailto:sales@tommy-sons.com)**

**[www.tommy-sons.com](http://www.tommy-sons.com)**



"Needless to say, all stages of our custom bike building are done in-house, and this is really what drives the fiberglass and CNC parts designs that we make and sell in volume."

"As each customizer knows, each project starts with a concept and collaboration to refine and develop the ideas. The detailing and costing can only come

once we are happy with the direction we plan to take for each project, because each of our builds generally has around 300 - 400 separate tasks and stages."

"Each member of the team is involved and takes ownership, but collaboration between the whole team is essential - each decision made has to look right, has to work well with other decisions. It is through this process that the ideas for what can become our volume fiberglass and CNC parts lines develop, with new ideas evolving as we test the finished parts."

"We are always striving to make each new project better than the last one, which, as everyone knows, can be a headache. At the end of each project I like to look at it and, to channel the great Enzo Ferrari - "The best Ferrari is the next Ferrari" - and so it is with us too. To stand still is to go backwards!"



# NEWS BRIEFS

## DUCATI

Ducati has recorded its best third quarter ever, with 14,694 motorcycles delivered worldwide and a total of 4,468 motorcycles delivered in September, "despite the complex global situation." The Panigale, Ducati Scrambler and Multistrada are the families with the best results; China, Switzerland and Germany recorded higher sales compared to the same period in 2019.

In USA Polaris has donated a further \$97k in grants to off-road organizations (through its T.R.A.I.L.S. grants program) in line with its commitment to providing support for the development and improvement of trail systems. Ten non-profit organizations received a Fall 2020 T.R.A.I.L.S. Grant, with awards ranging from \$8 to \$10k - adding to the 12 that were announced in June, making nearly \$210k awarded to 22 organizations in 2020. Since it was founded in 2006, the program has supported 315 off-road and ATV organizations with more than \$2.7m in grants.

**Merritt Island, Florida based air suspension specialist Arnott has purchased the assets of the former AccuAir Control Systems suspension company. "The purchase enables Arnott to expand its industry-leading air suspension products within the performance and luxury light vehicle market, as well as within the powersports industry." The AccuAir range will be re-launched in early 2021.**

Piaggio Fast Forward (PFF - a subsidiary of the Italian Moto Guzzi, Vespa and Aprilia owner) is to start next stage business application trials of its 'Gita' robot carrier as it looks for opportunities to follow up its consumer launch in sectors such as travel, hospitality, real estate, retail and local food delivery. One of the first pilot programs to be launched will include Cincinnati International Airport (CVG). Manufactured in the new PFF facility in the Charlestown district of Boston, 'Gita' will be used to clear the path for contactless, digital, concierge services for travelers and to assist elsewhere in the airport in processes like luggage and cargo transport. With a 20 kg payload and 4-hour battery life, 'Gita' is a "follow-me" robot carrier designed to follow users indoors and out, at a top speed of 10 km/hour.

# AFT Production Twins Championship for Harley XG750R



As reported in AMD Magazine last month, Latus Motors Racing rider James "The Rocket" Rispoli clinched the 2020 American Flat Track (AFT) Production Twins championship with a fourth-place finish aboard a Harley-Davidson XG750R motorcycle at the Progressive AFT Finale at the Daytona International Speedway Short Track in Daytona Beach, Florida.

With one race left in the season, Rispoli had an insurmountable lead over the rest of the AFT Production Twins field, allowing himself the luxury of a relatively pressure free ride to sixth place in the final race.

"I'm so fired up! Thank you to my HogSpoli Nation out there," an exuberant Rispoli said after receiving the #1 championship number plate following the race.

The championship is the first for a rider competing on the Harley-Davidson XG750R, "a motorcycle built for competition and powered by the liquid-cooled, fuel-injected and race-tuned Harley-Davidson Revolution X V-Twin based on the production engine originally designed for the Harley-Davidson Street 750 motorcycle."

After finishing in second place in the first three races of the season, Rispoli won for the first time on the Indy Mile in August and subsequently took six more wins, including a mid-season

string of five in a row - Springfield Mile II, Williams Grove I and II, Dallas Half-Mile I and II. That powered the number 43 Harley-Davidson bike into first place in the class standings. Rispoli scored his seventh win at the Atlanta Short Track II race on Oct. 3.

The 29-year-old racer from Londonderry, N.H., began racing AMA Flat Track in 2008 and finished second in the GNC2 class in 2009. Rispoli then turned his attention full-time to motorcycle road racing, winning AMA SuperSport national championships in 2010 and 2011, and raced in the British Supersport series from 2014 to 2018. In 2019 Rispoli returned to AFT competition, placing sixth in AFT Production Twins with four podium finishes.

For the 2020 season Rispoli joined the Latus Motors Racing team, founded by George Latus, owner of the Team Latus Motors Harley-Davidson dealership in Gladstone, Oregon.

In the mid-2000s, Latus Motors garnered race wins and top-three championship finishes while serving as the title sponsor for the 2000 Grand National Champion Joe Kopp, who is now the manager of Latus Motors Racing.

"I was involved in flat track for a long time, and we kind of put a hold on things for a couple of years, but we saw the direction American Flat Track was going, and it's moving forward in a very positive way," said Latus. "We were looking to get back into it and recognized the potential of the Harley-Davidson XG750R and the Production Twins class as the perfect way to do that."



**Hero MotoCorp Announces Harley Deal for India**

Having decided to wind down its direct distribution and manufacturing operations in India, as announced in their Q3 Fiscals and Rewire tease, Harley has gone into

partnership with Hero MotoCorp, the world's largest maker of motorcycles and scooters in terms of unit volumes, stating that the two will "ride together in India" (!).

"Per a distribution agreement, Hero MotoCorp will sell and service Harley-Davidson motorcycles and sell Parts & Accessories and General Merchandise riding gear and apparel through a network of brand-exclusive Harley-Davidson dealers and Hero MotoCorp's existing dealership network in India."

Believed to be a network of over 6,000 dealerships, service points and outlets in total across India, this is a **HUGE PG&A deal that has balance sheet love stamped all over it. It has the potential to be one of the biggest such deals ever seen in the global motorcycle industry.**

However, the relationship doesn't stop at merchandise - as part of a licensing agreement, Hero MotoCorp will develop and sell a range of premium motorcycles under the Harley-Davidson brand name.

"These actions are aligned with Harley-Davidson's business overhaul, The Rewire, and the company's announcement in September to change its business model in India." A Harley spokesperson is quoted as saying that "this arrangement is mutually beneficial for both companies and riders in India, as it brings together the iconic Harley-Davidson brand with the strong distribution network and customer service of Hero MotoCorp."



**BIKER'S CHOICE**  
SUPPLY CO. - SINCE 1971

**BIKER'S  
CHOICE**



QUALITY PRODUCTS FOR AMERICAN V-TWIN MOTORCYCLES

# NEWS BRIEFS

A H-D patent filing appears to show Variable Valve Timing being used on a new engine for the Sportster - though sources say that whatever bike it may be used for (if at all), as plans go, it is still, at best, some way off. Indeed, until Project Rewire, the XL family had been slated to see its demise with MY2022, bringing a close to what will by then have been a 65-year run. However, that decision is now back in the 'nix mix' as all bets are reconsidered.

## ROYAL ENFIELD

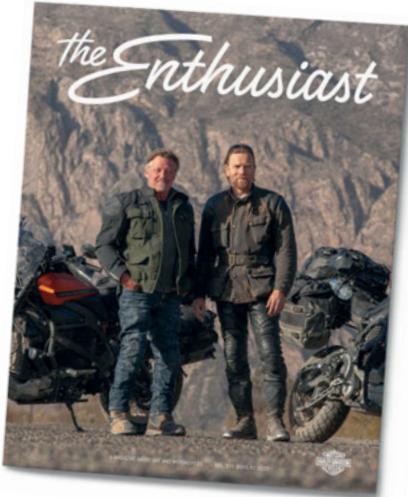
Royal Enfield recently inaugurated a brand-new production plant in Argentina in collaboration with local distributor Grupo Simpa. The country has become an important market for Royal Enfield since it entered the market there in 2018. The new Buenos Aires plant will source materials from RE's home base in Chennai, India, and assemble the Himalayan, Continental GT and Interceptor 650 there, with production expected to begin as early as September 2020.

**The Royal Enfield AFT Production Twins racer made an impressive race debut at the Williams Grove Speedway Half-Mile I at Mechanicsburg, PA., with professional flat track racer Johnny Lewis scooping sixth spot. A joint effort between Royal Enfield and Lewis' proprietary race team and flat track academy MotoAnatomy, the project has seen an impressive roster of collaborators - not least the globally recognized British road racing chassis builder Harris Performance and engine tuning specialists S&S Cycle.**

In a multi-year deal, Progressive Insurance has been named the AFT Series Entitlement Sponsor - the Title Sponsor and Official Insurance Company of America's premier motorcycle racing championship, American Flat Track. The sponsorship includes a \$50,000 year-end points fund, awarded to the top performing riders in the AFT SuperTwins presented by Vance & Hines, AFT Production Twins and AFT Singles divisions.

**#1 Cycle Center H-D in State College, PA - home of Penn State University - is for sale as the seller is looking to retire.**

## Harley to Relaunch 'The Enthusiast' After 12-Year 'Retirement'



Just as many print publications are embracing an uncertain online only future, Harley has decided to look back to its future where rider communications are concerned with the relaunch of its eternally popular 'Enthusiast' magazine.

Described as a "redesigned publication to inspire riders and celebrate motorcycle culture," and in a move almost certainly prompted by new CEO Jochen Zeitz' stated desire to rediscover its core, 'The Enthusiast' will return as a print and digital magazine - **hurrah for our side!**

Originally published by Harley-Davidson from 1916 to 2008, 'The Enthusiast' magazine will replace HOG Magazine as the official publication of Harley-Davidson Motor Company and will become more widely available through other distribution channels - **double hurrah!**

"This is the return to a great tradition," said Jochen Zeitz, Harley-Davidson President and CEO. "We believe today 'The Enthusiast' title is more relevant than ever. In a year when so many people have been stuck inside, we

passionately believe in inspiring riders and aspiring riders to get out in the world to rediscover adventure through socially-distanced riding."

The first new issue of 'The Enthusiast' magazine appears in the United States this week with a cover story featuring Ewan McGregor and Charley Boorman, stars of the new Apple original series "Long Way Up". The series follows the epic motorcycle adventure McGregor and Boorman experienced on a 13,000-mile journey aboard two LiveWire electric motorcycles through South America, Central America and Mexico [aka "The Electrifying Road Trip Adventures of Obi-Wan Kenobi and his Padawan Learner"]. Printed four times annually, with a circulation of more than 500,000 print copies in the United States, plus 150,000 copies internationally, 'The Enthusiast' magazine "is the most broadly circulated motorcycle magazine in the world. First published by Harley-Davidson in 1916, 'The Enthusiast' magazine was among the first consumer motorcycle magazines in print, although Germany's Motorrad

(1903), Italy's Motociclismo (1914), and Motorcyclist magazine (1909) in the United States preceded it."

From 1984 until 2008, Harley-Davidson produced two separate publications for owners and riders, 'The Enthusiast' magazine and 'HOG Tales'. In 2009 they were merged under the HOG Magazine title into one new magazine that drew content inspiration from both publications.

With the movement of Motorcyclist to a digital format in 2018, 'The Enthusiast' magazine, including the HOG Magazine years, remains the oldest continuously printed motorcycle magazine in the United States.

All full and life Harley Owner Group members will continue to receive a complimentary subscription to 'The Enthusiast' magazine as part of their membership benefits. Free app versions of the magazine are also available for iOS and Android phones and tablets. Harley-Davidson says it is also exploring new ways to deliver the print magazine in the United States, including by selling single copies of the magazine on the H-D eCommerce site and through limited retail establishments, including at Harley-Davidson dealerships and select boutique motorcycle shops.

## California - Further Step Towards ICE Ban

**Old news by now, but worth recording - California Governor Gavin Newsom issued a controversial Executive Order (September 24, 2020) that will phase out gas powered cars by 2035. His EO instructs the regulation-happy California Air Resources Board (CARB) to draft measures requiring that all new cars and passenger trucks sold in the state to be zero-emission by 2035. As you can imagine, SEMA is not impressed! According to the California Energy Commission, zero-**

emission vehicles (ZEVs) currently make up approximately 2% of the over 28 million vehicles in use in the Golden State. It is estimated that at least 8% of new vehicle sales in California will be ZEVs and plug-in hybrids by 2025. California's ZEV program falls within the state's greenhouse gas rule that is being challenged in court by the Trump Administration. The federal government is seeking to withdraw EPA recognition of the California rule under the



Clean Air Act because it effectively establishes fuel economy standards which are the sole jurisdiction of the federal government. The challenge will likely eventually be decided by the Supreme Court.



# CAMS FOR BIG BORE M8

## 540 & 590 cams for 124", 128", 131" & above!

### 540 Big Bore Torque Cam

- 130+ lbs of torque
- Ideal for Touring applications
- Requires heavy duty valve springs

**TORQUE**



### 590 Big Bore Max HP Cam

- 145+ Hp with 124" and larger builds
- All out high rev horsepower cam
- Requires heavy duty valve springs

**HORSEPOWER**

Made in the USA • [sscycle.com](http://sscycle.com) • @sscycle • #sscycle

DISCLAIMER: NOT LEGAL FOR SALE OR USE IN CALIFORNIA ON ANY POLLUTION CONTROLLED MOTOR VEHICLE.  
Not legal for sale or use on any EPA pollution controlled motor vehicle.



# NEWS BRIEFS

After its AFT debut, Royal Enfield has announced a second phase for its well-received Build, Train and Race program - it is to go road racing in 2021. Four female riders will convert and prepare Continental GT 650 motorcycles for road racing. The participants will have the opportunity to learn from world class professional racer Melissa Paris and be among the first people in the world to road- race the Continental GT 650 platform, "so the motorcycling world will be watching."

Royal Enfield is thought to be developing another new iteration of its popular Interceptor 650 cc parallel twin platform. The KX650 would be a cruiser-style street bike similar to the KX concept that RE showed a while back. Features are said to include upside downies and dual shocks.



Polaris India Country Manager Lalit Sharma says the company has big plans for the sub-continent. Indian Motorcycle will be launching a B26 complete range there in December 2020 (Scout, Scout Bobber, Chieftain, Springfield and Roadmaster; Challenger in January 2021), and will be continuing to supply some ATVs and UTVs to the Indian military. There is speculation that the company "may be working on a smaller, less expensive, volume-selling model for the Indian market." At present there are no plans to expand beyond Indian's current eight dealerships across the country. Indian motorcycles sold in India continue to be imported as completely built units (CBUs). Polaris exited from a 50% JV in India with Royal Enfield parent Eicher Motors three years ago after its co-designed 'Multix' urban utility vehicle failed to sell.

Taiga Motors of Montreal is set to launch 'Orca' (and the 'Orca' Carbon) electric PWC in the U.S. in 2021. The machine will be based on the same Taiga RADIX powertrain platform that powers its TS3 electric snowmobiles.

British weekly MCN has named the H-D LiveWire as its 'Best Electric of 2020' in its annual awards.

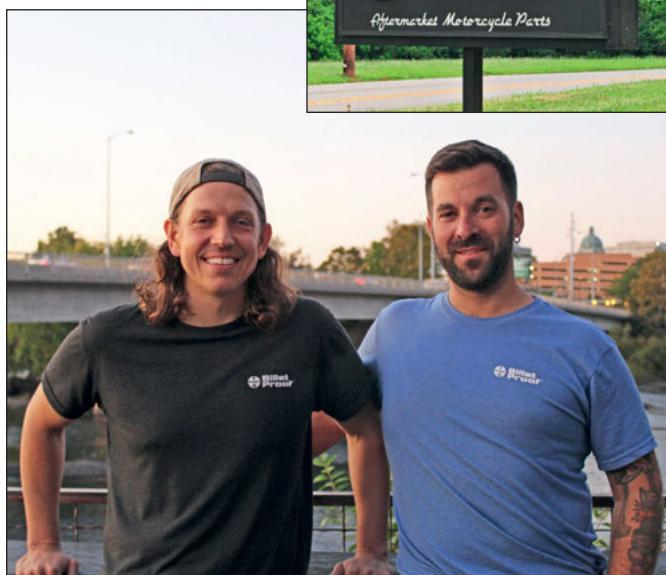
## Billet Proof Acquires Aeromach Product Range

Collegeville, Pennsylvania based Billet Proof Designs has been on the expansion trail - in April of 2020 they bought the manufacturing and distribution rights to Paul Aiken's Aeromach Mfg product line.

Damian Ercole founded Billet Proof Designs in 2012, manufacturing and selling motorcycle parts out of a 600 sq ft garage, with a backyard shed as a warehouse and a spare bedroom as an office.

"Our goal was to get the everyday guy more involved with the parts they were putting on their bikes," explains Damian. "Customizing is a very personal thing, and while there are many great volume produced parts out there, it can be tough for riders to be able to get exactly what they want and to try to make that crossover from just buying something to having parts on their bike that they have had a stake in making.

"Our first product line was laser-cut steel battery boxes that could be bent by hand and welded by the average fabricator. From there, we have grown into a 6,000 sq ft facility with thousands of SKUs. We are a small company and pride ourselves on the level of attention we give our customers. Our team has built choppers, café racers, dirt bikes, scooters and more, and we're happy to offer technical support and advice to people even if they haven't made a purchase with us, and we understand the frustrations that riders with a vision of what they are looking for often run up against." Damian grew the Billet Proof line to include floorboards, footpegs, shifters, highway bars, covers, motor mounts and kits, handlebars, risers and mirrors and hard to source parts such as weld-on tabs and bungs.



Dan Doyle (left) and Damian Ercole - who founded Billet Proof in 2012



Damian Ercole started as a chopper builder

"We make most of what we sell but also stock selected, complementary products from well-known brands and manufacturers such as Ness, Fat Baggers, Joker Machine, Rick's Motorsports Electrics and more, so the Aeromach range of luggage racks, floorboard relocation kits, levers, kickstand extensions, license plate frames and such like just fitted really well with what we already

make - especially with the emphasis on parts for Indians. "Since we already had CNC manufacturing capabilities in-house, and we were already familiar with the Aeromach product line as we carried a number of its parts, this has been a perfect fit. The majority of Aeromach's products are manufactured by us right here in Collegeville, PA, with the same attention to detail that Aeromach's customers have come to expect."

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



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



# RESERVOIR RADNESS

REMOTE RESERVOIR BRACKET KIT • AGGRESSIVE PERFORMANCE SYLING • FITS PROGRESSIVE 990/970 SHOCKS  
EASY ACCESS TO SHOCK ADJUSTMENTS • WORKS ON 2009+ HARLEY-DAVIDSON TOURING MODELS

\$34.99 USD

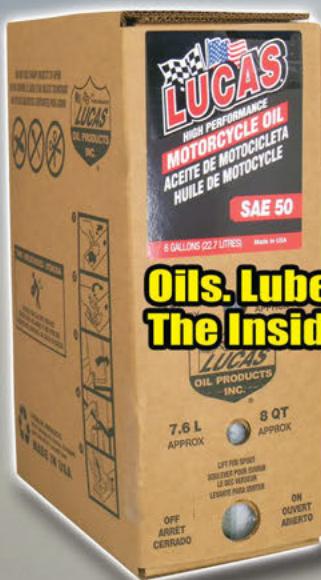


 **PROGRESSIVE**  
suspension

[PROGRESSIVESUSPENSION.COM](http://PROGRESSIVESUSPENSION.COM)

# It's The End Of The Season, Not The End Of The Road

Don't let bad things happen. Protect your investment. Mid-USA has everything you need to keep your bike in peak condition this off season.



Oils. Lubes. Cleaners. Fuel Enhancers. And Much More To Keep The Inside Running Smooth, And The Outside Looking Good



Call 1-800-527-0501 in the U.S. or 1-800-893-9261 in Canada to order a 2020 catalog or to find a Mid-USA Dealer near you. Or, go online to

**www.mid-usa.com**



# Bosch 'Help Connect' eCall System

Stuttgart, Germany based Bosch has finally launched the emergency assistance and automatic emergency call service (eCall) that it has been working on for several years.

Called 'Help Connect', it automatically alerts emergency services via smartphone. "Help Connect adds a digitally connected guardian angel to the broad Bosch portfolio of motorcycle safety systems," says Harald Kroeger, a member of Bosch's Board of management.

"With its new, intelligent crash algorithm, Bosch motorcycle sensor technology is able to detect accidents and set the rescue process in motion via smartphone app. In some cases, an automatic emergency call can reduce the accident response time by up to 50 percent."

The system uses an intelligent crash algorithm installed in the vehicle's inertial sensor unit to detect accidents. Via a smartphone app, 'Help Connect' transmits information about the accident scene and the rider to the Bosch Service Center, and from there to the emergency services, helping them find the victim faster than might otherwise be the case.

In an emergency, 'Help Connect' draws on information from the Bosch MSC motorcycle stability control, and more specifically its inertial sensor unit. One hundred times a second, this integrated sensor measures



acceleration and angular velocity, i.e. how fast the angular position of an object changes with time. The sensor can thus accurately calculate the motorcycle's current position and angle of lean.

The integrated crash algorithm enables the sensor to detect automatically whether the motorcycle has been involved in an accident, or whether a mishap has caused it to fall over when being parked. It does not require an additional control unit, which makes integrating it into the motorcycle more straightforward. It connects to Bosch's Vivatar emergency app via Bluetooth.

Other smartphone apps, such as motorcycle manufacturers' proprietary apps, can also be integrated into the emergency call solution. Apart from information about location, 'Help Connect' also transmits any medical

data provided by the rider to the Bosch Service Center. These data may prove vital for the emergency services. On request, other people may also be automatically contacted with news of the accident.

The emergency call service will initially be available for customers from Germany. Users will be able to communicate with the Bosch Service Center in German or English from other European countries such as Austria, Belgium, France, Italy, Ireland, Luxembourg, the Netherlands, Spain, Switzerland and the UK.

If the accident is severe and the rider fails to respond, emergency services are immediately directed to the scene. As smartphones are generally carried close to the body, riders who have been in an accident can be quickly located even if they were thrown off their vehicle in the crash.

## NEWS BRIEFS

**Under the new ownership of Indian conglomerate TVS, Norton Motorcycles in the UK has filed Europe-wide trademark apps for five new model names - Ranger, Electra, Fastback, Navigator and Nomad.**

The On/Off will they, won't they, never ending Audi/VAG selling Ducati rumors are back on again with the announcement of a November 2020 Volkswagen Management Board Meeting at which, among other strategic topics, "evaluation of Ducati, Lamborghini and Bugatti ownership" will be on the agenda. Maybe that's just routine management practice, maybe it isn't. Either way, memo to Jochen Zeitz - don't even think about it!

**Ducati has unveiled a new 1,158 cc 2.6 lb lighter V4 GranTurismo 90-degree engine - initially for a new version of the Multistrada. It is said to make 170 hp and 92 lb-ft of torque and is described as having the longest service intervals of any current production motorcycle at 37,300 miles between major maintenance. The engine features a new spring-loaded valve return system, special profiles of the camshafts and the valve lift speeds.**

After some ten years in the wilderness, where hybrid motorcycle technology is concerned, Yamaha has filed patents in Japan that show the company exploring the technology again. A strong proponent of hybrid platforms in the past, the financial crisis' impact on R&D budgets is said to have dulled its interest. The new patent suggests a series rather than parallel hybrid engine design. The new patent shows a single-speed gearbox as a structural element.

**The Quebec government is considering new ATV and snowmobile laws that would impose stricter restrictions on their use. As proposed, the new laws would require users to be no younger than 16 yo and to have completed a mandatory training course, with heavy fines for those who permit or facilitate violations. There were nearly 600 fatal accidents in Quebec involving such vehicles in the last ten years.**

## LiveWire Scoops Production Electric Motorcycle E.T. Records

A H-D LiveWire motorcycle set all-new records for elapsed time and top speed by an electric-powered production motorcycle on a drag racing course in September.

Harley-Davidson Screamin' Eagle/Vance & Hines rider and three-time Pro Stock Motorcycle champion, Angelle Sampey stepped off her H-D FXDR Pro Stock competition motorcycle to pilot the LiveWire bike to capture world record-breaking

runs on the quarter and eighth-mile, covering the eighth-mile distance in 7.017 seconds and the full quarter-mile course in just 11.156 seconds at 110.35 mph. The 2020 LiveWire motorcycle's top speed is limited to 110 mph.

The records were set during exhibition runs at the Denso Spark Plugs NHRA U.S. Nationals at the Lucas Oil Raceway in Indianapolis. "This is another great pass at a bold future in

Harley-Davidson's quest to lead the electrification of motorcycles," said the company. "Let me tell you what's amazing," said Sampey. "That was the first time I rode the LiveWire. I could not wait to get it on the track. The LiveWire is so easy to ride. Just twist the throttle and go, and you really go!"

Sampey and her Harley-Davidson Screamin' Eagle/Vance & Hines teammates, Andrew Hines and Ed Krawiec, made a number of head-to-head drag race runs on stock LiveWire models, with Sampey posting the quickest times. Sampey is the winningest female in motorsports history with three-time Pro Stock Motorcycle championships (2000-2002) and 43 Pro Stock motorcycle wins.



# Twin Cam

REPLACEMENT ENGINE

COMPETITION SERIES  
ULTIMA®



Ultima® is now offering a complete competition series hydraulic chain tensioner engine for Twin Cam®. Our new 113" Twin Cam is a direct bolt in engine for 1999-2006 "A" motor Twin Cam® bikes.

NOT EPA COMPLIANT

**MIDWEST**  
Motorcycle Supply

Prices  
Subject  
To Change

Distributed  
Exclusively By:

U.S.A. Toll Free: 1-800-325-3914  
Local & International: 636-931-3200  
Buy Online at Midwest Dealer Portal:  
[www.MidwestmcDealerExpress.com](http://www.MidwestmcDealerExpress.com)

## AMD NEWS

# Calling All Junior Wrecking Crewers



Just as Harley-Davidson looks set to dump its Stacyc mini eBike experiment, Indian Motorcycle has partnered with stand-on scooter and balance bike brand Razor for the eFTR Jr - an electric mini replica of the championship-winning FTR750 flat tracker - to provide "an approachable, affordable and safe way to 'share the love of riding' with aspiring young riders."

Described as "unique in its dynamic styling" and allowing young riders "to feel like a member of the iconic Indian Motorcycle Wrecking Crew that dominated flat track in the 1950s," it features two ride modes (low and high), a seat height of 23.5 inches, and a maximum weight of 175 pounds.

The eFTR Jr can accommodate riders of eight years and older when in low mode, and 13 and over in high mode. The bike's telescopic front forks and mono-shock rear suspension "provide a smooth, comfortable ride, while the bike's rugged steel frame provides a durable structure for beginning riders." It also features dual-disc brakes no less!

"Whether it was a father, mother, uncle

or family friend, most motorcyclists have fond memories of the person that introduced them to riding, and that's the spirit behind the eFTR Jr," said Ross Clifford, Vice President of Parts, Garments and Accessories at Indian Motorcycle. "We wanted our first youth offering to be electric to provide a safe, simplistic and clean form of motorcycling for children, all wrapped up in the signature look of the FTR750. The eFTR Jr can kickstart a lifetime of riding memories for the whole family."

Indian Motorcycle says its product development team designed the eFTR Jr around Razor's "trusted and proven electric powertrain." The eFTR Jr's 36 volt rechargeable battery will run for a claimed 140 minutes in low mode at 10 mph and 65 minutes in high mode at 15 mph.

Launching in parallel with the eFTR Jr, Indian Motorcycle is offering a brand-new line of protective youth apparel, including an eFTR Jr helmet, body armor, gloves and an Indian Motorcycle Racing replica jersey, manufactured by Razor USA.



# Extended **CABLE KITS**

Now for  
M8 Models!



So easy  
to install!



- KITS INCLUDE ALL EXTENDED WIRING
- NEW M8 CLUTCH CABLE WORKS WITH STOCK LOWER CABLE
- FOR ABS AND NON-ABS MODELS

#KEEPITCUSTOM

# BURLY BRAND

MOTORCYCLE



ACCESSORIES

[BURLYBRAND.COM](http://BURLYBRAND.COM)

**Paul Yaffe's  
Bagger Nation™**



**602.840.4205**

See page 40 for more of our great products featured in this issue of AMD



Fits most non-touring models  
SHOWN with QUAD POD LIGHTS (Sold Separately)

[baggernation.com](http://baggernation.com)



# MADE THE WAY THEY USED TO BE



TWINPOWER-USA.COM

## 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.**



# KING OF THE BAGGERS

## Kudos to Drag Specialties!

There's no saying how much money Drag Specialties spent on creating the inaugural King of the Bagers race at Laguna Seca (California) in October, but it can't have been a trivial sum. However, as an investment into the future of the Bagger market, and as a specific stimulus for giving the burgeoning Performance Bagger market timely momentum, they are to be congratulated ... Genius!

**A**pparently, the idea and vision for what can seem like an unlikely concept at first flush (Bagers racing down the iconic "corkscrew" - really?) goes back some 18 to 24 months before the race was eventually able to take place.

Drag Specialties is said to have floated the plan to a couple of dozen of their vendors in total. Eventually thirteen of them lined up on the start grid of one of the world's toughest and most technically challenging motorcycle race circuits. The prize was the ultimate in Performance Bagger bragging rights during the MotoAmerica GEICO Motorcycle Superbike Speedfest weekend at Monterey in October.

The outcome saw Indian Challengers claim two of the three podium spots as highly decorated motorcycle racing champion Tyler O'Hara took the victory on the **S&S Cycle** Indian Challenger, with veteran rider Frankie Garcia taking third on the **Roland Sands Design** Indian Challenger. Hayden Gillim was the filling in the Indian sandwich, bringing the **Vance**

& Hines prepared Electra Glide Standard home in second, with Travis Wyman for **Trask Performance** fourth and Cory West for **SLYFOX Performance** in fifth.

Barely 24 hours after an accident where he "looped" his 600 lbs machine during qualifying, Frankie Garcia rebounded to take the holeshot. But it was O'Hara who immediately established a commanding lead through the first three laps. With five laps remaining, an off-track "adventure" sent O'Hara back to third and moved Garcia up to second, allowing the Vance & Hines bike

POS	RIDER	SPONSOR	
1	Tyler O'Hara	S&S	Indian
2	Hayden Gillim	Vance & Hines	Harley-Davidson
3	Frankie Garcia	Roland Sands	Indian
4	Travis Wyman	Trask Performance	Harley-Davidson
5	Cory West	SlyFox Performance	Harley-Davidson
6	Eric Stahl	Alloy Art Mfg.	Harley-Davidson
7	Tony Sollima	The Speed Merchant	Harley-Davidson
8	Josh Chisum	Barnett Clutches	Harley-Davidson
9	Logan Lackey	Arlen Ness	Harley-Davidson
DNF	Ben Bostrom	Feuling Parts	Harley-Davidson
DNF	Michael Woolaway	Saddlemen	Harley-Davidson
DNF	Josh Herrin	Performance Machine	Harley-Davidson

"It's an incredible honor for us to race on this historic track,"

said Gary Gray, VP Indian Motorcycle.

through for a taste of the lead before O'Hara began a patient, methodical comeback, working his way past Garcia and dramatically passing Gillim while diving into the famed "corkscrew" during the penultimate lap.

O'Hara held strong for the final lap, winning by 1.9 seconds and earning Indian and S&S Cycle the inaugural "King of the Bagers" crown.

"It's an incredible honor for us to race on this historic track at this historic event, against a field of incredibly

talented teams and riders," said Gary Gray, Vice President, Racing, Technology and Service for Indian Motorcycle.

"We're absolutely thrilled to come away victorious. Tyler, Frankie and the S&S Cycle and RSD teams did an incredible job and, ultimately, they were able to show the world just how special the Indian Challenger is. We couldn't be prouder of them or our bike."

The history-making was witnessed by race fans the world over as the inaugural King of the Bagers reached

social media viewers in record numbers – recording over two million views and more than 30,000 Facebook shares.

"Watching thirteen Baggars carving through Laguna Seca's famed 'Corkscrew' was a special moment in motorcycle racing," said Reid Wilson, Vice President for Indian Motorcycle. "That said, watching the new Indian Challenger defeat eleven highly modified Harley-Davidsons was a monumental achievement and dramatic

validation for the work our product designers and engineers have put into developing the Indian Challenger."

It was an idea that deserved to succeed and despite the pandemic-induced four month delay, succeed it certainly did - with this landmark first race playing out in dramatic fashion, there is already talk of a three or four race series for 2021.

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

## Winner - S&S Cycle/ Tyler O'Hara (Indian Challenger)

Lead engineer on the project at S&S' HQ in Wisconsin was Jeff Bailey, and he is quoted as saying that the stock bike weighed 806 lbs to start with, and that after S&S had made it as 'Laguna proof' as they could, on what company president Paul Langley described as a "not excessive" budget, Bailey said they got the weight down to around 599 lbs wet.

A custom aluminum fuel cell contributed to the weight reduction and improved the airflow to the engine. The race rules stipulated that the bikes had to keep their luggage, so S&S used Air Tech carbon fiber bags, fenders and tank cover for further weight reductions, along with billet machined cases.

Bailey said that "throughout the process the focus was on handling, ride height, ergonomics, adjustability and, of course, performance - this is S&S after all!"

The stock bore 108" PowerPlus engine in the Challenger is rated at 122 hp, but the plan was to get the bike up to around 150 hp at the rear wheel for the race, so a one-off lightweight stainless exhaust was fabricated with the heads CNC ported, the stock cams swapped out for Stage 2 upgrades, a Full Spectrum battery installed and K&N air filter used and a chain drive conversion meant S&S could easily change the gear ratios.

A custom tuned FOX shock was valved and extended to raise the bike up to give a 58 degree lean angle. The taller front suspension was an FTR1200 forks set-up that was also valved for weight and riding style, set into adjustable S&S machined triple clamps.

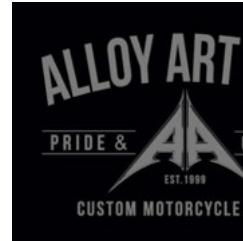
Upgraded specification Brembo calipers were used on 17" front and rear Performance Machine billet wheels with S&S built hubs - the wheel size allowed for the better tires that were needed.



The ergonomic changes to help rider Tyler O'Hara get as close to an optimum race position as possible on such a big bike included a "crazy shape" custom Saddlemen seat, S&S custom made rear sets and Klock Werks 'Kliphanger' bars that "allowed us to adjust the height and pullback - finding a good position for Tyler and getting the all important ground clearance required a ton of work!"

**Engine:** stock bore Indian 108" PowerPlus; Stage 2 cams; CNC ported heads; K&N air filter; S&S engine covers; one-off stainless race exhaust; Full Spectrum

All picture and information sources acknowledged, including Indian Motorcycle, S&S Cycle, Vance & Hines, SlyFox, Feuling Parts, Visordown, Cycle World, Motorcycle Cruiser

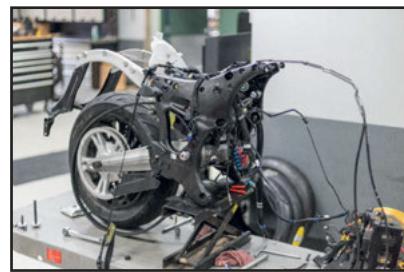




battery; chain drive conversion.

**Chassis:** custom-tuned FOX shock (valved and extended to raise the bike up); FTR1200 forks on S&S machined triple clamps (also valved for weight and riding style); Brembo calipers (upgraded spec); custom aluminum fuel cell (weight reduction and airflow to engine); PM billet wheels on S&S built hubs (17" F&R to allow for the good rubber); 599 lbs v 806 lbs stock as weighed with fuel, etc.

**Body & Cockpit:** Air Tech carbon fiber bags, fenders & tank cover (weight reduction); Saddlemen seat (crazy shape to get rider in correct position); custom made S&S rear sets (finding a good rider position that provided critical ground clearance required a ton of work!); Klock Werks bars (Klipshangers allowed us to adjust height and pullback to suit rider position).



## Second - Vance & Hines/ Hayden Gillim (H-D)

Vance & Hines raced with a 2020 Electra Glide and decided that they wanted to "keep it all fairly simple so that the hundreds of thousands of Harley touring bike owners out there could actually relate to what we were doing," said VP Sales & Marketing John Potts.

"We used a Harley 131" crate motor with a new Vance & Hines air intake with the 'Cagefighter' VO2 air cleaner in black. A FuelPak for tuning and an all new exhaust - the Hi Output Short in stainless. Our Indianapolis facility worked on the bike, bringing in Eddie Krawiec and Andrew Hines' championship experience and talents.

"We worked to lighten the bike up a bit, added racing wheels, Brembo brakes and did plenty of Öhlins tuning trackside. Kraus controls and Performance Machine mids gave us the improved rider positioning and Saddlemen made us



## Third - RSD/Frankie Garcia (Indian Challenger)

"There's something both absurd and awesome about racing Baggers at Laguna Seca," said Roland Sands when their participation as a second Indian Challenger challenge to the Harleys was first announced.

"But it's exactly the type of craziness we live for here at RSD. The Indian Challenger is an incredible platform, and we definitely will be competitive. But make no mistake, our priority is to have a great time, and how can you not at an event like this? Hats off to the gang at MotoAmerica and Drag Specialties for bringing this event to life." Well, competitive they certainly were, just as you would expect from any outfit bearing former racer Roland Sands' imprimatur, with track veteran and Indian Motorcycle/RSD Super Hooligan race team alumni Frankie Garcia bringing it home in third.

RSD gave the 122 hp PowerPlus a race-tuned S&S exhaust, RSD race wheels shod in Dunlop super sport tires and a hydraulically adjustable FOX X RSD rear shock.





## Y-SPOKE WHEELS

The Y-Spoke wheel design is focused on performance, high level CNC machined detail, and custom anodized finish options. The result is a clean overall style wheel that reveals more and more detail the closer you get. Each carved out lightweight wheel is available in the full line of Arlen Ness anodize color lineup



**ARLEN  
NESS**  
[www.ARLENNESS.com](http://www.ARLENNESS.com)

# Feuling/Ben Bostrom (Road Glide)

The Feuling 'King of the Baggers' Road Glide piloted by Ben Bostrom ran strong through practice on Friday, qualifying in fourth. "We made key suspension tweaks before Saturday morning practice and picked up two more seconds. In the last lap of practice, the rear cylinder head failed, the exhaust rocker shaft broke and pulled the shaft stud threads out of the aluminum, destroying the perch. "Industry friends Vance & Hines with Harley-Davidson's blessing set us up with a new SE 131" crate engine to get us into the race. Our team hustled with a 2-hour engine swap and had Ben out on the grid minutes before the race. Ben



aggressively launched the Road Glide for a great start, but our mule ran into issues. We had to reuse the gasket between the engine and trans, and it was apparent the seal was compromised creating an oil leak and suction/sumping issues."



**It is fair to say that Ben Bostrom has had better weekends at Laguna Seca!**

The build included Feuling Parts' 592 Race Series camchest kit, high load beehive valve spring kit, 6.1 g/s fuel injectors, O2 sensors, air cleaner (coming soon), anti-reversion exhaust system, vented dipstick, along with Thrashin Supply risers, handlebars, footpegs and shifter tip. Other parts included a Saddlemen seat, Legend Suspensions front and rear suspension, Barnett Scorpion clutch, SLYFOX triple trees, front fender and side covers, Speed Merchant mid controls, Alloy Art stabilizer, shift linkage, fork lowers, caliper mounts and swingarm, RWD rear suspension, Horsepower Inc throttle body, Lyndall brake pads, wheels and rotors, RK Excel drive chain, Darkhorse compensator, Klock Werks windshield, Baker Drivetrain transmission main bearing, ODI grips, Rekluse clutch slave cylinder and a JIMS transmission side door.

# SLYFOX Performance/ Cory West (H-D)

The bike was outfitted with SLYFOX production parts, including billet triple clamps, carbon front fender, carbon side covers and the seat. "We stuck to the Drag Specialties FatBook for a handful of other performance components, including a Performance Machine mid control, Feuling 521 cam kit and air filter, Alloy Art swingarm and fork leg lowers, and Legend suspension. Beringer was our choice for brakes, with Magura master cylinders and hand controls.

"The bike build started as soon as the race became a reality, dating back to late 2019. First we started with raising it up two over in both the front and rear for clearance. All other pieces to the puzzle came together from there. Many hours were put into development of one-off race carbon body pieces such as the race fairing, belly pan, primary cover, saddlebag bottoms, saddlebag lids and the rear fender.



Luckily we were able to get one test track day in a week before the race. The bike handled very well "and only mild tweaks needed to be made leading into race weekend."

# Saddlemen/Michael Woolaway (H-D)



# Innovative Control Solutions...

Front and rear air ride valve packages now available.

Purchase just the valve, or the complete AirFX Integrated Control Solution.

New!  
Q-Pak Valve Manifold



One Q-Pak, 6 Switch Options!

Kits available for Handlebar mount Micro Switches, Indian, Early & Late model HD Touring Bikes, and mating cables to your stock switches.



Made in the USA and Available Now!

**PERFORMANCE, BY DESIGN.**

AirFXUSA.com • 812.814.9978

## STOCK TO CUSTOM, WE HAVE YOUR SIZE

**MORE THAN 25 DESIGNS &  
SIZES TO CHOOSE FROM!**

**FORGED ALUMINUM WHEELS  
MADE IN THE USA**



## FAT FRONT WHEEL & TIRE



- THREE SIZES TO CHOOSE FROM:  
20x5.0", 21x5.5" AND 23x5.5"
- LARGE SELECTION OF DESIGNS
- MATCHING ROTORS, PULLEYS & SPROCKETS
- VEE RUBBER TIRE TO FIT YOUR FAT WHEEL

Now Available  
IN 2D & 3D



**Metalsport**  
A complete One-Stop Shop.  
Dealer Programs Available.  
Wheels

Call Us Today!  
**(562) 776-9594**

10112 Miller Way, South Gate, CA 90280  
Email: info@metalsportwheels.com • www.metalsportwheels.com

**BARNETT**

## Scorpion Billet Clutch Basket

Californian clutch and cable specialist Barnett's Scorpion billet clutch basket for 2007-20 Harley Big Twins is "the ideal bolt-on replacement for broken stock baskets."

"This billet basket is the highest quality and most cost-effective replacement for your broken stock basket available," the company says. It is precision machined from tough 2024-T3 heat treated billet aluminum and hard anodized.

"This basket is superior in quality and durability to the stock basket. To install, simply remove the stock basket from the ring gear/primary sprocket and bolt on the new Barnett Scorpion basket. All hardware and instructions are included."

### BARNETT CLUTCHES & CABLES

Ventura, California, USA

Tel: 805 642 9435

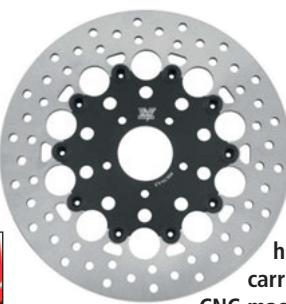
[info@barnettcables.com](mailto:info@barnettcables.com)

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



## Twin Power Rotors

Produced in the United States for Twin Power by a "premier manufacturer", its direct bolt-on rotors are "specially ground to help prevent warping," says Brand Manager James Simonelli.



"They are laser-cut 11.5" rotors and include an aluminum adaptor ring to fit 1984 - 1999 H-D models with 2" center hole. On floating rotors, the carriers have been precision CNC-machined."

The aluminum adapter ring adapts 2 1/4" rotors to a 2" hub to "give a tight fit and plenty of braking power."



## Main Shaft for 4-Speeds and Alternator Shroud

Southern California based American Prime Manufacturing specializes in clutches for American V-twins (Comp Master), but its new 4-speed transmission main shaft support and alternator shroud prove that "4-speeds won't ever die," says company President Ben Kudon.

"On the contrary, they are very much alive and popular, and these high-quality components are made from the original tooling here in the United States."

The castings are poured with high-grade die cast aircraft



quality aluminum alloy with a percentage of silicone, copper and zinc. "We use a spectrometer to analyze the material for alloy content. All 'bad metal' is removed prior to the pour to get a perfect die cast part every time."

"These two parts have a unique over 50-year history and provide reliable, trouble-free operation if installed correctly."



### AMERICAN PRIME MANUFACTURING

Santa Fe Springs, California, USA

[info@apminc.us](mailto:info@apminc.us)

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

**PINGEL**  
Since 1967

Fuel Valve  
Street Billet Grips  
Electric Shifter  
Kickstand Extension  
Passenger Floorboard Spreaders

Cycle Jaws  
Floorboard Spreaders  
Kickstand  
Heel Shift Eliminator  
Antenna Low Mount  
Rear Lowering Brackets  
Greaseable Shifter Shaft

Pingel Enterprise, Inc. 608-339-7999 www.pingelonline.com

## CABLES THAT GO THE DISTANCE

*Get Smooth and Precise Control Back From Your Cables*

**NEW**

Replacement cables for select Indian Motorcycle® models are now available!

### BLACK VINYL REPLACEMENT CABLES

- Meets or exceeds OE quality
- Inner nylon sleeve for longer life and smooth operation

#### V-TWIN HOUSING OPTIONS



**ARMOR COAT™**



**BLACKOUT™**

Stainless steel weave & chrome fittings

Black throughout entire cable

OFF-THE-SHELF + LENGTHS READILY AVAILABLE



Find your local dealer at **MOTIONPRO.COM**

# R&R Cycles - M-8 Cylinder/Piston Kits



"They say there is no substitute for cubic inches," says Reggie Ronzello of Manchester, New Hampshire based R&R Cycles fame, "and if you agree, then our new kit is just what you need."

This R&R Cycles kit means that the stock 107 inch M-8 can be "pumped up to 117 or 124 cubic inches and the bigger 114 inch M-8s can be massaged to either 120 or 128 cubic inches."

Each R&R kit includes CP forged pistons with piston pins and rings and Cometic head and base gaskets. Available in black and black granite finishes, "the new aluminum cylinders come to you bored and honed to match the pistons (raw, unsized cylinders also available).

For those who want more than just an increase in



Reggie Ronzello Jr. - "the bigger 114 inch M-8s can be massaged to either 120 or 128 cubic inches."

cubic inches, R&R also offers a Stage II performance package including ported heads (requires your heads as a core), an aftermarket camshaft and additional necessary gaskets.

"With our kits you can build a Softail or Bagger with a modest boost in power, or combine those extra cubes with a more aggressive cam and ported heads for a motor with torque and horsepower numbers that were never so easy to achieve. It all starts with an R&R big bore kit," says Reggie.

**R&R CYCLES**  
Manchester, New Hampshire, USA  
Tel: 603 645 1488  
[rrsales@rrcycles.com](mailto:rrsales@rrcycles.com)  
[www.rrcycles.com](http://www.rrcycles.com)

## Bagger Nation 'Swoop' Rear Fender for H-D Trikes

Paul Yaffe's Phoenix, Arizona based Bagger Nation has added further to its extensive range of fender options with its 'Swoop' trike fender. "These swoopy beauties will transform an ordinary stock looking trike into a fat fender Hot Rod," says Paul.

"Our direct bolt-on 'Swoop' stretched trike fenders remind us of a mid-century custom street rod cruising the boulevard! With the rapid growth in popularity of Harley's Trike platforms, and with the introduction of the Free Wheeler, there are more trikes than ever out on the road. "We offer fitment options for both H-D



**Paul Yaffe's  
Bagger  
Nation™**

Electra Glide Trikes as well as the new H-D Free Wheeler - these big swooping fenders look great with the stock wheel size, but are large enough to accept a 20" x 8" wheel without any problems."

Each Bagger Nation trike fender "is 3-D molded from the highest quality materials and handlaid by skilled Arizona craftsmen to assure a perfect fit and finish every time." These direct bolt-on replacement fenders include all the needed install hardware and are just one of the many Bagger Nation parts that fit H-D Trikes. **For more great products from Bagger Nation turn to pages 28-29**

**PAUL YAFFE'S BAGGER NATION**  
Phoenix, Arizona, USA  
Tel: 602 840 4205  
[bptmon@paulyaffeoriginals.com](mailto:bptmon@paulyaffeoriginals.com)  
[www.baggernation.com](http://www.baggernation.com)



## S&S 540 and 590 Torque Cams for Big Bore M-8 Models

As a follow-up to its 50-state legal 475 cam/calibration for M-8 Touring models, S&S Cycle, the Viola, Wisconsin based masters of 'Proven Performance', has released 540 and 590 torque cams for Big Bore and even bigger Big Bore M-8 models.

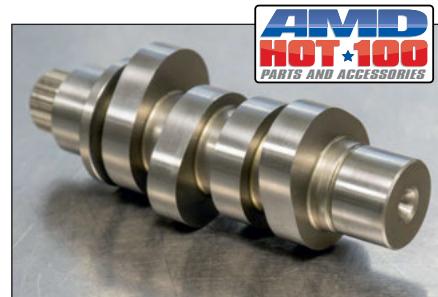
As a next step, the new 540 torque cam for Big Bore M-8 models is designed to work with 124" and 128" big bore kits and produce "stump pulling torque" down low in the rpm range as well as maintain respectable horsepower numbers.

Available in gear or chain drive and in a complete cam chest kit with pump, plate, pushrods and tappets, you can check out the dyno charts for the 540 online. S&S is citing an impressive 130+ lb-ft on a conservative 124" build!

The S&S 590 cam for even bigger bore M-8 models "is capable of making massive power! It happily accepts big bore kits, stroker cranks and, of course, high lift cams."



540 torque cam for Big Bore M-8 models



590 torque cam for 131" M-8 Stroker kit applications

The primary supplier of that sort of go-fast stuff is S&S Cycle of course, and the new 590 lift cam is designed to work with the 131" stroker kit and other huge bore combinations. "Producing massive horsepower, especially in the higher rpm range, the 590 is available in gear or chain drive and is specifically for use with monster bores, ported heads and high rpms to make maximum horsepower. Not recommended for stock bore engines!"

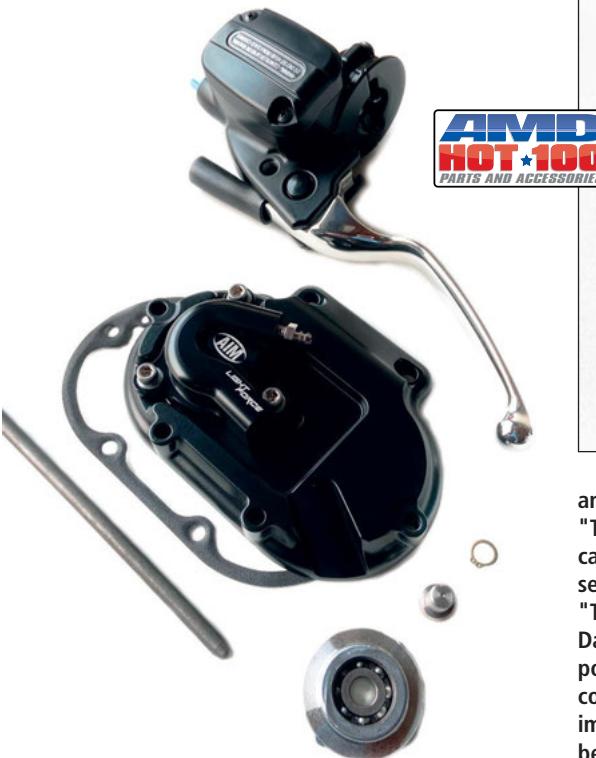
You can check the dyno charts for what S&S has seen this cam making online, but the company is citing 146 hp and 145 lb-ft torque on a 131" stroker build.

**S&S CYCLE INC.**  
Viola, Wisconsin, USA  
Tel: 608 627 1497  
[sscust@sscycle.com](mailto:sscust@sscycle.com)  
[www.sscycle.com](http://www.sscycle.com)



# Hydraulic Conversion Kit for Six-Speeds

Huntington Beach, California based AIM Corp. has announced a new LF hydraulic conversion kit for H-D six-speed models from 2007 and up, including M-8 models



and 2006 Dynas.

"This is a full replacement of your factory cable clutch system to our hydraulic clutch setup," according to the company. "This setup utilizes genuine Harley-Davidson components paired with our popular AIM Light Force slave cylinder. By converting over, you will see a massive improvement in terms of easier clutch pull, better modulation, greater plate lift over

cable and easier to find neutral.

"Also, when using stiff springs to hold for high horsepower and torque builds, more often than not the clutch cable will stretch and will cause issues when adjusting and getting proper performance. By switching to hydraulic, it will eliminate that, and you will have a consistent clutch feel every time and no more messing with cable adjustments."

"We will be offering three different packages that will suit everyone's needs. Our starter kit will provide the bare minimum to get started - allowing for you to source your own clutch line to length - and a cover setup for those that want a different color preference."

"The complete kit consists of everything needed to bolt on and go - it will come with a banjo to banjo clutch line setup for an affordable easy installation. Lastly, our complete Plus Kit will come with everything you will need for a seamless OE plus install. This kit is suited for a seamless installation that delivers a true factory look and feel."

**AIM CORP.**  
Huntington Beach, California, USA  
Tel: 714 848 3030  
[info@aim-tamachi.com](mailto:info@aim-tamachi.com)  
[www.aim-tamachi.com](http://www.aim-tamachi.com)



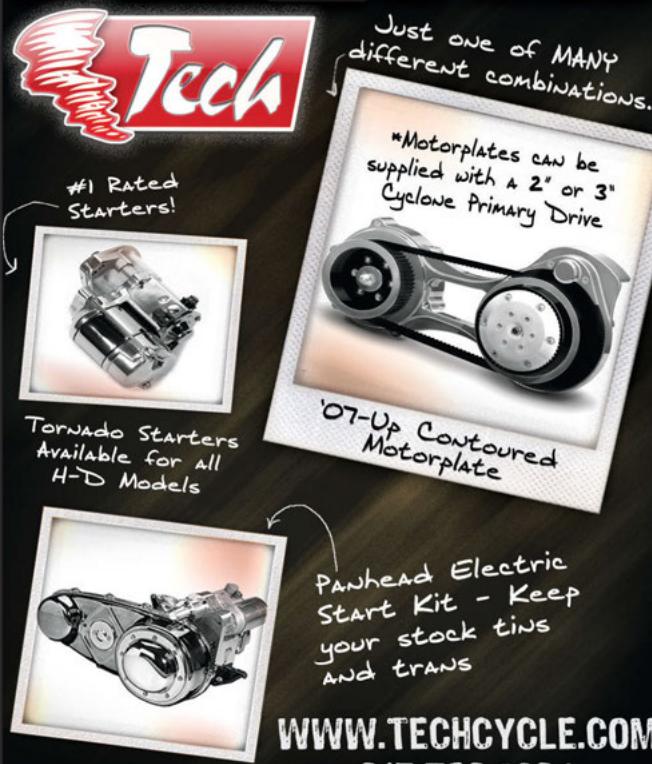


NAMZ Custom Cycle Products, Inc.

- ✓ CAN/Bus Controllers
- ✓ Electrical Connectors
- ✓ Complete Wiring Harnesses
- ✓ EFI & Ignition Harnesses
- ✓ Handlebar Extensions
- ✓ Throttle-by-Wire Harnesses
- ✓ Braided Hoses & Clamps
- ✓ Plug-n-Play Headlights
- ✓ Tools & Installation Supplies
- ✓ V-Twin-Indian-Victory-Metric
- ✓ Custom - OEM - Private Label

Providing over 16-years of wiring excellence for consumers, distributors & manufacturers.

**Stay ahead with our Curves...**



**Tech**

#1 Rated Starters!

Tornado Starters Available for All H-D Models

'07-Up Contoured Motorplate

Panhead Electric Start Kit - Keep your stock tins and trans

**WWW.TECHCYCLE.COM**  
**215.702.8324**

**FOLLOW US ON**  
**INSTAGRAM @TECHCYCLEPERFORMANCE**  
**TWITTER @TECHCYCLE1**

# Performance Machine is In Control



## Vision Series Contour LED Turn Signal Handlebar Grips



They ship with brake light and starter interrupt safety switch housing assemblies, as well as CAN bus brake and starter interrupt safety switch linkage kits, to provide compatibility with older stock wiring and newer CAN bus systems (sold separately). They are available in Black Ops and Gold Ops finishes.

A twist adjustment knob easily modifies lever reach distance, they have over 0.5" of lever adjustment. The lever has been designed for a comfortable and smooth feel and provides 9/16" bore for single disc and 11/16" bore for dual disc applications.

They are CNC-machined from billet aluminum with a 1" clamping diameter. Mirror mounts, brake light and clutch safety switch kits separately available. They fit all hydraulic brake and clutch master cylinders and cable clutch perches that mount to 1" diameter handlebars.

## Mid Controls for M-8 Touring and Softail



PM says these grips "are the perfect finishing touch to any handlebar set-up." Machined from billet aluminum, they feature end-mounted indicators with extremely bright yellow LED turn signals built-in for maximum visibility. Each grip comes with "super comfortable" replaceable Renthal rubber inserts - the motocrosser's favorite - and boasts some impressive details right down to the PM logo on the tip of each grip. They are designed to mount to 1" bars for cable throttle and electronic throttle applications with standard and CAN bus wiring systems. The grips are available in black anodized and chrome finishes. A load equalizer may be required for non-LED motorcycle models, to prevent hyper-flashing. Set screws with 5/64" Allen wrench are included.

## CAN Bus Compatible Radial Hydraulic Clutch and Brake Masters



Shipped with CAN bus brake and starter interrupt switch linkage kits, these new race-proven, adjustable radial hydraulic clutch and brake master cylinders feature built-in reservoirs "which deliver stunning performance and style for any bike. With fully adjustable levers, machined fluid reservoirs and clearance for stock switch housings, this versatile system will drastically improve both the look and feel of your controls. Choose between mirror mount or clean mount options." Cable clutch perch and lever are available.

These PM mid controls "are the mandatory upgrade for M-8 Touring or Softail models when performance riding is the goal - they allow for a much more aggressive riding position and provide increased ground clearance for attacking corners." Made from 6061-T6 billet aluminum, "these mids are strong, lightweight and can be used with a PM or stock rear brake master cylinder."



Steel brake linkage and chrome heim joints offer easy brake actuation "and the short throw shift lever lets you quickly rip through the gears." The simple bolt-on design means no cutting into the primary cover and no modifications. The stock H-D style clevis is compatible with PM foot and toe pegs as well as other aftermarket pegs. They are available in choice of Black Ops and Gold Ops finishes.



### PERFORMANCE MACHINE

La Palma, California, USA

Tel: 714 523 3000

[sales@performancemachine.com](mailto:sales@performancemachine.com)

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



### TWIN CAM® CRANKSHAFTS

40 Years of Experience go into every 1 of our Twin Cam® Man O' War crankshafts. Handcrafted and engineered specifically for their intended application.

Purpose built using our library of balance factors & tested by time and torque!



### M-8® PRODUCT & SERVICE LINE

The Darkhorse Crankworks M-8® Product & Service line is your Dealerships key to a Rock Solid Foundation in ALL M-8® engine builds.

Main bearing upgrades, Crankshaft balancing & blueprinting, including connecting rod, crankpin & bearing kit upgrades now available.

**920 726 9999**

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

SINCE 1980

THE ROCK SOLID FOUNDATION  
TO ALL H-D® MOTORS STARTS  
AND ENDS WITH US!

**FEULING**  
FEULINGPARTS.COM

THINGS OF **QUALITY** HAVE NO FEAR OF TIME

**PRECISION PARTS** **Made in USA**

FOR HARLEY DAVIDSON® MOTORCYCLES

**BADLANDS**  
MOTORCYCLE PRODUCTS

Motorcycle lighting modules since 1990.

- ▶ Illuminator Modules
- ▶ Intensifier Modules
- ▶ Isolator Modules
- ▶ Load Equalizers

- ▶ Self Canceling Modules
- ▶ Illuminator PRO-III Modules
- ▶ CAN/Bus Lighting Modules
- ▶ Victory Motorcycle Illuminators
- ▶ American V-Twin & Metric

**PLUG-N-PLAY!**

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

# MAGNUM

## NEW CARBON-FIBER™ SIGNATURE SERIES BRAID

Great Fitting & Matching  
DOT Brake Lines & Cables  
for  
Harley-Davidson & Indian  
Applications

ABS

ABS

ABS

THE NEW BLACK

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

3800 Monroe Ave.  
Pittsford, NY 14534  
(585) 381-3880 Ext 3

# Carbon Fiber Braid - The New Black?

Common purchases bikers often make after taking ownership of a new or used motorcycle are exhaust, seat and handlebars. Exhaust for performance, sound and style, seat for comfort and style and handlebars for ergonomics, safety and style. Even if the bars aren't changed, accessories are a common way to achieve a custom new look and to improve the functionality of those "front end essentials," says upstate New York Magnum Shielding's General Manager Tom Vierthaler. "That is where control cables and brake lines come in. They're usually needed when

"handlebar installation kits are also available"

replacing handlebars, but even on their own they can really complement a motorcycle's paint scheme and overall appearance and deliver important performance improvements to one of the bike's most important safety component systems." As a brake line and control cable specialist, Magnum Shielding has an unimpeachable pedigree in delivering well engineered, well designed and well thought-out brake components, and one of their latest introductions is a new type of braid with a novel carbon fiber appearance. The braid is available as part of their premium Signature product line and has excellent coverage for Harley-Davidson motorcycles, no matter if the application is ABS brake lines for a 2020 Touring bike, or throttle cables for a 1983 Sportster. Fitments are also available for many Indian models including Challenger, with new additions all the time.



motorcycles or any bike with a blackout color scheme," says Tom. The new CARBON-FIBER braid comes with polished black chrome fittings and all lines and cables match perfectly. "Rest assured that the brake lines, hydraulic clutch lines and control cables provide a precise OE fitment. The high-quality factory-style construction uses fittings, tube assemblies and manifolds that provide trouble-free installations with professional looking results. All Magnum CARBON-FIBER brake line and control cable coatings offer exceptional protection for paint and chrome.

"Premium CARBON-FIBER braided control cables feature matching Signature braid, durable clear coating, and are manufactured with components that meet or exceed OE specifications. The high efficiency cables are constructed with anti-friction inner liners, nylon adjuster inserts, and are factory lubricated for smooth, consistent, long lasting operation. Clutch cables also

"crimping terminals onto individual wires is not required"

"PTFE tubing braided with DuPont Kevlar Aramid Fiber reinforcement"

incorporate a rubber seal in the transmission fitting to eliminate any fluid leaks. All cables fit like factory and have the built-in quality Magnum is known for.

"In addition to the large selection of individual brake lines and control cables that allow you to create your own personalized fitment, the CARBON-FIBER product line is also available in handlebar installation kits. Each kit includes everything for a handlebar replacement - DOT brake lines, throttle and idle cables or terminated throttle-by-wire extensions, clutch cable or hydraulic clutch line, hardware, plus fully terminated turn signal and switch wiring extensions.

"Crimping terminals onto individual wires is not required as the fully terminated wiring makes life easy when completing a handlebar installation. Many wiring extensions are plug and play, further reducing the time needed to finish the job."



Magnum's new CARBON-FIBER product line is a premium Signature braid addition to their existing STERLING CHROMITE, BLACK PEARL, POLISHED STAINLESS and COPPER CANYON choices. The braid is created from distinct black tone colors, blended and interwoven in such a way that it mimics the look of high-tech carbon fiber. "Even at a distance, this new black alternative braid makes a statement that's undeniably unique and eye-catching as it complements black

"Magnum Shielding's premium CARBON-FIBER brake and clutch lines incorporate PTFE tubing braided with DuPont Kevlar Aramid Fiber reinforcement, Signature Magnum braid, and a clear PVC outer jacket that will never discolor. The Aramid Fiber reinforcement greatly reduces line expansion for the ultimate in high performance braking. Every Magnum brake line is pressure tested and fully DOT FMVSS-106 compliant.

**MAGNUM**  
MAGNUM SHIELDING  
Pittsford, New York, USA  
Tel: 585 381 8380  
[info@magnumshielding.com](mailto:info@magnumshielding.com)  
[www.magnumshielding.com](http://www.magnumshielding.com)

Up to  
45% less pull  
at the clutch lever



The best and easiest clutch device for Harley-Davidson models

**HYDRO-CLUTCH**  
for hydraulic clutches



**POWER-CLUTCH**

for bowden cable clutches



ORDER NOW AT



MORE INFO AT : [www.m-motorcycle.de](http://www.m-motorcycle.de)

Whatever you ride, here at DP Brakes we have the perfect DUST-FREE, NOISE-FREE high-performance, long-lasting, all-weather brake pad for you.

Check out [www.dp-brakes.com](http://www.dp-brakes.com) to see which of our latest sintered metal compounds is right for your bike.



- No brake dust -
- Progressive Feel -
- More Mileage -
- No Brake Fade -
- No Brake Squeal -



**Keep your whitewalls WHITE  
with our NO Dust, NO Noise XHDP pads  
specifically designed for Harley Davidsons**



[www.dp-brakes.com](http://www.dp-brakes.com)



# Go Big with Ness Big Brake Rotor Kits

**ARLEN  
NESS**

Arlen Ness 14" and 15" Big Brake rotor kits "drastically improve braking performance as well as upgrade the style of the factory front wheel.

"Our 420 stainless steel rotor is engineered for optimum performance and heat dispersion. Billet brake caliper adapters are included in each kit to precisely relocate the factory caliper to the proper position."

The kit utilizes the factory brake caliper, rotor hardware and brake hose. It is an easy bolt-on installation with no need to re-bleed the brake system, and the kit is designed to work with factory or aftermarket front fenders.

Designed to fit '08 and up H-D FLT Touring/Bagger models, the extra

braking leverage delivered by the massive 14" diameter rotor is a similar dynamic to using a larger wrench to more easily turn a bolt - it really is that straightforward. Drilled for optimum performance and heat dispersion, they ship with CNC-machined billet aluminum and black anodized rotor carriers.

The Ness 15" Big Brake rotor kits (also in 420 heat treated stainless) can also be installed with the supplied factory caliper relocation brackets, use the factory brake caliper, rotor hardware and



14" Big Brake rotors,  
FLT spoke mount



15" Big Brake rotors, hub mount



15" Big Brake rotors, hub mount

brake hose without needing to re-bleed the brake system. They are designed to fit Dyna, Softail and Sportster models equipped with factory hub mounted rotors (5-bolt hub mount fitment) and also work with factory or aftermarket fenders.

**ARLEN NESS ENTERPRISES**  
Dublin, California, USA  
Tel: 925 479 6350  
[contact@arlenness.com](mailto:contact@arlenness.com)  
[www.arlenness.com](http://www.arlenness.com)



14" Jagged Big Brake rotors, FLT spoke mount

**MOTORCYCLE STOREHOUSE®**  
WE STORE. YOU ROAR!

**NEW TECH  
FOR OLD SOUL**  
**CTEK**

**MOTORCYCLESTOREHOUSE.COM**

Motorcycle Storehouse B.V. The Netherlands does not sell retail. You can purchase our catalogs and products through your local dealer. For pricing & availability check our website.

SINCE 1982 - AFTERMARKET PARTS & ACCESSORIES FOR

CUSTOM MOTORCYCLES

# Mupo Custom - Eagle Cartridge and ST3 Shock

It has been two years since Italian suspension specialist Mupo launched its Mupo Custom program, taking its race-bred street and sport bike suspension experience and applying it to the handling and performance characteristics of heavier and less responsive Harleys.

In that time Mupo Custom has quickly established a prominent reputation for premium H-D suspension solutions.

For pre-M-8 touring models, the company is offering to "improve comfort, control and safety" with its Eagle cartridges, specifically designed to improve the feel and control of the Harley-Davidson front end.

A modification kit that is designed to transform the adjustment-free original forks into fully adjustable front forks, the Eagle replaces the entire original cartridge for "greater precision and better performance."

"Thanks to the compression and rebound adjustments (40 positions), finding the ideal setting for the individual's driving style is intuitive and fast. With customized settings based on the weight and riding style of each rider, Eagle cartridges give immediate advantages in terms of handling and feeling.

"The minimal, elegant design is designed with attention to the smallest detail by the Mupo Custom style center in Italy. Thanks to the wide range of Mupo springs available, dealers can custom-order the cartridge according to rider weight and riding style preferences."

Eagle cartridges are made entirely by hand and are a fully reversable install and have a 2-year warranty. This

**Eagle cartridge**



"All the components are entirely CNC-machined from high-grade, top quality materials. ST3 shocks can be customized with red or black details, according to the style of the bike.

"Floating piston technology, which separates the oil and nitrogen, means the ST3 has no lean angle limits, giving the rider a feeling of safety and control in all conditions." A wide range of spring rates are available at time of order; lengths from 11.5" (295 mm) to 15" (381 mm) available on request.



**ST3 rear shock**



**MUPO SRL**  
**Bologna, ITALY**  
**Tel: +39 0542 671 860**  
**[info@mupo.it](mailto:info@mupo.it)**  
**[www.mupo.it](http://www.mupo.it)**



# Winter Storage Done Right

"So many stored motorcycles, so many batteries slowly losing charge. But who cares...until that battery is unable to crank the engine," says TecMate CEO and Chief Technical Officer Martin Human.

"Maybe you have a customer on the hook, ready to buy and ride that motorcycle right out of the showroom, and the clincher should be hearing that pulse quickening and wallet loosening rumble, but just as you hit the magic button ... nothing!"

"At best, the customer is left with doubt about the health of that battery and might demand a new one, at worst the customer's motivation to buy has evaporated like mist before the sun."

A pro-active dealer will have someone periodically running around the showroom checking batteries, but it takes time and quick access to the battery is required, not always easy on modern motorcycles. And these days it requires knowledge of three different battery types and their specific charged voltages and optimum charging cycles.

"That is where OptiMate rides to the rescue," says Martin. "OptiMate battery monitors are ideal for when you cannot always maintain the battery.

"Simply put, if every showroom or stored vehicle has one of OptiMate's state of charge monitors fitted,

pretty much anyone can establish if a particular battery needs charging or not really easily. The traffic light style indication is straightforward to understand - a blinking GREEN is 'Good to go', in other words, no charging required; YELLOW is 'still OK, but charge soon' and RED is 'Charge now' or else your battery will be dead soon!"

"There's added value too, once the engine fires up, it tells you if the charging system is working right." For 12V AGM and STD lead-acid batteries there are a couple of OptiMate options, starting with the O-124 fused battery lead - now with M6-M8 (1/4"-5/16") dual ringlets that fits all powersport batteries. The O-124 is also delivered in a jar of 20, reducing the cost per unit.

The O-125 is a portable option with SAE connector. Dealers who fit the O-01 battery lead at PDI (pre-delivery inspection) can eliminate having to haul around a multi-meter to check voltage. The O-125 plugs right into the SAE connector and immediately indicates battery status.

The O-126 is another portable option - its AUTO plug fits all 12V/automotive (or cigar) size sockets.

For 12.8V/13.2V lithium (LFP/LiFePO4) batteries, the O-127 fused battery lead with M6-M8 (1/4"-5/16")

Charge status LED  
BLINKS every 3 seconds



dual ringlets is currently OptiMate's only option. The O-127 also warns if the vehicle's system is overcharging the battery, a necessary option for lithium. The O-127 is also delivered in a jar of 20, reducing cost per unit.

**TECMATE**

Tienen, BELGIUM

Tel: +32 (0)16 805 440

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

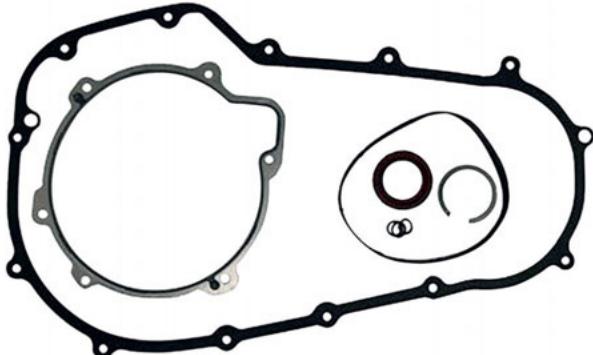
[www.optimize1.com](http://www.optimize1.com)

**OptiMATE**

**tecMATE**

## M-8 Primary Gasket Kit

Available from Mid-USA Motorcycle Parts, this PowerHouse brand complete primary gasket kit for 2017 and up M-8 applications includes the primary gasket itself plus primary housing gasket, three O-rings plus a derby cover O-ring, eight primary retaining rings and the inner primary mainshaft seal. Manufactured for PowerHouse in the United States. Mid-USA, [www.mid-usa.com](http://www.mid-usa.com)



## Windshields for the Royal Enfield 650 Twins

Maywood, Illinois based manufacturer National Cycle now has a choice of premium quality windshield upgrades available for the popular Royal Enfield INT650 and Continental GT parallel twins - "to add wind protection to these classic-styled machines.

"Take an aggressive stance with our sporty Mohawk

in dark tint, a minimalist windshield with old world styling and new world materials.

"For practical wind protection, nothing beats the timeless National Cycle Deflector Screen, available in clear or medium tint with U-

clamp mounts or easy on-and-off QuickSet mounts. Our patented RakeAdjust and versatile mounting hardware lets riders personalize the performance to their needs.

"Meanwhile, our world famous Heavy Duty windshields need no introduction - the mount kit for the Royal Enfield 650 lets riders choose from three different height windshields, so there's a perfect size just about for everyone.

"All these windshields feature tough, impact-resistant polycarbonate construction with our exclusive Quantum hardcoating for the world's best scratch resistance. Plus, they are all backed by National Cycle's 3-year Unbreakable Warranty."



NATIONAL CYCLE INC.

Maywood, Illinois, USA

Tel: +1 708 343 0400

[sales@nationalcycle.com](mailto:sales@nationalcycle.com)

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

# Drag Specialties Additions

Premium Heavy Duty Inner Tubes



Drag Specialties' inner tubes feature a full 2 mm thickness compared to the standard 1.2 mm tube for improved durability and puncture resistance. Made in butyl and rubber, they are available for popular 16", 19" and 21" tire sizes with center metal valve (CMV) or side metal valve style (SMV) types.

Front Solo Seats for Scout Bobber



This rigid-mount solo seat is "cleverly designed to look like a vintage spring-mounted solo seat." Features include highly durable automotive-grade vinyl seat cover material, ABS thermoformed seat base with carpeted bottom and rubber bumpers. The seat installs using the OEM hardware and measures 15" long overall and is 11" long x 11 1/4" wide. It is available with a smooth or black diamond-stitch pattern for the '18-'20 Indian Scout Bobber.

Passenger Floorboard Covers



This simple-to-install gloss black steel cover is designed to add "smooth, clean styling to passenger floorboards" on '86-'20 FLT/FLHT H-D FL Trike models and '86-'17 FLST models with OEM D-shaped passenger floorboards." It installs using supplied self-tapping chrome screws.



LED Turn Signal Inserts

For "added visibility and style," these LED inserts for OEM flat or bullet-style turn signals are a plug-and-play design that give a wide viewing angle when activated. Installation may require the use of a load equalizer. 1156-style inserts are available in amber or red; 1157-style inserts are available in red.

Dual Gauge Bracket

This sturdy steel dual gauge bracket has a wrinkle black plated finish and accepts the OEM speedometer, tachometer and indicator lights. It fits '99-'05 FXDX, '99-'04 and '95-'11 XL1200 models; the gauge will also fit '95-'04 XL883 and '95-'04 FXD models with the factory dual gauge kit upgrade.



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



# MAGNUM

## ON A BUDGET? NO PROBLEM

### XR STAINLESS™ SERIES HANDLEBAR INSTALLATION KITS

- ✓ MAGNUM #1 QUALITY
- ✓ SAFE & RELIABLE DOT CONSTRUCTION\*
- ✓ ACCURATELY FITTING LINES & CABLES
- ✓ EASY TO INSTALL OE STYLE FITTINGS
- ✓ FULLY TERMINATED WIRING INCLUDED
- ✓ ECONOMICAL PRICING FOR ANY BUDGET



\*Meets or exceeds all DOT FMVSS-106 brake hose assembly standards and specifications for performance, safety, and reliability.

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



(585) 381-8380 Ext 3

# MEMORY FOAM FOR YOUR HANDS.



Kingwood, TX  
(800)334-7477

"A true breakthrough  
for motorcycle grip  
comfort & performance"



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

- Very Soft
- Very Durable
- Chemical Resistant
- Vibration Dampening
- Small, Medium, & Large Diameters
- Chrome or Black Aluminum Ends
- Fit All Harleys & most other brands

**AMD PRO GUIDE**

## Zodiac International Additions



### AGID Super Fat T-Bars



These handlebars are 1 1/2" (38 mm) super fat that bolt straight onto fork upper clamps. They work with both cable style throttles and electronic Throttle-By-Wire. Early style bars accept pre-2018 brake master cylinders, late style bars accept 2018 to present style brake master cylinders. They are available black powder-coated in early or late MX-X or 'Gripp' style.

### Duo and Electra Glide Headlight Nacelle Kit



A perfect replacement copy of the OEM headlight nacelle on 1960-1984 FLH models, these kits come complete with headlight rim, DOT approved 7" sealed beam unit and handlebar top cover. They are available in chrome, polished or black.

### HP Series M-8 Air Cleaner Kit



This performance air cleaner kit fits all M-8 powered 2017 to present Touring and Trike and 2018 to present Softails. The kits come with all required hardware, including breather tube, side cover to hide the servo motor, cables and injectors, and a washable

air filter that accepts most 5" diameter center-bolt covers such as S&S Stealth or Brass Balls Cycles. The kits are available in black or chrome.

### Le Pera Baron II Seats for Rigid Frames



232861

232862

A true Le Pera classic, these King and Queen-style rigid frame seats will complement any classic build. Seats measure 10" (25.4 cm) wide for driver and 6 3/4" (17.1 cm) wide for passenger, with a universal custom fit. They are available in buttoned, diamond or pleated stitch design.

### National Cycle Touring Windscreens



These stylish bolt-on stock replacement screens are for the stock Batwing fairing. The screens are 4" (10 cm) high and fit all 2014 to present Electra Glide and Street Glide models. The screens are 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". They are available in choice of Fly Boy, Bad Boy and GeeBee styles.

**ZODIAC INTERNATIONAL BV**  
**Mijdrecht, NETHERLANDS**  
Tel: +31 (0)297 288 621  
[sales@zodiac.nl](mailto:sales@zodiac.nl)  
[www.zodiac.nl](http://www.zodiac.nl)



# OptiMATE

## BATTERY CHARGER SELECTOR

Trusted by OEMs & riders since 1994!

### GOOD \$

**12V**

The smartest  
'no brainer'  
maintainer



**OptiMATE 1**  
(DUO)

EU: TM402-D US: TM409 UK: TM404-D

**12.8V** **Lithium**

### BETTER \$\$

The most  
popular  
battery saving  
charger!

**OptiMATE 3**

EU: TM430 US: TM431 UK: TM432



The most  
popular  
& trusted  
'lithium' charger!

**OptiMATE** LFP  
lithium 4s 0.8A

EU: TM470 US: TM471 UK: TM472



### BEST \$\$\$

The choice  
of serious  
adventure  
riders!

**OptiMATE 4**  
dual program

EU: TM340 US: TM341 UK: TM342

EU: TM350 US: TM351 UK: TM352



The trusted  
choice of  
dealers &  
'pro' riders!

**OptiMATE** LFP  
lithium 4s 5A

EU: TM290 US: TM291 UK: TM294



## SMOKE THE COMPETITION!™ NOT YOUR CLUTCH!

HIGH PERFORMANCE CLUTCHES FOR AMERICAN V-TWIN MOTORCYCLES

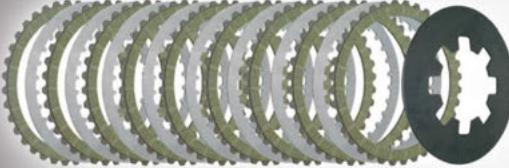
HIGH PERFORMANCE EXTRA PLATE KITS

**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!

**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.

**100%**  
MANUFACTURED  
IN THE USA

EXTRA  
PLATE KITS  
INCLUDE  
SPRINGS

## KITS AVAILABLE FROM 1941 TO PRESENT

ENERGY ONE PERFORMANCE CLUTCHES >> Contact Us Today, Call 562.404.5200 >> [www.energyoneclutches.com](http://www.energyoneclutches.com)



**YOUR NEXT ROAD SUSPENSION**



## KIT DIGISHOX for HARLEY DAVIDSON Softail & Touring



CPU



LED PANEL



GPS



SET - UP



**KIT CARTRIDGES &  
REAR MONOSHOCK**

# Feuling Race Series 472 Camchest Kit



Oceanside, California based Feuling Parts' complete camchest kits "include all the necessary components from top to bottom of the camchest, conveniently packaged under one part," says Drag Specialties.

"These combination kits not only ensure each individual part is designed to work and function together, but to do so in total harmony - they take the guesswork out of the ordering process and provide the engine builder maximum reliability, peak performance and the coolest engine/oil temperatures obtainable".

These complete camchest kits include Feuling high volume oil pump, high flow camplate, 472 Reaper Series camshafts, hydraulic roller lifters, fixed length pushrods, Timken/Koyo cam bearings, rocker arm studs/nuts, gaskets, O-rings, ARP cam/crank fasteners, washers, moly paste and Loctite.

Race Series kits include a Race Series oiling system, Race Series lifters, high flow billet 7075 aluminum camplate and billet 7075 aluminum oil pump, which is 50% harder and stronger than the factory pump, holding tighter tolerances under temperature and deeper scavenge kidneys over Feuling's HP+ oil pump (deeper scavenge kidney ports over the HP+ series for even more scavenge flow volume).

Feuling Race Series hydraulic lifters have a full .200" of total travel designed with a slower bleed-down rate to handle heavy valve spring pressures, increase engine rpm before valve float and feature increased roller clearance for steep ramped camshafts and clearance for the M-8 front exhaust camshaft lobe flange.

The kits deliver +30% more pressure gear



volume, +53% more scavenge gear volume and +27% more pressure and scavenge gear volume over stock in M-8 twin-cooled motors. They deliver +2% more scavenge volume with port sizing, matched passages and holes to the engine case for M-8 twin-cooled motors and M-8 oil-cooled motors with +68% more oil volume to the crankshaft and connecting rod bearing and 15-25/15-30 degrees cooler engine temperatures for M-8 twin-cooled motors and M-8 oil-cooled motors (plus 10-30 more psi of oil pressure). The increased oil pressure, scavenge volume

and engine oil flow mean a quieter and smoother engine operation, reduced wet sumping, blowby and oily air cleaners - magnets in the oil pump help protect gears and pressure relief valve.

Feuling says that test results show +2 hp gain and 2 ft/lbs of TQ gain to the rear wheel on M-8 models and a -50% reduction of engine sump oil level.



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

## Motion Pro Premium Cables for Indians



Californian specialist Motion Pro has introduced premium OE replacement control cables for Indian motorcycles.

"Providing smooth and precise performance and great value, we offer stock length cables and plus lengths for custom control applications. Premium cable housing options are also available to upgrade the look and feel of the stock cables.

"Black vinyl housing provides a premium stock cable look, and for a cable which clearly stands out, Motion Pro braided stainless steel Armor Coat housing combines looks with durability, and our popular Blackout cables feature black fittings on a black vinyl housing for the complete 'blacked out' look.

Motion Pro replacement clutch cables are now available for select Indian Motorcycle models, starting with 2014-2020 Indian air-cooled Baggers.

Motion Pro makes "innovative tools and products that help maintain and repair motorcycles, ATVs and UTVs."

**MOTION PRO**  
Loomis, California, USA,  
Tel: 650 594 9600  
[www.motionpro.com](http://www.motionpro.com)



# ENGINEERING A BETTER RIDE WITH TruAIR®

We design and handcraft air suspension systems specifically for YOUR motorcycle, ensuring your system exceeds the highest standards in quality, functionality and safety.



MC-3112 - VROD® - ULTIMATE



MC-2974 - HAYABUSA® - ULTIMATE



MC-3111 - VROD® - ULTIMATE



ELEVATE YOUR RIDE.®

ARNOTTCYCLES.COM

**Arnott**  
MOTORCYCLE AIR SUSPENSION

877.900.0247

# BE BRAVE



GeeBee

Quantum® Hardcoated Polycarbonate Replacement Screen

**national**  
**cycle**® since 1937

[www.nationalcycle.com](http://www.nationalcycle.com)  
#TheWindshieldExperts



# Series D Diamond Terminator Clutch Kits

Available for most Evo and Twin Cam Big Twin applications, including 2006-2016 Dyna with SE hydraulic clutch, 1991 and later Sportsters, select Buells and 1936-early 1984 Big Twins, these Series D clutches by Evolution Industries in California are for stock to moderate applications (high horsepower applications also available).

"Diamond tough and strip ready," they run in wet or dry applications with ATF (Automatic Transmission Fluid) or any V-twin primary fluid (not compatible with synthetics) and feature a billet steel drive hub, two sets of diaphragm springs (light performance and performance) and Kevlar Terminator friction plates with tempered steel drive plates.

The increased friction area is said to be able to handle extreme horsepower and machined oil grooves



ensure zero slippage with 105%+ more friction area than stock.

## MID-USA

**Hazelwood, Missouri, USA**

**US direct: 314 595 5555**

**US toll free: 800 527 0501**

**Canada: 800 893 9261**

**[www.mid-usa.com](http://www.mid-usa.com)**

**[www.mid-usa.ca](http://www.mid-usa.ca)**



# Letric Deluxe Series Taillights



Oreland, Pennsylvania based Letric Lighting Co., ("Where the brightest ideas come from!") has announced four new taillamps for 1999 to current Harley models.

The company's new Deluxe Series taillights are offered with or without a built-in strobing module in either red or smoked lens. "This new Deluxe Series taillamp boasts 105 ultra-bright LEDs, is 100% plug-n-play and carries a lifetime warranty," says Letric/NAMZ President Jeff Zielinski.

"The added value of the built-in strobing module means the customer will save time by not having to chase down the rear harness and save money with our new Deluxe Series strobing taillamp since they will not have to purchase any additional components."

Celebrating 21 years in business, providing "world class" electrical components, LED lighting, Badlands lighting modules, wiring harnesses and installation supplies, NAMZ' Letric Lighting Co. products are available through Tucker, Rollies Speed Shop, J&P Cycles and Revzilla or directly from the company's website.

# Twin Power Shocker Batteries

Twin Power's popular Shocker batteries are "endurance and laboratory tested for long and reliable performance with a heavy-duty OEM style case," says Brand Manager James Simonelli.

"They are made using Absorbed Glass Mat technology and come factory-activated and sealed with flush mount threaded posts with dual connection points.

"The beauty about our Shocker battery design is that there are no terminal adapters or spacers required and we used extra thick plates for extreme vibration resistance - these have been designed and



tested by daily Harley riders for daily Harley riders who simply want to know that they have a durable and robust battery that they can rely on over and over."

**TUCKER V-TWIN**  
**Fort Worth, Texas, USA**  
**Tel: 817 258 9000**  
**[www.tucker.com/v-twin](http://www.tucker.com/v-twin)**  
**[www.twinpower-usa.com](http://www.twinpower-usa.com)**



# 'Silhouette' Deluxe Solo for Dyna

New from legendary Californian custom seats specialist Le Pera, the 'Silhouette' Deluxe Solo for 2006 - 2017 Dynas "offers the same flowing lines as our classic 'Silhouette' but with a bit more Cush for your customer's Tush!"

It has a 12.5" wide driver seating area and is available with or without pillion. Available options include Biker Gel, leather seating and full leather. Still handcrafting all its seats at the company's 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.

**Le Pera**  
Since 1972

**LE PERA ENTERPRISES**  
**North Hollywood, California, USA**  
**Tel: 818 767 5110**  
**[info@lepera.com](mailto:info@lepera.com)**  
**[www.lepera.com](http://www.lepera.com)**

**NAMZ CUSTOM CYCLE PRODUCTS**  
**Oreland, Pennsylvania, USA**

**Tel: 610 265 7100**

**[info@namzccp.com](mailto:info@namzccp.com)**

**[www.namzccp.com](http://www.namzccp.com)**



# Letric Lighting Co.

MOTORCYCLE LIGHTING

- ✓ LED Plug-n-Play Turn Signals
- ✓ LED Plug-n-Play Taillights
- ✓ LED Bagger Accent Lighting
- ✓ LED Plug-n-Play Passing Lamps
- ✓ LED Plug-n-Play Headlamps
- ✓ LED License Plate Frames
- ✓ Buy direct at [www.letriclighting.com](http://www.letriclighting.com)
- ✓ Sold by Tucker, Rollies, J&P Cycles & Revzilla



(Dealers welcomed, illuminated displays & signage available)



Where the brightest ideas come from!®

# KICKFLIP

Wicked Fun



OOH!



OOH!



OOH!



DYNA  
96-'17



FXR  
82-'94



BAGGER  
97-'20



SPORTSTER  
10-'20

  
SINCE 1972

Made in the USA • [www.lepera.com](http://www.lepera.com)

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

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

# Custom Chrome Europe Adds Ultima Shovelhead and Evo Replacement Engines and Gearboxes



Custom Chrome Europe (CCE) is to sell complete engines and transmissions offered in the United States by Ultima Products of Pevly, Missouri, initially stocking six new engines and six gearboxes, including Shovelhead and Evolution style engines. Representing a "modern state-of-the-art replacement option for aging Evolution and Shovelhead style motors, with many old Shovelhead and Evolution motors reaching their mileage limits - and with some installed aftermarket replacements also showing their age - the latest in manufacturing and materials technology and competitive pricing makes the addition of Ultima powertrains to our product range a major business opportunity for our dealers," says CCE's Axel Scherer.

"The Ultima engine and parts program is extensive, so we have selected the engine and gearbox options best suited for the European market - those most suited to European riding, custom and performance conditions and preferences.

**"a better choice than the sometimes uncertain adventure of a complete rebuild"**

"The two engine lines we have chosen for their reliability and look are the 96 cubic inch 'Shovelhead' style and the 100 cubic inch 'Competition Series' Evo replacement motor.

"Both are thoroughly developed and proven V-twins utilizing the latest technology, hidden under the

include dual plug heads, compression release valves and a solid 3-bolt exhaust manifold."

For any 1985-1999 Evolution V-Twin replacement, the Ultima 'Competition Series' Evolution 100" motors are a "state of the art modern motor design that redefines the performance of the Evolution motor into the 21st century. Ultima Evolution 100" motors have been developed for reliability and

**"reliability and durability are well above anything that was possible back in 1970-1990"**

longevity - these engines can give any classic Evo ride a newly extended lifetime, while still offering more horsepower and torque than the original stock Evolution motor."

Lowered compression and milder cams "add to rideability and endurance" with less stress for the battery and starter. Both engine lines also feature decompression valves for easier starting and bigger



Six speed transmission in polished aluminum

classic look of the two traditional V-twin designs. Both engine lines are classic replacement motors for the stock originals and are competitively priced - making them a better choice than the sometimes uncertain adventure of the costs for parts and worktime of a complete engine rebuild.

"The Shovelhead 96" motor offers the nostalgic look of the 1966-1984 original, still boasting more displacement, horsepower and torque. Plus, a considerable boost in reliability thanks to new materials and the CNC-manufacturing technologies. "The upgraded design features of the Ultima Shovel

100 cubic inch "Competition Series" replacement engine for Evo



cooling fins on the cylinders and heads. Surface options are aluminum raw, aluminum raw black



96 cubic inch Shovelhead replacement engine in Blackout finish

(featuring wrinkle black crank housing, cylinders and heads) and the "stylish Blackout" all-black motor versions for radical looking bikes - thus adding up to six new engine options. All CCE distributed Ultima motors come with a 2-year warranty.

To complement the engines and create a complete driveline option, CCE has added six new gearboxes, with the Ultima 6-speed transmissions replacing the stock versions and matching the style and finish options of the engines.

"Originally developed to take the 'beating' of much stronger Ultima motors, these gearboxes are literally 'bulletproof' for the task concerned ahead. Again, contemporary materials and manufacturing



Six speed transmission with kickstarter in raw aluminium

procedures - including gears and shafts made from hardened 8620 steel and transmission cases machined from A356-T6 aluminum - mean a level of increased reliability and durability well above anything that was possible back in 1970-1990." Options include versions without and with kickstarter for a wide variety of exchange possibilities. For the 6-speeders, surface options are aluminum raw, aluminum raw black and aluminum polished. All Ultima gearboxes come with a 32-tooth pulley included.



World's Finest Products For Harley-Davidsons



**CUSTOM CHROME EUROPE**

**Grolsheim, GERMANY**

Tel: +49 (0)6721 4007 0

info@customchrome.de

[www.custom-chrome-europe.com](http://www.custom-chrome-europe.com)

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



# TIME IS MONEY

With the New JIMS® "On Bike" Valve Spring Compressor you can remove and install Milwaukee-Eight® Valve Springs without removal of the head. Saving you serious time!



© COPYRIGHT 2020

MADE IN USA



*Performance Parts For Harley-Davidson® Motorcycles*  
555 Dawson Drive, Camarillo, CA 93012 • Phone 805.482.6913 • [www.jimsusa.com](http://www.jimsusa.com)



## The DF series

Combination-indicator-rear-brake-light  
*extremely small - extremely bright!*

# Kellermann



Bullet 1000® DF

Made in Germany®

3 years warranty

Atto® DF

Atto® DF  
Integral

micro S DF Dark

Rhombus S DF Dark

Phone: 0049 (0) 241 938 0815 | From USA & Canada: 011 49 241 938 0815

Email: [info@kellermann-online.com](mailto:info@kellermann-online.com) | Auf der Hüls 184 - 186 . 52068 Aachen . Germany

# Regina Launches Lube-Free Z-Ring HPE Chain

Founded in Italy in 1919, Regina is introducing what it says is the world's first motorcycle chain that eliminates the need for 1,000 km periodic and workshop service interval re-lubrication.

The company describes its High Performance Endurance (HPE) chain as a Z-ring chain that is the result of extensive lab and street testing to demonstrate that it has a reliable useable life that is at least equivalent, if not greater, than a traditional, regularly re-lubricated Z-ring chain.

The magic ingredient is a hydrogen-free Tetrahedral Amorphous Carbon (ta-C) coating, currently considered to be the most advanced among DLC (Diamond Like Carbon) coatings, often used on front forks, that is applied to the HPE chain bushing and roller surfaces.

"The ta-C coating reduces energy dissipation and increases efficiency in the secondary transmission, combining the very high hardness of the coated surface with a low coefficient of friction. The elimination of chain cleaning and lubricant spatter during operation minimizes environmental impact. "The innovative ta-C coating process was developed through intense R&D activity by Regina engineers and is entirely carried out in our Cernusco Lombardone (LC) plant in Italy [between Milan and Bergamo].



"The elimination of the periodic re-lubrication and the greater efficiency of power transmission raise the HPE chain to an extremely advanced technological level compared to traditional sealed chains - unthinkable until today and unparalleled on the market," said Paolo Garbagnati, CEO of Regina.

"We would like to thank all the women and the men who made the achievement of this important goal possible, including all the passionate riders, who, confidentially and professionally, contributed to the project with many extensive test rides." The HPE chain will be available on the aftermarket starting January 2021 and works with the same front and rear sprockets used with traditional sealed chains.

**REGINA**  
Cernusco Lombardone (LC), ITALY  
Tel: +39 039 9980 1  
[sales@reginachain.net](mailto:sales@reginachain.net)  
[www.reginachain.net](http://www.reginachain.net)



## Step-Style Adjustable Footpegs

Popular Californian parts, accessory, gear and apparel specialist Biltwell's new 'Step-Style' adjustable driver footpegs for Sportsters are constructed from CNC-machined billet 6061 T-6 aluminum with investment-cast 4130 chromoly clevises and 5/16-18 t.p.i. Allen cap mounting hardware. They have replaceable stainless steel pins, ball-milled body surfacing for traction on boots or casual footwear, such as sneakers, and are available in polished silver or black.



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



## Power Commander V - 2020 Indian Challenger



Dynojet has updated its range of Power Commander V applications to include the 2020 Indian Challenger. This fuel-only unit will optimize the fuel curve for any added aftermarket accessories.

"This sleek module seamlessly optimizes the air/fuel ratio without directly changing the ECU, meaning that it can be easily uninstalled to revert back to the factory default settings. It takes the guesswork out of pairing efficiency with performance."

"Better than ever (and smaller than ever), Power Commander V now has a fuel change range of -100/+250%, giving the best mix of performance and fuel efficiency at all times. This fuel tuner holds two maps at a time for multiple drive options (via the Power Commander V map switch accessory), as well as ten throttle position columns. The plug-and-play kit can be installed discreetly underneath the seat." Dynojet has created and tested tunes for a variety of aftermarket parts compatible with the 2020 Indian Challenger, allowing riders to upgrade their ride. It comes with Power Core software that connects dyno runs with fuel tuners "to unlock the ride's potential." It is upgradeable with additional features such as auto-tune and launch control (included on fuel and ignition models, available through the ignition module accessory on all other models). Analog input allows the install of any 0-5 volt sensor and to build an adjustment table based on its inputs such as boost or temperature. It easily connects to a computer via USB, ships with a one-year warranty and each cylinder can be mapped individually and for each gear, giving riders more granular control."

**DYNOJET RESEARCH**  
North Las Vegas, Nevada, USA  
Tel: 702 399 1423  
[www.dynojet.com](http://www.dynojet.com)



## FORGED AIR CLEANERS

All Arlen Ness forged billet air cleaners now feature next generation Patented Big Sucker™ technology and Patented Oil Catch to eliminate any oil-blowbye issues associated with performance intakes. Each forged billet kit is CNC machined to perfection & guaranteed to increase horsepower & torque. Several New Styles for 2020 now available at [ArlenNess.com](http://ArlenNess.com)



**ARLEN  
NESS**  
[www.ARLENNESS.com](http://ARLENNESS.com)

**OptiMATE****tecMATE**[www.tecmate.com](http://www.tecmate.com)

Multi-lingual catalogs :  
[tecmate.com/cat](http://tecmate.com/cat)

Global distributors :  
[tecmate.com/distributors](http://tecmate.com/distributors)

Email (sales / service / technical):  
[tecmate.com/contact](http://tecmate.com/contact)

# SALES OFFICES

EUROPE, UK & Rest of the World  
 (for regions not listed below)

**TecMate (International)**

**S.A., Belgium**

Tel: +32-16-805440

North, Central and  
 South America

**TecMate North America,  
 Canada**

CAN : +1-905-3372095

USA : +1-541-6399800

Africa, Australia, New Zealand,  
 Southern Asia

**TecMate South Africa,  
 South Africa**

Tel: +27-21-5316045



## INTERNATIONAL HEAD OFFICE

### THE NETHERLANDS

ZODIAC INTERNATIONAL B.V.

Tel: 0031 (0)297 288621

Email: sales@zodiac.nl

### AUSTRALIA

CASSONS PTY. LTD.

TEL: +61 28882 1900

Email: enquiries@cassons.com.au

### AUSTRIA

ZODIAC ÖSTERREICH

TEL: +43 67 64 86 40 65

Email: zodiac-oesterreich@zodiac.nl

### FRANCE

ZODIAC FRANCE

Tel: 01 45 93 10 75

Email: zodiac-france@zodiac.nl

### FC PARTS

Tel: 03 27 85 57 15

Email: fcparts@wanadoo.fr

### GERMANY

ZODIAC DEUTSCHLAND

Tel: 02137 78740

Email: zodiac-deutschland@zodiac.nl

### GREAT BRITAIN

ZODIAC U.K.

Tel: 01453 882 917

Email: zodiac-uk@zodiac.nl

### HUNGARY

ZODIAC MOTORCYCLE  
 PRODUCTS HUNGARY

Tel: 06 30 217 1832

Email: zodiac-hungary@zodiac.nl

### ITALY

ZODIAC ITALIA

Tel: 3426 561527

Email: zodiac-italia@zodiac.nl

### SCANDINAVIA

ZODIAC SCANDINAVIA

Tel: +46 (0)70-518 14 62

Email: scandinavia@zodiac.nl

### SPAIN

ZODIAC ESPANA

Tel: 663 86 81 44

Email: spain@zodiac.nl

### SWITZERLAND

AMERICAN BIKE SHOP

Tel: 071 761 2678

Email: abs-zodiac@rheintal.ch

[www.zodiac.nl](http://www.zodiac.nl)

**RICK'S  
 MOTORSPORT  
 ELECTRICS**



✓ New Made In USA H-D Regulators from Rick's Motorsport Electrics

✓ One year replacement warranty



✓ Available direct or through Drag Specialties



[Ricksmotorsportelectrics.com](http://Ricksmotorsportelectrics.com)

info@rickselectrics.com

1-800-521-0277

**MOTORCYCLE STOREHOUSE®**

### MOTORCYCLE STOREHOUSE B.V.

Gotenburgweg 46, 9723 TM Groningen, The Netherlands

Tel: +31 (0)50 303 9775 - Email: [sales@mcseurope.nl](mailto:sales@mcseurope.nl)

### MOTORCYCLE STOREHOUSE LTD.

Unit 2 Oakden Drive, Manchester, M34 2QN, UK

Tel: +44 (0)161 337 4390 - Email: [sales@mcseurope.uk](mailto:sales@mcseurope.uk)

## INTERNATIONAL SALES OFFICES

### MCS SPANISH AGENT

Paloma Pinto

Tel: +34 0 93 865 7427

E-mail: [paloma@mcseurope.nl](mailto:paloma@mcseurope.nl)

### MCS FRENCH AGENT

Bruno Selle

Tel: +33 (0)4 90 67 76 33

E-mail: [bruno@mcseurope.nl](mailto:bruno@mcseurope.nl)

### MCS GERMAN AGENT

Rasi Bayazid

Tel: +49 (0)211 289 0538

E-mail: [rasi@mcseurope.nl](mailto:rasi@mcseurope.nl)

### MCS ITALIAN AGENT

Marcello Fontana

Tel: +39 0445 390437

E-mail: [marcello@mcseurope.nl](mailto:marcello@mcseurope.nl)

**MOTORCYCLESTOREHOUSE.COM**



## DISTRIBUTOR LIST DEALERS ONLY

### GERMANY

#### CUSTOM CHROME EUROPE

Tel: 49-0-6721-4007-1425 // [custom-chrome-europe.com](http://custom-chrome-europe.com)

#### W&W CYCLES AG

Tel: 49-0-931-250-6750 // [www.wwag.com](http://www.wwag.com)

#### DRAG SPECIALTIES

Tel: 49-6501-96-95-1010 // [www.partseurope.eu](http://www.partseurope.eu)

### NETHERLANDS

#### MOTORCYCLE STOREHOUSE BV

Tel: 31-50-303-9770 // [www.motorcyclystorehouse.nl](http://www.motorcyclystorehouse.nl)

#### ZODIAC ENTERPRISES LTD

31-29-728-4921 // [www.zodiac.nl](http://www.zodiac.nl)

### AUSTRALIA - QUEENSLAND

#### ROLLIES SPEED SHOP

Tel: 61-0732525381 // [www.rollies.com.au](http://www.rollies.com.au)

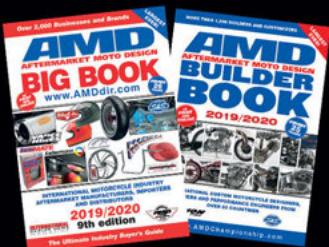
### NEW ZEALAND - AUCKLAND

#### PERFORMANCE CYCLE WHOLESALE LTD

Tel: 64-9-308-1634 // [www.performancecycle.co.nz](http://www.performancecycle.co.nz)

UNITED ENGINE & MACHINE  
[WWW.UEMPISTONS.COM](http://WWW.UEMPISTONS.COM)

# 2019/2020 9TH EDITION AVAILABLE ONLINE



# IN PRINT ONLINE ON YOUR OWN DEVICE

Available for platform optimized online reference or searchable PDF download. Additional print copies are available on request from the AMD office in the UK.  
[www.amddir.com](http://www.amddir.com)



### DISTRIBUTOR NETWORK

#### Australia

Rollie's Speed Shop  
Tel: 07 3225 2129

Sero Pty Ltd  
Tel: 07 382 3283 3

#### Canada

Power Twins  
Tel: 403 250 6611  
Parts Canada  
Tel: 877-277-7560

#### Germany

Custom Chrome Europe  
Tel: 0049 (0)671 88888 0  
Parts Europe  
Tel: 0049 (0)6501 9695-2000  
W & W Cycles  
Tel: 0049 (0)931 2506115

#### Netherlands

Motorcycle Storehouse BV  
Tel: 0031 (0)50 303 9771  
Zodiac International  
Tel: 0031 (0)297 28 86 21

#### New Zealand

Performance Cycle Wholesale  
Tel: 0064 (0)9 308 1625

#### USA

Tucker V-Twin  
Tel: (800) 347 8080  
Drag Specialties  
Tel: (800) 222 3400

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

POSTPONED  
UNTIL



FURTHER  
NOTICE  
WE'LL BE IN  
TOUCH!

Handlebars - Protection Guards - Luggage Carriers - Chrome'n parts

MOTORCYCLE ACCESSORIES

**FEHLING**

Ernst Fehling GmbH & Co. Metallwarenfabrik  
Mendener Straße 1 · 58739 Wickede (Ruhr) - Germany  
Fon. +49 (0) 23 77 - 20 33 · Fax +49 (0) 23 77 - 16 35 · eMail: [info@fehling.de](mailto:info@fehling.de)

TRADE Zone

For more information on TRADEZone advertising contact Sara Viney - [sara@dealer-world.com](mailto:sara@dealer-world.com)

## THIS MONTH'S ADVERTISERS

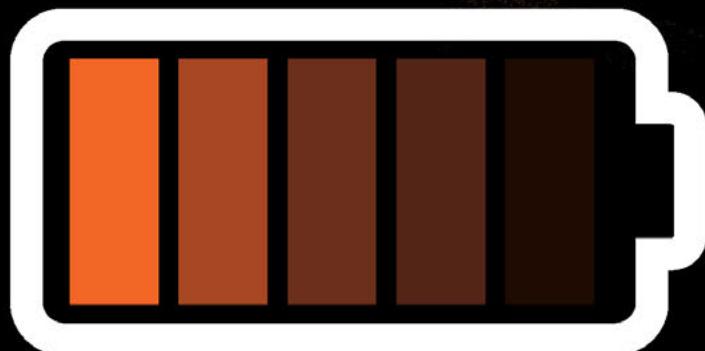
AIM Corp (US) Hydraulic clutch conversion kit .....	4
AirFX USA (US) Air suspension kits .....	37
Arlen Ness Enterprises (US) Parts & accessories .....	35,59
Arnott Air Suspension (US) TruAIR air suspension system .....	53
Avon Grips (US) Memory foam grips .....	50
Badlands Motorcycle Products (US) Illuminator modules .....	43
Bagger Nation (US) 'Sharknado' fairing .....	28-29
Barnett Clutches & Cables (US) Clutch basket, clutch kits and derby covers .....	12
Biltwell (US) New 2021 'Lane-Splitter' helmets .....	5
Bitubo (IT) Digishox suspension kit for Softail & Touring.....	52
Burly Brand (US) Extended cable kits for M-8 models.....	27
Custom Chrome Europe (DE) Torc helmets.....	2
Darkhorse Crankworks (US) Crank assembly balancing & rebuilds .....	42
DP Brakes and Clutches North America (US) Brakes & clutches.....	45
Drag Specialties (US) New premium heavy-duty inner tubes.....	11
Editrice Custom (IT) 35th Biker Fest International .....	63
Energy One Performance Clutches (US) Performance clutches .....	51
Fehling (DE) Parts & accessories .....	61
Feuling Parts (US) Pushrods, camplates, camshafts and oil pumps .....	43
Hawg Halters Inc (US) Big Wheel Builder Kits & Renegade Wheels .....	13
JIMS (US) 'On-bike' valve spring compressor .....	57
Kellermann (DE) DF series combination indicator and rear brake light .....	57
Kustom Tech (IT) Parts & accessories .....	64
Le Pera Enterprises (US) Seats .....	55
Letric Lighting (US) Motorcycle lighting .....	55
Magnum Shielding (US) Carbon fiber signature series braid, Stainless XR series kits ...	43,49
Memphis Shades (US) Rio Grande sportshield .....	12
Metalsport Wheels (US) Forged aluminum wheels .....	37
Mid-USA Motorcycle Parts (US) Parts & accessories .....	24
Midwest Motorcycle Supply (US) Ultima products .....	26
Motion Pro (US) Black vinyl replacement cables.....	39
Motorcycle Storehouse (NL) Distributor, International Sales Offices .....	46-47,60
Müller Motorcycle (DE) Hydro clutch and power clutch .....	45
NAMZ Custom Cycle Products (US) Wiring harnesses & fluid lines .....	41
National Cycle (US) BeeGee Quantum hardcoated polycarbonate replacement screen .....	53
Pingel Enterprise (US) Parts and accessories .....	39
Progressive Suspension (US) Remote reservoir bracket kit .....	23
S&S Cycle (US) Cams for big bore M-8 .....	21
SBS Friction (DK) Brake pad part finder .....	14
Tech Cycle Performance Products (US) Belt drives & starters.....	41
TecMate International (BE) OptiMate battery charger selector .....	51
Tucker Powersports (US) Biker's Choice .....	19
Tucker Powersports (US) Twin Power .....	30
Western Power Sports (US) HardDrive Gripmax floorboards .....	7
Zodiac International (Europe) (NL) Parts & accessories, European offices .....	9,61
Barnett Clutches & Cables (US) Scorpion billet clutch basket .....	.38
Billet Proof Designs (US) Acquires Aeromach product range .....	.22
Biltwell (US) Step-style adjustable footpegs available through Drag Specialties .....	.58
California Air Resources Board (US) Further step towards ICE ban .....	.20
Custom Chrome Europe (DE) Ultima Shovelhead and Evo engines and gearboxes .....	.56
Drag Specialties (US) King of the Baggers at Laguna Seca.....	.31-36
Drag Specialties (US) Product additions .....	.49
Drag Specialties (US) Feuling Race Series 472 camchest kit .....	.52
Drag Specialties (US) Biltwell step-style adjustable footpegs.....	.58
Ducati Motorcycles (IT) NewsBrief: Q3 record results .....	.18
Ducati Motorcycles (IT) NewsBriefs: Sale rumors resurface; new V4 engine.....	.25
Dynojet Research (US) Power Commander V for Indian Challenger.....	.58
Feuling Parts (US) King of the Baggers at Laguna Seca .....	.36
Feuling Parts (US) Race Series 472 camchest kit available through Drag Specialties .....	.52
Harley-Davidson (US) Q3 results.....	1,6,8
Harley-Davidson (US) AFT Production Twins; Hero MotoCorp deal .....	.18
Harley-Davidson (US) NewsBrief: Patent for variable valve timing .....	.20
Harley-Davidson (US) 'The Enthusiast' relaunched .....	.20
Harley-Davidson (US) LiveWire scoops production electric motorcycle E.T records .....	.25
Harley-Davidson (US) Serial 1 cycle.....	.8
Indian Motorcycle (US) NewsBrief: Plans for India .....	.22
Indian Motorcycle (US) eFTR Jr electric mini replica .....	.26
Kawasaki (JP) NewsBrief: Organizational changes .....	.10
Le Pera Enterprises (US) Baron II seats available through Zodiac.....	.50
Le Pera Enterprises (US) 'Silhouette' Deluxe Solo .....	.54
Letric Lighting (US) Deluxe series taillights .....	.54
Magnum Shielding (US) Carbon fiber braid .....	.44
Mid-USA Motorcycle Parts (US) M-8 primary gasket kit .....	.48
Mid-USA Motorcycle Parts (US) Series D Diamond Terminator clutch kits .....	.54
Midwest Motorcycle Supply (US) Ultima now available through Custom Chrome Europe .....	.56
Motion Pro (US) Premium cables for Indians.....	.52
Motorcycle Industry Council (MIC) (US) NewsBrief: Q3 motorcycle and scooter sales .....	.64
Mupo (IT) Eagle cartridge and ST3 shock .....	.47
National Cycle (US) Windshields for Royal Enfield 650 Twins .....	.48
National Cycle (US) Touring windscreens available through Zodiac.....	.50
Norton Motorcycles (UK) Ltd (GB) NewsBrief: Model name trademark applications .....	.25
Performance Machine (US) Grips, clutch and brake masters, mid controls .....	.42
Piaggio (IT) NewsBrief: 'Gita' robot carrier trials .....	.18
Polaris Industries (US) NewsBrief: TRAILS grants program .....	.18
Polaris Industries (US) Q3 Results .....	.64,10
R&R Cycles (US) M-8 cylinder/piston kits .....	.40
Regina Chain (IT) Lube-free Z-Ring HPE chain .....	.58
Robert Bosch (DE) 'Help Connect' eCall system .....	.25
Roland Sands Design (US) King of the Baggers at Laguna Seca .....	.34
Royal Enfield (IN) NewsBriefs: Argentina plant; AFT Production Twins.....	.20
Royal Enfield (IN) NewsBrief: Build, Train and Race; Interceptor 650 cc .....	.22
S&S Cycle (US) King of the Baggers at Laguna Seca .....	.32-33
S&S Cycle (US) 540 and 590 torque cams for big bore M-8 .....	.40
Saddlemen (US) King of the Baggers at Laguna Seca .....	.36
SLYFOX Performance (US) King of the Baggers at Laguna Seca .....	.36
Storz Performance (US) NewsBrief: 40th anniversary .....	.64
Swiss-Moto (CH) NewsBrief: 2021 show moved online .....	.10
TecMate International (BE) Winter storage done right.....	.48
Tommy & Sons (LT) Company feature .....	.15-17
Tucker Powersports (US) Twin Power rotors .....	.38
Tucker Powersports (US) Twin Power Shocker batteries .....	.54
Vance & Hines (US) King of the Baggers at Laguna Seca .....	.34
Yamaha Motor (JP) NewsBrief: Patents filed .....	.25
Zodiac International (Europe) (NL) Product additions .....	.50

## THIS MONTH'S EDITORIAL ITEMS

#1 Cycle Center Harley-Davidson (US) NewsBrief: For sale due to owner retirement.....	.20
ACEM (BE) 12 month EU extension for unsold Euro 4 inventory .....	.10
ACEM (BE) NewsBrief: Q3 European registrations .....	.64
AGID (NL) Super fat T-bars available through Zodiac .....	.50
AIM Corp (US) Hydraulic conversion kit for six-speeds .....	.41
American Flat Track (US) NewsBrief: Progressive Insurance named AFT sponsor .....	.20
American Prime Mfg (US) Main shaft support for 4-speeds and alternator shroud .....	.38
Arlen Ness Enterprises (US) Big Brake rotor kits .....	.46
Arnott Air Suspension (US) NewsBrief: Purchases AccuAir Control Systems assets .....	.18
Bagger Nation (US) 'Swoop' fender for trikes .....	.40
Barnett Clutches & Cables (US) Scorpion billet clutch basket .....	.38
Billet Proof Designs (US) Acquires Aeromach product range .....	.22
Biltwell (US) Step-style adjustable footpegs available through Drag Specialties .....	.58
California Air Resources Board (US) Further step towards ICE ban .....	.20
Custom Chrome Europe (DE) Ultima Shovelhead and Evo engines and gearboxes .....	.56
Drag Specialties (US) King of the Baggers at Laguna Seca .....	.31-36
Drag Specialties (US) Product additions .....	.49
Drag Specialties (US) Feuling Race Series 472 camchest kit .....	.52
Drag Specialties (US) Biltwell step-style adjustable footpegs .....	.58
Ducati Motorcycles (IT) NewsBrief: Q3 record results .....	.18
Ducati Motorcycles (IT) NewsBriefs: Sale rumors resurface; new V4 engine .....	.25
Dynojet Research (US) Power Commander V for Indian Challenger .....	.58
Feuling Parts (US) King of the Baggers at Laguna Seca .....	.36
Feuling Parts (US) Race Series 472 camchest kit available through Drag Specialties .....	.52
Harley-Davidson (US) Q3 results .....	1,6,8
Harley-Davidson (US) AFT Production Twins; Hero MotoCorp deal .....	.18
Harley-Davidson (US) NewsBrief: Patent for variable valve timing .....	.20
Harley-Davidson (US) 'The Enthusiast' relaunched .....	.20
Harley-Davidson (US) LiveWire scoops production electric motorcycle E.T records .....	.25
Harley-Davidson (US) Serial 1 cycle .....	.8
Indian Motorcycle (US) NewsBrief: Plans for India .....	.22
Indian Motorcycle (US) eFTR Jr electric mini replica .....	.26
Kawasaki (JP) NewsBrief: Organizational changes .....	.10
Le Pera Enterprises (US) Baron II seats available through Zodiac .....	.50
Le Pera Enterprises (US) 'Silhouette' Deluxe Solo .....	.54
Letric Lighting (US) Deluxe series taillights .....	.54
Magnum Shielding (US) Carbon fiber braid .....	.44
Mid-USA Motorcycle Parts (US) M-8 primary gasket kit .....	.48
Mid-USA Motorcycle Parts (US) Series D Diamond Terminator clutch kits .....	.54
Midwest Motorcycle Supply (US) Ultima now available through Custom Chrome Europe .....	.56
Motion Pro (US) Premium cables for Indians .....	.52
Motorcycle Industry Council (MIC) (US) NewsBrief: Q3 motorcycle and scooter sales .....	.64
Mupo (IT) Eagle cartridge and ST3 shock .....	.47
National Cycle (US) Windshields for Royal Enfield 650 Twins .....	.48
National Cycle (US) Touring windscreens available through Zodiac .....	.50
Norton Motorcycles (UK) Ltd (GB) NewsBrief: Model name trademark applications .....	.25
Performance Machine (US) Grips, clutch and brake masters, mid controls .....	.42
Piaggio (IT) NewsBrief: 'Gita' robot carrier trials .....	.18
Polaris Industries (US) NewsBrief: TRAILS grants program .....	.18
Polaris Industries (US) Q3 Results .....	.64,10
R&R Cycles (US) M-8 cylinder/piston kits .....	.40
Regina Chain (IT) Lube-free Z-Ring HPE chain .....	.58
Robert Bosch (DE) 'Help Connect' eCall system .....	.25
Roland Sands Design (US) King of the Baggers at Laguna Seca .....	.34
Royal Enfield (IN) NewsBriefs: Argentina plant; AFT Production Twins .....	.20
Royal Enfield (IN) NewsBrief: Build, Train and Race; Interceptor 650 cc .....	.22
S&S Cycle (US) King of the Baggers at Laguna Seca .....	.32-33
S&S Cycle (US) 540 and 590 torque cams for big bore M-8 .....	.40
Saddlemen (US) King of the Baggers at Laguna Seca .....	.36
SLYFOX Performance (US) King of the Baggers at Laguna Seca .....	.36
Storz Performance (US) NewsBrief: 40th anniversary .....	.64
Swiss-Moto (CH) NewsBrief: 2021 show moved online .....	.10
TecMate International (BE) Winter storage done right .....	.48
Tommy & Sons (LT) Company feature .....	.15-17
Tucker Powersports (US) Twin Power rotors .....	.38
Tucker Powersports (US) Twin Power Shocker batteries .....	.54
Vance & Hines (US) King of the Baggers at Laguna Seca .....	.34
Yamaha Motor (JP) NewsBrief: Patents filed .....	.25
Zodiac International (Europe) (NL) Product additions .....	.50



# 35<sup>TH</sup> EDITION ITALIAN BIKE WEEK



13-16  
MAY 2021  
LIGNANO SABBIADORO - UDINE  
[BIKERFEST.IT](http://BIKERFEST.IT)



CRUISING

Kustom

TERRE  
MOTO



FRIULI VENEZIA GIULIA  
[www.turismofvg.it](http://www.turismofvg.it)



LIGNANO  
HOLIDAY

Camera di Commercio  
Pordenone - Udine



# NEWS BRIEFS

The latest European registration data from Brussels based ACEM, for January to September 2020, shows motorcycle sales in the five largest European markets (France, Germany, Italy, Spain, and UK - about 80% of the Europe total) reached 708,503 units - down by -3.3% in the first nine months of 2019. However, the intra-annual trend data is positive with the first six months down by -17% in comparison.



**Electric motorcycle registrations in Europe's 'Big Five' markets are up by +75.7% for the January to September 2020 period at 13,897 units from 7,909 for the first nine months of 2019.**

California based suspension specialist Storz Performance is celebrating its 40th anniversary. Best known for Ceriani brand USD front ends and steering dampers, owner Steve Storz is the universal 'Go To' for classy Sportster conversions and components for Big Twins, V-Rods and Dynas - anything that helps it go quick and stay on the road!

**The MIC is reporting a new-model sales increase for the third quarter of this year. Year-to-date sales of new motorcycles and scooters through September increased +10.2 percent compared to the same period in 2019.**



Custombike Show, scheduled to take place at Bad Salzuflen, Germany on 4-6 December has been cancelled due to the worsening COVID-19 across Europe. The 2021 show will take place on 3-5 December.

## SEVENTIES LINE HANDLEBAR CONTROLS

Available for 1" and 7/8" handlebar,  
12mm and 14mm bore piston,  
in Polish, Satin, Raw and Black finish

**KUSTOM TECH**  
QUALITY MOTORCYCLE PARTS

[info@kustomtech.eu](mailto:info@kustomtech.eu)

[www.kustomtech.eu](http://www.kustomtech.eu)

# Polaris Q3 U.S. Retail Growth of +15% Drives Dealer Inventory Lower



Polaris has reported Q3 sales +10% at \$1,955m, with net income of \$167m/\$2.66 per diluted share. Retail demand is reported as remaining strong "benefiting company performance as both new and existing customers continued taking advantage of off-road vehicles, snowmobiles, motorcycles and boats to enjoy the outdoors while maintaining social distancing etiquette."

Gross profit was +22% (to \$535m for Q3) with reported gross profit margin at 27.3%, "primarily driven by positive



**Polaris Chairman and CEO Scott Wine:** "Demand has remained strong as Q4 started and we expect our sales and earnings momentum to continue for the rest of the year. This pushes our expectations for overall company performance to exceed our pre-COVID-19 targets for 2020."

product mix and lower promotional costs." Operating expenses decreased -4% to \$313m - "Operating expenses were lower primarily due to the company's ongoing cautionary approach to spending given the pandemic-generated economic uncertainty."

**Motorcycles segment** sales, including PG&A, totaled \$167m, up

+11%, driven primarily from increased sales of Slingshot and PG&A. Gross motorcycle sector profit for Q3 was \$16m compared to \$9m for 2019 Q3. "The increase in gross profit margin was driven by a decrease in promotional costs and lower European Union retaliatory tariffs as more motorcycles were produced in the Poland manufacturing facility for the region."

**North American consumer retail sales for Indian Motorcycle increased** in the low-forty percent range during the third quarter of 2020 (mid-forty percent range when Slingshot units are factored in) in a weak mid to heavy-weight two-wheel motorcycle industry that was down low-single digits percent (the U.S. market is stated by Polaris to have been up low-single digits percent for Q3 when three-wheel vehicles are included).

Polaris Chairman and CEO **Scott Wine** is quoted as saying: "Our continued strength in the third quarter reflected the broad-based consumer demand for our industry-leading powersports products and tremendous execution by our Polaris team and dealers.

"Their focus and determination enabled Polaris to generate double-digit sales increases in ORV, Motorcycles and Boats, which were somewhat limited by supply chain capacity constraints. I am extremely proud of the diligent and efficient efforts of our team to mitigate these supplier disruptions and drive a three-year high in quarterly gross profit margins.

"Demand has remained strong as Q4 started and we expect our sales and earnings momentum to continue for the rest of the year. This pushes our expectations for overall company

performance to **exceed our pre-COVID-19 targets** for 2020 - demonstrating our confidence in the team to accelerate production as we manage through continued challenges. "Thanks to the dedication, innovation and customer-centric work of our entire Polaris team, whom we are working relentlessly to keep safe, we are realizing tremendous progress from our strategic investments in supply chain and digital transformation, electrification and breakthrough product development programs. I am very optimistic about the future growth and profitability prospects for Polaris and our stakeholders."

**Off-Road Vehicles ("ORV") and Snowmobiles** segment sales,

**motorcycle segment sales +11%**,

including PG&A, totaled \$1,289m for the third quarter of 2020, +12%, "driven by broad based strength across ATVs and side-by-side sales." Q3 ORV wholegood sales were +13%. "Polaris North American ORV retail sales increased low-double digits percent for the quarter, with both side-by-side vehicles and ATVs up low-double digits percent. The North American ORV industry was up low-twenties percent compared to Q3 2019." Q3 Snowmobile wholegood sales were -34% at \$70m.

[Continues on page 10 >>>](#)