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Pandemic Will Continue to Shape Motorcycle Industry Landscape Through 2022

Regular readers of AMD may have noticed that something was missing with their December edition - no Year Planner!

Our 2020 planner, released in December 2019, turned out to be a sadly futile exercise - never before in the field of motorcycle industry publishing can there have been anything that turned out to be so wrong! With a slew of further postponements and cancelations recently, as well as some new event dates being announced, the picture for the events landscape looks mixed for the coming six months in particular.

However, with some annual events being canceled again for early 2021, it is clear that vaccine or no vaccine, the motorcycle industry will still be counting the cost of the pandemic in events terms (as well as in motorcycle

sales terms) deep into 2022.

The latest news in Europe was of the postponement of the popular Motor Bike Expo (MBE) at Verona from its traditional January date. The organizers have now been able to



confirm the Easter weekend (April 2 through 5) as its alternate. The Big Twin Show in the Netherlands and the EICMA/Milan Show are both expected to be held in November 2021, having had to cancel for 2020, and the new owners of the

Custombike Show (Bad Salzfluren, Germany) anticipate going ahead on the first weekend of December 2021. Postponement and uncertainties are still affecting the AMD World Championship of Custom Bike Building and its program of official affiliate events.

At this time, AMD is still working on the basis of "no plan still being the best plan," according to AMD publisher Robin Bradley, with the next World Championship still slated for the INTERMOT Expo in Germany in early October 2022.

Meanwhile, among the Affiliate events, the Irish Motorbike and Scooter Show at Dublin has confirmed postponement to spring 2022, and Motorama in Madrid has moved from March 2021 to May 7-9, so the next AMD Affiliate event, and the first of 2021, will be the

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FREE POSTER

EV-News

A Bradley Report Special



ZERO MY2021



H-D 338R



New helmet test tech





35 YEARS OF THUNDERBIKE

A skinny Chopper for a big, fat anniversary - it's 35 years since 2012 AMD World Champion Andreas Bergerforth opened the doors of his Thunderbike 'Emporium of Excellence' in Germany - see pages 31-34



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COMMENT - The Coventry Motorcycle Industry Corridor 4

Never did Robin Bradley expect to be writing about the motorcycle industry of the hometown he remembers from the 60s and 70s, but with Triumph, Royal Enfield, and now Norton and BSA all to be based in a 20 mile radius, he says it is time to be glad for the changes that have been playing out for the past decade.



H-D 338R - Harley's Chinese take-away 12

It may be largely derived from QJ's Benelli parts bin, but the design is more flat-track meets roadster than Italian race heritage.



Scott Wine - Into the warm embrace of the Agnelli family 16

Does former Polaris CEO Scott Wine's career move represent a pathway to the Fiat Chrysler board room? AMD follows the bread crumbs.



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The British Columbia electric motorcycle manufacturer could be set to give Energica, Zero and Lightning a run for their money.



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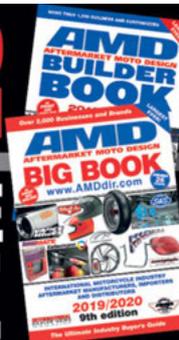
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The Coventry Motorcycle Corridor

As the Indian motorcycle industry 'majors' continue to jockey for global bragging rights, Mahindra (and Mahindra) is returning its star motorcycle industry brand acquisition to its roots by deploying the BSA brand back in the UK from whence it came.

All the 'players' in the Indian motorcycle market have been either forging strategic partnerships with, investing in or acquiring heritage or European brands and opportunities (TVS/Norton, Eicher/Royal Enfield, Bajaj/KTM and Triumph, Hero/H-D), but none more so than Mahindra.

Having converted its 49% stake in Peugeot Scooters (France) into 100% ownership of the renamed Peugeot Motorcycles (only the oldest motorcycle manufacturer in the world!) and having acquired the formerly Czech owned and operated JAWA brand, Mahindra's biggest potential coup was the 2016 acquisition of the dormant but iconic and storied BSA brand.

With the fall-out from the 2008-2010 financial crisis and massive demographic changes poised to fuel an explosion in demand for reasonably priced light and middleweight motorcycles in Europe and North America, it is 'heritage' brands that are in the driving seat for their ability to "Speak Millennial" to the new retro-facing, 'Alt Moto' and hugely brand sensitive generations of younger consumers - the ones who hold the future of our industry in their pay checks.

Pending the final shape and fall-out of the United Kingdom's embarrassingly foolish exit from the European Union, what I hadn't considered was the possibility that Mahindra (the world's largest tractor manufacturer btw!) would actually take a leaf out of the Eicher Motors/Royal Enfield playbook and drop anchor in England - thereby creating a brand critical mass back in the historic crucible of the industry.

Personally, I had connected the opening of the Roxor UTV/SxS production line in Michigan with its ownership of the BSA brand, and saw vast flocks of U.S. made 21st century BSA iterations jauntily racing across the golden sunlit uplands of business opportunity. Indeed, that could well yet be the case, because by initially imbuing the brand with the essence of authenticity back in the UK, as billionaire chairman Anand Mahindra clearly recognizes, it will have bought the right to be able to allow additional production capacity to go forth and multiply.

After the golden years of the late 1940s through the early 1960s, the incestuous and failing world of the British motorcycle industry was characterized by bankruptcies, mergers and acquisitions - all within a 30-mile radius of Coventry, in the heart of England, and where, as it happens, yours truly grew up.

For a while BSA actually owned Triumph, which made it the world's largest motorcycle manufacturer for around 15 years. Famous for models such as the Bantam, Gold Star and Rocket, the decline of the 1960s and the amalgamation into Norton-Villiers-Triumph saw the last BSA-badged machine produced in 1973.

I personally can remember the chaos and carnage of those days of industrial dysfunction only too well. I had friends, parents of friends and neighbors who had been working at various of the motorcycle factories at various times, and I can remember only too well the sense of the mighty fallen that imbued the industry as it hurtled to its doom.

At a time when Japanese competition was teaching consumers to rather quite like state-of-the-art creature comforts such as oil-tight engines, electric starting, reliability,

warranties, improved handling, performance and safety (including brakes that actually, you know, worked!), I was growing up no more than five miles from the notorious People's Republic of Meriden where the unions were fighting tooth and nail against the change that was needed to be able to compete.

It was there that the final, ill-fated Triumph drama played out to the sounds of the Red Flag being sung as workers stuck it to those stinking capitalist pig-dogs.

I listened in awe to the stories about how the factories all started, how they all (well, mostly) boomed, but then how they all mostly collapsed within years of each other. I think it was those stories and witnessing it play out first-hand in the pages of our local newspaper that sowed the seeds of my utter contempt for the role of unions in the UK in the second half of the twentieth century.

The proposed new BSA factory in Coventry will be just 20 miles west from Royal Enfield's Bruntingthorpe, UK headquarters, 15 miles south of Triumph Motorcycles' Hinckley UK HQ, and 15 miles east of the planned new Norton Motorcycle manufacturing facility at Solihull, Birmingham - the one that former Harley-Davidson

Europe president John Russel has lined-up for them in his capacity as interim Norton CEO on behalf of their new Indian owners TVS.

With Triumph itself engaged in a non-equity light and medium displacement partnership with Bajaj, another of the 'Big Five' Indian powersports industry players (they of KTM part ownership fame), that only leaves former Buell partner Hero MotorCorp not engaged in the UK's 'Motorcycle Corridor' - though they do have

a tech center in Munich, Germany, and, as of 2019, a sweetheart deal with Harley. So even it hasn't proven to be exactly immune from the gravitational pull of the 'Western' powersports industry in the 21st century.

As the market started to dust itself off from the devastating impacts of the 2007-2011 financial crisis and tried to rebuild from the 2014 nadir, I was regularly referring to a new demand opening up for so-called 'motorcycles of character.' Simple machines that delivered the visceral qualities of riding that had built the industry.

It was clear that we needed to open up a new price-point if we were to re-engage with young consumers and riders, and that a new demographic dynamic was starting to shift the crosshairs of the business away from crotch rockets with acres of plastic and miles of plumbing.

Many referred to it as a demographic timebomb and conflated changed buying habits with the impact of the digital shopping revolution and social media - like it was somebody else's fault that our market's products were no longer selling.

For me it was always a dynamic opportunity, not a death knell. The change that has taken place, and is continuing to take place, is as dramatic as the rise of the 'Boomers' and the Easy Rider generation were.

Now the results and opportunities afforded by those and the resulting manufacturer changes are coming to fruition, and guess what? People want to buy motorcycles again. Hurrah!

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motorcycles
of character
”

Robin Bradley
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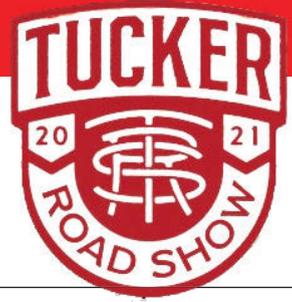
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NEWS BRIEFS

More 'Rewire' fallout - this time the victim is sponsorship at a popular local Milwaukee music festival - 'Summerfest'. After two decades, Harley has officially pulled the plug on sponsoring the H-D Roadhouse stage there. The latest iteration of Harley's 'Sustainability Report' spoke lovingly about how it wanted to be a good neighbor, contributing to the communities in which it is active.

The 43rd edition of the Dakar Rally is set to be held in Saudi Arabia for the second time. The marathon will be held for 14 days, lasting from 3rd January until 15th January 2021 in cooperation with the Saudi Automobile and Motorcycle Federation.

Having already added manufacturing capacity in Argentina in 2020, Indian manufacturer Royal Enfield (Eicher Motors) is said to be planning to open an additional 'overseas' plant in 2021, this time in Thailand. Based in Chachoengsao, it will be a Southeast Asia production hub. It will benefit from the better tariff status that Thailand would offer as one of the signatories to the recently concluded 15 nation Asia-Pacific free trade deal - a deal that covers some one third of the world's population, including China, but currently excluding India.

John Russell, the interim CEO for TVS at Norton Motorcycle in the UK, has said that he hopes to move the company into a new manufacturing facility near Birmingham, England, by the end of 2020, with production underway there at some point in January 2021. For the next year or so, he says the company will mostly be working on the current V4s and getting into Euro 5 compliance for future models. The company will be retiring the present iteration of the Commando after the current production run ends.

Dallas, Texas based online pre-owned motorcycle seller RumbleOn reported record Q3 gross profit margin and EPS. The company says it grew total gross profit per vehicle sold by +261% year-over-year with adjusted EBITDA of \$4.7m on net income of \$1.5m for the period to end of September 2020. Revenue was +39% over Q2 at \$117.3m on 4,263 units sold.

<<< Continued from cover

Moscow Custom and Tuning Show (April 2-4), followed by Motorama in Spain, and then the annual Bikerfest at Lignano Sabbiadoro in North Eastern Italy from May 13-16.

Hopefully that will be followed by the excellent Custom Bike Show organized by Twin Club MC at Norrtälje north east of Stockholm, Sweden, on the first Saturday of June (June 5, 2021).

The long shadow being cast by the pandemic has already seen a slew of early 2021 postponements and cancellations. In addition to the biennial INTERMOT Expo in Germany having to go four years from its last show in 2018 to the next in 2022, several other 'majors' know they are already looking at a three-year gap (at least), with events such as the 2021 Tokyo Motorcycle Show postponed to

decided to abandon its January Dealer Expo at Fort Worth, Texas, in favor of co-locating with AIMExpo as a host event. With that plan 'going south', its response has been brave and 'balls' in equal measure - a series of Road Show events, with the first four dates and locations seeing them kick off in Las Vegas on February 22, then, via the Texas Motor Speedway near Fort Worth (March 22) and the Charlotte Motor Speedway in North Carolina (April 26), wrapping up their 2021 program at Sparta, Kentucky, on May 17.

Meanwhile the previously announced (and innovative) change of direction for the annual Progressive IMS (International Motorcycle Show) series now has dates and locations, kicking off at Denver on June 18-20 (Loveland, Colorado), then via Southern California (Irvine), Northern



California (Sonoma), Chicago (Elgin, IL.), New York City (Brooklyn), Pennsylvania (Carlisle), Nashville (Lebanon) and Central Florida (Lakeland), the ambitious nine-event series will wrap up at Atlanta (Conyers, GA.) on October 29-31. Now owned and operated by London based Informa, the switch from the traditional winter indoor series of expo center based events to a summer outdoor program, with all the benefits and opportunities for test rides, fun-based activities and engagement that offers, is one whose time had come, regardless of the pandemic. The organizers are to be congratulated on an initiative that could provide

the whole of the motorcycle industry - OEMs, parts, accessory and G&A importers and distributors, dealers and sport access providers such as training programs - with a huge opportunity. One that could give the American powersports industry a solid foundation from which to genuinely "build back better." It is to be hoped the industry backs them. In a news release the organizers have stated that "the reimagined, festival-like outdoor tour combines the familiar aspects of the IMS brand that has kept enthusiasts returning for the past 40 years, by showcasing the latest in motorcycles and powersports while broadening the event experience for attendees to learn and immerse themselves in brand-new markets and products (including electric mobility - eBikes, eScooters and RVing).



Do you still have your 2020 AMD events listing Year Planner? Keep it - you never know, one day it may be a piece of motorcycle industry memorabilia, a curio. A record of the year that never was!

LOCATIONS AND DATES

Las Vegas, Nevada
Las Vegas Motor Speedway
February 22, 2021

Fort Worth, Texas
Texas Motor Speedway
March 22, 2021

Charlotte, North Carolina
Charlotte Motor Speedway
April 26, 2021

Sparta, Kentucky
Kentucky Speedway
May 17, 2021

"The new, completely outdoors experience will feature more two- and four-wheel demo opportunities on motorcycles, ATVs, eBikes, eMotorcycles and other powersports vehicles for attendees than ever before - spanning both on- and off-road tracks." Alongside new products, the organizers say that at each IMS Outdoors stop, "attendees can expect to be entertained all weekend long with local artisans and musicians planned to perform each day at the event while checking out the various options for craft food and drinks to re-energize their time on the various demo opportunities and attractions. "IMS Outdoors will confirm the return >>

Sources: AMD, IDN, FT, Reuters, PSB, MPN, B8B, BDN, MCN, AP, Bloomberg, MSNW, Electrek, electricmotorcycles.news, RideApart.com, Motor1.com

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and expansion of several fan-favorite attractions from the traditional IMS tour format including the feature and display of the latest street bikes, dirt bikes, cruisers, scooters, ATVs, gear and aftermarket accessories.

"Other returning attractions will include the Marketplace for attendees to purchase the latest gear, an expanded Adventure Out! area featuring more RV products for the adventurer, stunt shows, SHIFT, IMS Vintage, expanded 'Discover The Ride' program, and the Ultimate Builder Custom Bike Show."

It is good news that the Ultimate Builder series has been confirmed, though at the time of going to press, the organizers were not saying whether J&P Cycles are to return as the headline sponsor.

Interestingly, the organizers concluded their news release by stating that the initial nine-event "2021 IMS Outdoors schedule represents just the beginning of the IMS brand evolution," suggesting that the series could see more events added and the annual cycle and duration of the series extended



2021 PROGRESSIVE IMS OUTDOOR SCHEDULE:

- **DENVER;**
June 18-20, 2021 - Loveland, CO
- **SOUTHERN CALIFORNIA**
July 9-11, 2021 - Irvine, CA
- **NORTHERN CALIFORNIA**
July 16-18, 2021 - Sonoma, CA
- **CHICAGO**
August 20-22, 2021 - Elgin, IL
- **NEW YORK CITY**
September 3-5, 2021 - Brooklyn, NY
- **PENNSYLVANIA**
September 10-12, 2021 - Carlisle, PA
- **NASHVILLE**
October 8-10, 2021 - Lebanon, TN
- **CENTRAL FLORIDA**
October 15-17, 2021 - Lakeland, FL
- **ATLANTA**
October 29-31, 2021 - Conyers, GA

beyond the already ambitious four and a half months.

"IMS is working towards expanding the tour schedule in 2022 and beyond

to revisit past IMS markets and new markets that work best for attendees, participating OEMs and brands, venue operators and event staff."

In other U.S. show news, Garage Brewed, which managed to stage its February 2020 show, is canceled until 2022, and the See See Motorcycles website is saying that 2021 dates for its Portland, Oregon, 'The One Show' are 'TBA' - they also managed to stage their show in February 2020, just before the world went crazy!

The popular Milwaukee, Wisconsin based 'Mama Tried' and its associated races have had to abandon their mid-March date and have announced December 2021, and the Donnie Smith Car and Bike Show, which would usually be held in Minneapolis

in mid-March, is waiting to announce alternate dates for 2021.

At this time, Austin, Texas based Revival Cycles is still stating April 16-18 as the dates for its 2021 show, and the good news is that the provisional MotoGP schedule for 2021 shows the U.S. round slated for the Circuit of the Americas that same weekend.

As far as is known at this time, most of the other major motorcycle industry events on both sides of the Atlantic and elsewhere are slated for their usual dates - though the organizers will no doubt be eyeing developments nervously!



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Brembo Buys SBS Brakes Business



Italian automotive and motorcycle brakes industry giant Brembo has signed an agreement for the acquisition of a 100% stake in SBS Friction A/S of Svendborg, Denmark.

A Brembo news release states that "the transaction will allow the integration of such a strategic component as brake pads in Brembo's current product range, with particular attention to the environment, and further strengthening Brembo's leadership in the motorbike sector."

"This acquisition is in line with Brembo's new mission to become a respected solution provider, with a view to meeting the new sustainable mobility paradigms and offering the best driving experience". Alberto Bombassei, Chairman of Brembo, is quoted as saying: "We are particularly glad to welcome SBS Friction to our Group. Despite the highly complex market context,

Brembo has maintained its natural propensity to invest in innovation. This acquisition is an important step in our strategy: it enables us to integrate even more specific competences in a key sector to further strengthen our range of 'made-in-Brembo' solutions for the benefit of our customers."

Peter Eriksen Jensen, Chairman of SBS Group, stated: "Brembo has long been a trustworthy partner that knows the value of SBS Friction's technological knowhow and its strong niche position. We are pleased that SBS Friction will get a strong, long-term industrial owner who will support the company's continued development. The transaction is a good solution for SBS Group, SBS Friction, the employees and the city of Svendborg."

The transaction entails a



Alberto Bombassei, Chairman of Brembo: "The transaction will allow the Group to integrate brake pads in its two-wheeler product portfolio, strengthening its leadership in this strategic sector."

consideration of 224m Danish Kroner, equal to approximately \$35.7m, which will be paid using available cash, and is subject to the customary adjustment mechanisms as for similar transactions. Enterprise value is 300m Danish Kroner, equal to about \$47.8m. The agreement is expected to be finalized in the first quarter of 2021.

SBS Friction's revenue declined

by 11% in the first half of 2020 to DKK 74 million (around \$11.8m) due to COVID-19, while the profit margin (EBITDA recurring) increased by +2.8% points to 27.3% on the back of efficiency initiatives and postponement of certain activities. In the second half of 2020, the company's results have so far exceeded the level realized in the record year of 2019.

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NEWS BRIEFS

Polaris says sales of its roadster style Slingshot reverse three-wheel trike doubled in the USA between May and September this year, with Q3 up by mid-50 percent. Slingshot features Polaris' first ever four-cylinder engine and AutoDrive transmission.

Indian conglomerate Mahindra's 'Classic Legends' retro brand division says it sold over 50,000 Jawa branded motorcycles in India in the 12 months to October 2020. Add to that, Brexit permitting, the company is developing BSA badged internal combustion engine and electric bike models at its Banbury, Oxfordshire UK Technical Center for 2021 assembly from mostly UK made components at a factory in Coventry - the spiritual home of the motorcycle industry in the UK, if not the world.

BRP forecast EPS as likely up in the range of +31 to +37% for the twelve months to January 2021 when reporting better than expected results for the three and nine-month period to the end of October 2020. Q3 revenues were +\$31.1m/+1.9% at \$1.674bn. North American (NA) powersports vehicle unit retail sales were +16%, with gross profit +\$45.0m/+10.2% at \$486.9m. Revenues were -\$299.0m/-6.7% at \$4,137.8m for the nine-month period, with NA vehicle sales +23%.

In Europe overall, the 'Big Five' markets (Italy, France, Germany, Spain, UK) account for approx. 80% of all new motorcycle sales. Brussels based motorcycle industry trade association ACEM puts 'Big Five' new motorcycle registrations for the period January to September at 694,606 units (-4.18% - down from 724,917 for 2019), indicating healthy market recovery across Europe prior to the second wave of COVID-19 fully affecting sales and general economic activity throughout Europe. Extrapolating, that would make the whole of Europe worth some 868,000 units for the period (compared to 906,000 in 2019). In electric motorcycle terms, the same 'Big Five' markets were worth some 13,897 new electric motorcycle registrations for the first nine months of 2020. However, other markets such as the Netherlands, Belgium, Sweden and elsewhere are also among the biggest players in the E-space.

Vance & Hines and H-D to Race in Different Directions

In what has to be fall-out from CEO Jochen Zeitz' Project 'Rewire', the hugely successful Harley-Davidson and Vance & Hines' 20-year race partnership is to end, with both businesses taking new paths to checkered flag glory.

It is not known what, if any, role the recent success of the Latus Motors H-D race team's AFT success may have played in Harley's decision to reposition its race efforts - the Gladstone, Oregon dealership delivered Harley its first 'new era' AFT Championship title when James Rispoli won the riders' and manufacturers' Production Twins Championship on the XG750R at Daytona on the final weekend of the rebuilt 2020 AFT series.

Vance & Hines has stated that with Harley choosing not to field factory racing teams in American Flat Track (AFT) or NHRA drag racing in 2021, it will be redeploying its racing development team "towards creating high performance products for a variety of vehicles, brands and race series in both two and four-wheel segments.

"We thank Harley-Davidson for being a partner with Vance & Hines for 20 years. Together, in AFT and NHRA, we have celebrated 116 wins and 11 championships," said founder Terry Vance. "Harley-Davidson has been one of the best partners we've ever had." The company has said that the Indy Operations Team will be refocused on performance products for two and four-wheel vehicles and will be redeployed under the name Vance & Hines Racing Development Center (RDC). "Vance & Hines will continue its racing tradition in 2021 with sponsored riders in a variety of racing series."

In addition, Vance & Hines will remain the sole licensee, manufacturer and seller of Harley-Davidson XG750R Production Twins motorcycles and Harley-Davidson XG750R Super Twins motorcycles. This racing variant of the Harley-Davidson Street 750 was the motorcycle with which Rispoli and Latus Motors won the AFT Production Twins championship in 2020. The Production Twins bike is being manufactured and shipped to Harley-Davidson dealers at this time.

"Vance & Hines is having its best year in over a decade. We're strong and we have a strategy that drives



our growth and expansion in our current markets and in new ventures," said Mike Kennedy, President and CEO. "While we loved our time running the factory race teams for Harley-Davidson, we couldn't be more excited about the future."

Vance & Hines has been contracted to run factory race teams for a range of companies during its 41-year history including Suzuki, Yamaha and Ducati. The partnership with Harley-Davidson was focused on drag racing and flat track racing. Meanwhile, in what is an interesting move and one in-line with what is known so far about the firm's future intentions in terms of supporting "stronger and better dealers," Harley-Davidson has said that it will "refocus racing efforts on dealers' competitive programs" with support in AFT SuperTwins, Production Twins and NHRA Pro Stock Competition.

In doing so it says it is "harkening back to the foundations of the company's competitive spirit by refocusing on building within the brand and celebrating the heritage of grassroots flat track racing by offering support to its entire dealer network through the development of contingency programs."

"Harley-Davidson's heritage is rich with racing lore and legacy, and throughout our brand's history, Harley-Davidson dealers have been the cornerstone of our racing programs," said Jon Bekefy, General Manager of Brand Marketing. "We are excited to continue to support the XG750R racing motorcycle and NHRA Pro Stock Motorcycle efforts through our dealers."

The company went on to say that "as it leans into a more grassroots approach, Harley-Davidson would like to thank the Vance & Hines organization, the riders, team members, and every individual

involved with the Screamin' Eagle/Vance & Hines NHRA Pro Stock Motorcycle and American Flat Track (AFT) team efforts for their passion, commitment and expertise for over a decade of winning competition and championship titles.

"Over the past 18 seasons, the Screamin' Eagle/Vance & Hines NHRA Pro Stock Motorcycle team has been wildly successful, generating 107 wins and ten championships, proving to be one of the most successful programs in the history of the sport.

"Additionally, Vance & Hines has been instrumental in ushering a new era of flat track competition with the development of the Harley-Davidson XG750R SuperTwins and



Production Twins motorcycles and earning a championship in AFT Production Twins for the 2020 season. Vance & Hines will continue to manufacture and support the sale of XG750R SuperTwins and Production Twins bikes to qualified teams.

"In a return to the foundations of Harley-Davidson's racing efforts, the company will refocus efforts by offering support to dealer racing programs in 2021, including the development of contingency programs for AFT. To kick off, Harley-Davidson is already committed to supporting Latus Motors Harley-Davidson as they campaign their XG750R in the AFT SuperTwins series."

www.vanceandhines.com
www.harley-davidson.com
www.latus-hd.com

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

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NEWS BRIEFS

Following the 2017 withdrawal of its signature from the planned (and at that stage agreed) Trans-Pacific Partnership (TPP), the United States (and its NAFTA partners Canada and Mexico) have been left on the sidelines looking in as the ASEAN nations and five other Asia-Pacific countries have forged a new, expanded trading bloc. The Regional Comprehensive Economic Partnership (RCEP) represents one of the largest ever international trade deals and covers a third of the world's consumers and economic output. It is the first trade agreement to bring China, Japan and South Korea together and could add almost \$200bn annually to the global economy by 2030. RCEP combines most of the existing agreements signed by the ten members of the Association of Southeast Asian Nations (ASEAN) - Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam - and combines them into a single multilateral pact with Australia, China, Japan, New Zealand and South Korea. India has not initially joined the deal but is thought likely to add its trading horsepower as the world's largest English speaking market to the deal at some stage in the next decade.

K&K Promotions, Inc., the brand that owns the intellectual property rights of famed motorcycle daredevil Evel Knievel, has filed a lawsuit in federal court against The Walt Disney Company, Pixar, and other Disney-related entities, alleging trademark infringement and violations of K&K's rights of publicity. In 2019, Disney Pixar released Toy Story 4, featuring a major new toy character named "Duke Caboom," voiced by Keanu Reeves. The character is a 1970s-era motorcycle-riding toy stuntman. The complaint alleges the Disney character is an unlawful knockoff of the classic and newly re-released Ideal Evel Knievel Stunt Cycle toy of the 1970s.

The Spanish motorcycle market was down by -13.57% (142,563 units sold) for the period January to November 2020 as the 'second wave' of COVID-19 started to affect showroom traffic and general economic activity there. Honda is market share leader in Spain, followed by Yamaha and Kymco. For the year to date 2020, electric two-wheelers took 4.7% of the market in Spain (6,703 units).

Harley Looks Set To Go Ahead with the Chinese Made, Benelli Derived 338R

By Ben Purvis

Having forged a deal with Chinese firm Zhejiang Qianjiang, parent of Benelli, Keeway, Generic and the newly-launched QJMotor brand, Harley-Davidson has been quietly working on a Chinese-made, small-capacity model for more than a year. Despite the upheaval following the departure of H-D CEO Matt Levatic in early 2020 and a wholesale change of plans introduced by his replacement, Jochen Zeitz, the project appears to remain on track for a 2021 launch.

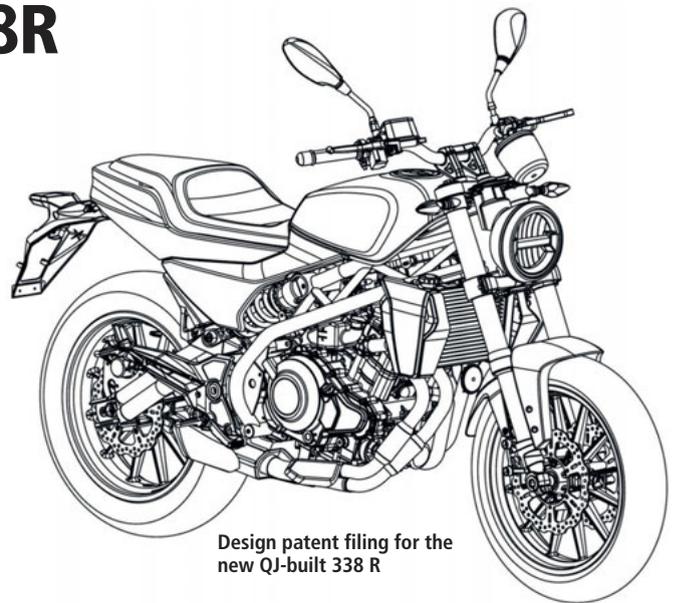
When Harley first announced the project in 2019, the firm showed two sketches of the new machine. However, more recently, design patent drawings have emerged showing precisely what it will look like. The designs confirm that the frame, swingarm, forks and engine design are the same as the Qianjiang-made Benelli 302S, but it loses the Sino-Italian machine's rather nondescript styling in favor of a flat track-inspired shape.

The 338R's planned 338 cc capacity appears to come from using the short 45.2 mm stroke from the Benelli 302S's 300 cc parallel twin combined with the 69 mm bore from the same firm's larger 500 cc model. Since Harley announced its project, Qianjiang has announced another model based on the same mechanical components - the QJMotor SRK 350, which features a 353 cc version of the same engine thanks to the 45.2 mm stroke and an even larger 70.5 mm bore.

Early prototypes of the SRK 350 even featured the words 'Harley-Davidson Motor Company' cast into the engine covers.

The similarities between the three machines - Benelli's 302S, QJMotor's SRK 350 and Harley's 338R - mean we can take an educated guess at its weight and performance. Both the 300 cc and 353 cc engines made around the same power - 38 hp - although the larger motor peaks at 9,000 rpm and the smaller one at 11,000 rpm. The 338 cc Harley is likely to split the difference. Weight will be around 180 kg.

The small parallel twin is intended not for the West, but as a means to bring the Harley name to customers in developing markets around Asia. By



Design patent filing for the new QJ-built 338 R



Though heavily borrowing from QJ's Benelli designs, this appears to be an early closeup picture of a 338R prototype

putting a low-cost Harley onto those markets, the idea was that as riders there become more affluent, the firm's more luxurious offerings will pick up sales.

Although Zeitz has overturned much of Levatic's ambitious 'More Roads to Harley-Davidson' plan for the future, canceled the water-cooled Bronx streetfighter that was shown in late 2019, and pulled the brand out of 39 markets to refocus on Harley's core products, elements of Levatic's scheme have survived.

The 1,250 cc water-cooled Pan America adventure bike, for instance, and the similarly engine but as yet unnamed custom bike that was previewed in 2018, have survived the cull. At the moment, it seems that the 338R has also remained on track, perhaps because its development was already well advanced when

Zeitz took the reins.

Asked about the small displacement bike during Harley's Q2 earnings presentation, he deflected the question, saying: "As I said, we would like to reveal our products much closer to actual launch. And whether and when we are going to launch specific products is not something that I would like to elaborate on right now. We will provide further detail in the fourth quarter. At this point, there's really nothing new to say about that."

However, investor-relations documents from the latest presentation still list "the Company's ability to ... develop and maintain a productive relationship with Zhejiang Qianjiang Motorcycle Co., Ltd. and launch related products in a timely manner" as an important factor in the firm's future results.

Sources: AMD, IDN, FT, Reuters, PSB, MPN, B88, BDN, MCN, AP, Bloomberg, MSNW, Electrek, electricmotorcycles.news, RideApart.com, Motor1.com

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NEWS BRIEFS

The Italian motorcycle market was down by 'just' -6.33% (90,070 units sold) for the period January to November 2020, with recovery continuing after a dismal first five months of the year. November saw growth of +41.41% compared to last year. Adding in mopeds and scooters, the total of all PTW sales there for the period was down by -6.58% at 210,981 units in total. The top selling motorcycles were the Benelli TRK 502X, the BMW R 1250 GS and Honda's Africa Twin.

The UK motorcycle market was down by -6.68% (89,497 units sold) for the period January to November 2020 as the 'second wave' of COVID-19 started to affect showroom traffic and general economic activity there. The UK motorcycle industry trade association (MCIA) says that as of 2019 there were 1.27 million motorcycles in use there in total.

H-D claimed 6th place in market share terms in Germany at a modestly increased 8.35% for the period January to October 2020 with 9,855 units sold. Its best sellers were the Street Bob in 31st place (1,027 units sold so far in 2020), the XK 100 X (997 units sold YTD), and the Sport Glide (697 units). Indian Motorcycle was in 12th spot with a best so far market share of 1.48% (1,714 units sold YTD).

The German motorcycle market continues to recover strongly and was +8.83% in new motorcycle registration terms (117,979 units) for the January to October period and +23.37% in total PTW terms (including mopeds, scooters etc - 94,950 units sold YTD). BMW remains top dog in its home market with a 20.80% market share.

H-D was in 8th spot in market share terms for new motorcycle registrations in Austria for the January to September period - 703 units sold for a 5% share. Indian Motorcycle was in 13th spot with 138 units sold YTD for a 1% share. Not surprisingly KTM is market share leader in its home market. The Austrian market was essentially flat for the first nine months of 2020 at -0.42% (13,333 units sold).

Memphis Shades Increases its Springfield Mile Entitlement Backing

The 2020 Progressive AFT season saw some awesome racing - not least at the Labor Day weekend Memphis Shades Springfield Mile I and II as doubleheader events in September. In those races Sammy Halbert and Jared Mees took incident-packed Vance & Hines AFT SuperTwins wins.

For 2021, Memphis Shades has renewed its sponsorship for another doubleheader - with the races on September 4 and 5 - at one of the series' most iconic of venues and one that always "produces the goods" where top class flat track excitement and skills are concerned.

"It was a wildly successful weekend for racers and fans alike," said Memphis Shades' CEO Allan Mueller, "and we are proud to be able to be a part of it again for 2021. The legendary Springfield Mile is a true test of speed, stamina and skill for AFT's championship contenders.

"After 22 years backing one of the biggest AFT race events on the calendar, we are especially pleased that after the 2020 success Progressive American Flat Track and



Sammy Halbert took a dramatic win in the 2020 Memphis Shades Springfield Mile I, ahead of Jared Mees, who made a comeback to win the second of the doubleheaders.

Kiesow Racing will be able to repeat this doubleheader model for the upcoming season."

Memphis Shades is an industry leader in fairings, windshields and other aftermarket motorcycle accessories and has increased its support for the event entitlement fund for the 105th and 106th runnings of this historic event.

www.memphisshades.com
www.americanflattrack.com



Blacked-Out Custom Slingshot Wins 'Best of the Builders' Title

Polaris Slingshot announced DUB in Southern California as winner of its east vs. west custom Slingshot build-off between rival automotive customizers after a two-week fan vote. DUB won with a blacked-out 2020 Slingshot built for legendary 'Blink-182' drummer Travis Barker to take the 'Best of the Builders' honors to the West Coast, besting pop superstar Teyana Taylor and The Auto Firm in South Florida.

Each builder reflected on their client's personality: Barker's all-black, open cockpit concert on wheels, and Taylor's head-turning, show-stopping ride with matte grey and aqua-infused paint scheme.

Barker recently decided to only own black cars, "so DUB was tasked with delivering a truly blacked-out design

from front to back, inside and out. DUB utilized a combination of matte and gloss black paint and wrapped select parts with Barker's signature graphics. A custom 24 by 10 inch rear wheel along with airride will demand attention at every stop light and turn heads on every street corner.

"Barker's seats were custom stitched with his iconic 'F' embroidered into the headrest. And, of course, fittingly for a musician, DUB packed as much into the sound system as possible, adding speakers to the exterior and center console between driver and passenger."

"As clean and sleek black is, it can be very challenging only working with black," said Myles Kovacs, President of DUB. "But our job as a build team is to bring through our client's

personality, and we couldn't be happier with the finished result." Squaring off head-to-head, DUB and The Auto Firm "are two of the most accomplished and recognizable groups within custom car culture - each with a wide range of customization experience and unrivaled familiarity with the Slingshot platform."



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



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



NEWS BRIEFS

The battle lines for the middle ground continue to be drawn up - Triumph's new Trident 660 is described by MCN in the UK as "triple treat," achieving that much sought after "balance between performance and usability" that is becoming the price-point holy grail as the back-to-basics "motorcycles of character" ethos matures.

For 2021, Ducati has abandoned the primary design signature that informs thirty years of Monster worship with the signature trellis style frame jettisoned in favor of a lightweight stressed member aluminum monocoque, similar to the one developed for the Panigale. Also gone is the equally emblematic 90-degree 821 cc engine in exchange for an updated Euro 5 version of the higher hp 937 cc Testastretta 11-degree engine.

The new incarnation of Norton Motorcycles (TVS, India owned) is inviting official 'registrations of interest' for two versions of the long-planned 84 bhp and 650 cc parallel twins - the Atlas Nomad and Atlas Ranger - modern iterations of two old Norton model names that were first announced by 'Old Norton' in 2018. In other news, 'New Norton' is about to abandon its idiosyncratic Castle Donington, England home for a new facility at Solihull, Birmingham, England - less than ten miles from where 'Pa' Norton started it all in 1902.

Legendary wheel maker Roberto Marchesini passed away in Italy after a long illness. The former Campagnolo man started his own business as an aluminum and magnesium foundry in 1988 with his lightweight, high-strength magnesium wheels famously being adopted first by Ducati, then by dozens of race teams, privateers and OEMs worldwide. The company he founded became part of the Brembo Group in 2000.

Backed by Triumph Motorcycles, The Distinguished Gentleman's Ride was a solo riding effort in September 2020, but still managed to raise over €2m for charitable causes; over €20m has been raised since 2012. For 2021 the date has been brought forward from its usual end of September date and will now be staged in May each year - Sunday, May 23 in 2021.

Polaris Chairman and CEO Scott Wine Has Moved On



As Chairman and CEO of Polaris, Scott Wine oversaw the acquisition of Indian Motorcycle and saw annual sales more than triple in his twelve years from \$1.9bn to around \$7bn.

Minneapolis based Polaris Industries Inc., the parent company of Indian Motorcycle, has confirmed market expectation that that long-time CEO and Chairman Scott Wine would soon leave for challenges new and is to do so at the end of December 2020. He is to take up the CEO position at Case New Holland (CNH Industrial) - the huge UK headquartered, American-Italian, NYSE traded, \$28bn a year turnover agricultural and industrial equipment and On-Highway transport vehicle manufacturer. Wine, 53 and a former U.S. Navy officer, joined Polaris twelve years ago just as the company was laid low by the global financial crisis. He steered Polaris through the fall-out from the crash in powersports industry unit sales and had masterminded sales growth in that time from some \$1.9bn to around \$7bn last year (higher than primary motorcycle rival Harley-Davidson), and establishing Polaris as a global powersports industry powerhouse.

The growth propelled Polaris into the Fortune 500 (PII) and established the company as America's leading powersports industry manufacturer. It was under Wine's management that Polaris bought Indian Motorcycle in 2011. Wine drove a strong, some would say aggressive, mergers and acquisitions program during his time. He leaves Polaris with a portfolio of 30+ active brands. Three months ago Wine confirmed that Polaris was to finally make a play for the burgeoning EV market by announcing an innovative relationship with Zero that will drive vehicle electrification across several Polaris markets.

"For the last twelve years, I have had the extraordinary honor of leading the best team in powersports, and it is incredibly rewarding to reflect on all that we have accomplished together," said Wine. "I am most proud of the team and the culture that have made working here so gratifying. Having witnessed first-hand the ingenuity, passion and drive that permeates the

company, I leave with complete confidence that Polaris' future is bright. I also want to offer my sincere thanks to my incredibly talented colleagues and to the Polaris Board for their guidance and leadership during my tenure."

Wine's new bailiwick is being by some as a possible steppingstone to eventually securing the CEO post at Fiat Chrysler, or one of its principal rivals in the United States or Europe. CNHI is the product of a merger between the Case New Holland business and the Agnelli family's Fiat Industrial group.

www.polaris.com



SBS Adds Vortex Racing as a North American Distributor



Celebrating its 25th anniversary in 2020, Salt Lake City, Utah based Vortex-EK North America (Vortex Racing) has added North American distribution of the full range of SBS brake pads and rotors, including the company's popular V-twin brake pads. Vortex sales of SBS products is being headed up by Chris Jensen, the former brand manager for SBS in the U.S. He joined the Vortex-EK team in June of 2020 as director of sales and brand management and brings more than twenty years of motorcycle racing industry experience to the position. "We are pleased to become an SBS distributor and to have Chris join our team to facilitate the expansion of our growing product offering," says Matt Griffin, president of Vortex-EK.

"SBS Friction is happy to join forces with Vortex Racing as new distributor for the North American market. Vortex has been an SBS partner for many years and we are certain that the SBS brake pads, clutch kits and products in general, fully equipped with indestructible NUCAP NRS bonding and R90 quality certified, can support their position in the American motorcycle aftermarket", says Christel Munk Pedersen, CSO of SBS Friction A/S. Vortex is also a manufacturer in its own right and is well known for its lightweight aluminum racing sprockets. These days the company also makes racing foot controls, levers, fuel caps and



SBS 830 V-twin brake pads are a popular brake pad performance upgrade among Harley riders as they provide "superior brake control in both wet and dry conditions." Features include advanced NUCAP NRS backing plate bonding technology.

other billet aluminum parts and accessories and is the sole importer of EK Chain in North America.

www.sbs.dk
www.vortexracing.com

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

Japanese Made Motorcycle Exports to USA -35.66% January to October 2020

After the continued monthly decline seen in January and February this year, even before the effects of COVID-19 took hold, 2020 has not been good for the Japanese motorcycle factories in terms of U.S. imports of Japanese made motorcycles and powersports vehicles - the decline of 2019 having accelerated.

The most recent available data from JAMA (the automotive trade association in Japan, which includes representation of motorcycle manufacturers among its membership) shows exports from the 'Big Four' Japanese manufacturers' factories in Japan to the US down by -29.55% in October at 3,836 units.

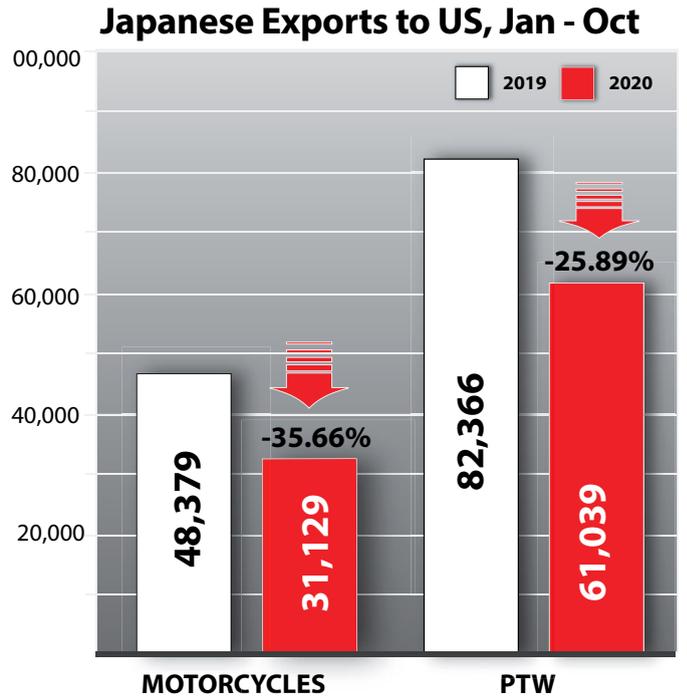
For the ten months to October 2020, Japanese made motorcycle exports to dealers in USA are down by -35.66% at just 31,129 units (compared to 48,379 last year). Total Japanese made PTW exports to USA were

-25.89% at 61,039 units for the year to date.

The increasing number of units being made by Japanese manufacturers elsewhere in Asia, the US and South/Central America goes some way to providing historical context for the data, though the majority of higher value, larger displacement Japanese brand machines, especially those being sold in Europe, are still made in Japan.

In Europe motorcycle imports from Japan were -42.27% in October (10,392 units) and -23.71% (101,255 units) YTD, having had a strong start to the year. Over 65,000 Japanese made motorcycles went into Europe in Q1 before the pandemic struck, which was considerably up on the year-ago quarter and boded well for European Honda, Yamaha, Kawasaki and Suzuki dealers.

The Japanese owned "overseas"



factories are primarily engaged in making and selling scooters and smaller capacity units in 'emerging' markets (where import tariffs are high) and in making ATV/UTV units - especially in the United States, where demand for such machines is strongest.

Annual worldwide Japanese made

motorcycle and moped exports (all markets, all PTW) fell off a cliff in 2009 to 583,879 from over 1 million in 2008, having peaked at 1,641 million units in 2000. They have continued to decline most years since then; most recently they were 463,123 units in 2017, 456,758 in 2018 and 386,379 in 2019.

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THE ELECTRIC REPORT

By AMD founder Robin Bradley



Damon HyperDrive Multi-Variant Powertrain

Vancouver, Canada based Damon Motors has released details of HyperDrive, described as the world's first 100 percent electric, multi-variant powertrain platform "that redefines motorcycle performance, safety and design.

"As a platform for future Damon motorcycles, HyperDrive is a monocoque-constructed, high-voltage powertrain that a wide range of models and sub-models can be built upon.

"To showcase the new platform, we are announcing the release of two new motorcycle models for pre-order: HyperSport SX and HyperSport SE - each with HyperDrive at their core. Configured with 15 kWh, the SX delivers more than 150 miles range and 150 hp, with the 11 kWh SE boasting over 100 miles range and 108 hp.

"In partnership with FreedomRoad Financial, Damon has also announced a revolutionary subscription plan offering for all HyperSport models. Customers can choose from 24, 36

nucleus of our creations and will allow us to further evolve our technology and continue to introduce the world's most exciting and ground-breaking electric motorcycles."

Described as "optimized for maximum

'proprietary CoPilot collision warning system'

performance, design and safety," HyperDrive is said to deliver 450 nominal volts and to be a "first-of-its-kind, all-electric powertrain." A liquid-cooled and thermally managed high-energy pack enables a multitude of battery capacities for various future motorcycle models and supports the HyperSport SE with 100 miles range, SX with 150 miles range, and HS and Premier with 200 miles range.

"Using industry-leading cells delivering over 200 Wh/kg pack level density, all HyperSport models can deliver track-ready performance with a >3C continuous discharge to the ultra-dense, direct-oil-cooled, 6-phase internal permanent magnet (IPM) motor. Spinning at a peak of 16,000 rpm and capable of delivering over 200 hp and 200 Nm of torque, HyperDrive's motor weighs in at just 48 lbs."

Developed in-house, HyperSport is said to be able to charge at the common place level 1 and level 2 public charging stations found around the world. It is also capable of 25 kW DC fast charging in under 45 minutes and can be charged at home on 110V outlets.

A proprietary 150+ kW inverter allows Damon to "control traction, engine braking and performance like never before - with proprietary algorithms and a unique safety-focused architecture." It includes the "most energy-dense pack in transportation at



over 200 Wh/kg." The company's focus on aerodynamic design, using extensive wind tunnel testing to reduce drag, enables Damon "to deliver more speed, acceleration and range than its competitors."

The slim design allows it to achieve the "slipriest profile possible. The pack's total cell count, cell orientation and layout, heat dissipation materials, optimization of liquid-cooling performance and material selection

uses embedded radar, cameras and other sensors to track the speed, direction and velocity of dozens of objects at a time. Using an onboard neural net, it anticipates a threat to warn the rider who is then alerted with LEDs for blind-spot warnings, vibrating handlebar grips for forward-collision warnings, and displays rearward threats with a digital rear-view mirror fed by the motorcycle's embedded,

'battery enclosures act as the motorcycle's load-bearing frame'

and 48-month subscription plans with a guaranteed residual value, (conditions apply, with normal wear-and-tear) providing customers the freedom to exchange their HyperSport for updated models at the end of the term. As hardware gets updated, customers can always expect next-generation technology without the hassle and trade-in losses that occur with legacy dealerships and brands." Jay Giraud, founder and CEO at Damon Motors, said that "as we at Damon continue to reinvent two-wheel mobility, HyperDrive lies at the heart of our innovation. It serves as the

'liquid-cooled thermally managed high-energy pack'

are all engineered to create the slimmest possible battery pack, without compromising energy density or output."

To further reduce weight, HyperDrive is engineered to act as a structural component of the motorcycle itself. The battery enclosures not only optimize weight distribution for high-speed stability and handling, but also act as the motorcycle's load-bearing frame. This saves both weight and cost, and further reduces bulk, compared to conventional framed motorcycles.

Damon models feature the proprietary CoPilot collision warning system - it



Jay Giraud, founder & CEO: "As we at Damon continue to reinvent two-wheel mobility, HyperDrive lies at the heart of our innovation."

wide-angle rear-facing camera. Equipped with Machine Learning, every time a rider responds to a threat warning by way of swerving or braking, the onboard system captures and tags the incident details in 360°. It then transmits data to Damon's cloud over its embedded wireless connection, so that the system can learn to detect more threats faster over time.



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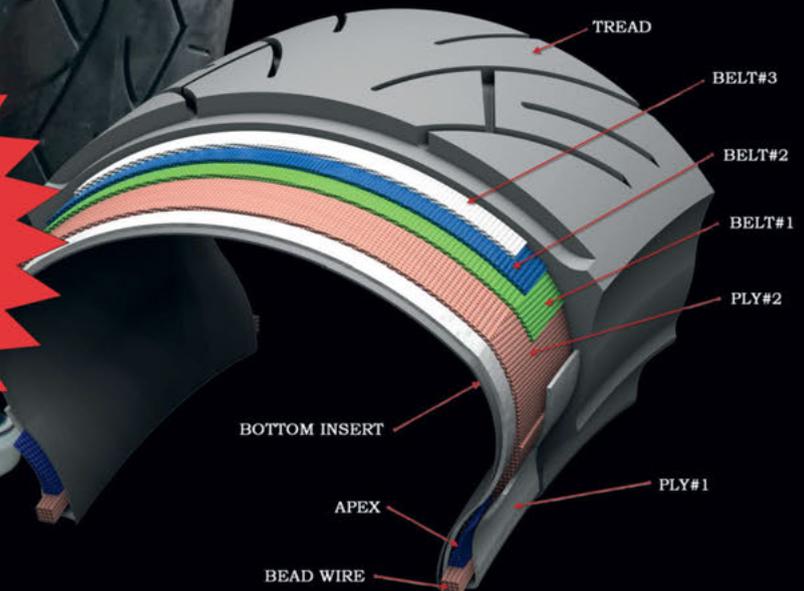
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MOTO FUTURE

Zero Motorcycles - "Form Follows Function"

H-D has recalled certain LiveWire model (ELW) motorcycles. The electric vehicle powertrain may unexpectedly shut down and not restart due to a software issue in the Onboard Charging (OBC) system.

Despite already having individually developed very different E-motorcycle and scooter projects, all at various stages of gestation, in a joint announcement in September, Honda, Yamaha, Suzuki and Kawasaki said that the 2019 created consortium established to develop swappable electric two-wheeler battery tech has finally produced results with a large scale proof of concept and demonstration test underway in association with Osaka University.

Philadelphia based manufacturer Christini AWD (All Wheel Drive) is launching a new generation all-wheel drive off-road E-bicycles. With a high-power electric-assist mid-drive motor, they are available in a 27.5" hardtail and several FAT tired models. Inventor Steve Christini says: "These electric-assist mountain bicycles provide the ultimate in traction control, allowing a rider to conquer conditions most thought to be unridable."

Hero MotorCorp is said to be developing a premium pitched, high performance electric motorcycle range in Europe. An artwork of an avant-garde, hubless, adjustable configuration chassis design has been in circulation on the internet. It shows a machine called the e.US (Electric Ultra Sport), which is being developed at Hero's Munich based technical center, in collaboration with the R&D Center in Jaipur, Rajasthan. In order to keep costs down, it will be manufactured in India, where Hero is already a player in the EV market, but largely from European components.

Zero recalled certain 2020 SR/F and SR/S motorcycles on November 24 for two possible faults - an inoperable front brake switch will not illuminate the brake light when the rider applies the front brakes, and water may enter the front brake switch.

Lithuania may be a small country, but it is one with big ambitions - it is to build one of the largest battery parks in the world by the end of 2021 to ensure smooth supply of power as it disconnects from the Russian-controlled grid. The country plans to invest €100m (\$120m) to install four 50 MW batteries with at least 200 MWh of storage capacity. The two largest lithium-ion battery projects previously announced, both in California, are the 450 MW Crimson Energy Storage and 300 MW Vistra Moss Landing Energy Storage.

Santa Cruz, California based Zero Motorcycles has announced its 2021 Model Year line-up - headlined by the "reintroduction of the transformational SR/S, released in 2020" with updated colorways and graphics for each model.

The SR/S is Zero's first fully-faired motorcycle and is "engineered to reward riders with 13% improvement in highway efficiency and range versus its unfaired sibling, the SR/F. The SR/S sets the benchmark in both technology and experience standards for premium [electric] motorcycles, and its most visible feature is the functionally advanced full fairing."

All Zero electric motorcycles for the 2021 line are powered by cutting-edge Cypher II and Cypher III operating systems - "industry-leading engineering and technology combine to create a ride with effortless power, control and connection."

"Despite the challenges of 2020, Zero Motorcycles has continued to see impressive growth. The unprecedented interest in the new SR/S has been matched by the building of momentum in our enduro and dual sport model sales," said Sam Paschel, Zero Motorcycles' CEO.

"In spite of the challenges and closures due to pandemic-related lockdowns and recent wildfires this calendar year, we've continued to meet the fast growing demand for our products and maintain our position as the brand that leads and defines the future of the electric motorcycle category."

Zero's full 2021 Street line-up features the FXS, S, SR, SR/F and "category redefining" SR/S. "Inspired by aerospace design and crafted with cutting-edge computational fluid dynamics (CFD), the look of the SR/S is defined by its aerodynamic fairing and elevated comfort is achieved through the thoughtfully designed riding posture and custom-tuned suspension - like all things Zero Motorcycles, form follows function."

New for 2021, the SR/F standard and premium versions will each come with a low-profile fly screen. The aluminum bar ends, heated grips and a 6 kWh on-board charger remain part of the premium version.

The SR, the original Zero hot rod street bike capable of up to 223 miles of riding with 116 ft-lbs of torque, will be equipped with a 14.4 kWh power pack. The S, Zero's original naked electric bike, is said to deliver "the ultimate balance of power to weight



SR/S - "The SR/S sets the benchmark in both technology and experience standards for premium [electric] motorcycles, and its most visible feature is the functionally advanced full fairing."

for entry-level riding, while the agile 2021 Zero FXS is the only companion you need when battling traffic on the city streets - light, nimble and obscenely fun to ride, available with a modular 3.6 kWh power pack or an integrated 7.2 kWh power pack and on-board charger."

Zero says it is the only electric motorcycle manufacturer to devote half of its product line to "creating transformational experiences on any terrain. The cultural importance of dual sport riding is paramount to the company - born on the trails of the Santa Cruz Mountains. Now, with the steadily and rapidly increasing interest in electric vehicles from riders across the globe, the off-road enthusiast has never before had as many options for effortless adventure than that offered by Zero right now."

The Dual Sport line-up features the FX, DS, DSR, and, "leading the pack, the



DSR Black Forest is the unequaled option for effortless adventure - outfitted for any possible trail and offering up to 223 miles per charge. The DS is the entry-level dual sport electric motorcycle and is more capable and more customizable than virtually any internal combustion engine competitor with class-leading integrated storage.

"Finally, light, fast and capable, Zero's 2021 FX is the perfect electric bike for finding an escape from the daily challenges presented by this past year. The FX can navigate virtually any obstacle for up to 91 miles and will be available with a modular 3.6 kWh or with an integrated 7.2 kWh power pack and internal charger."



"Leading the pack, the DSR Black Forest is the unequaled option for effortless adventure - outfitted for any possible trail and offering up to 223 miles per charge."

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



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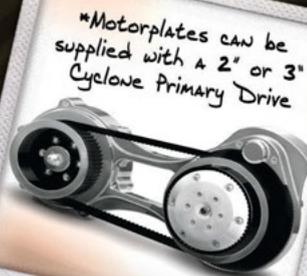


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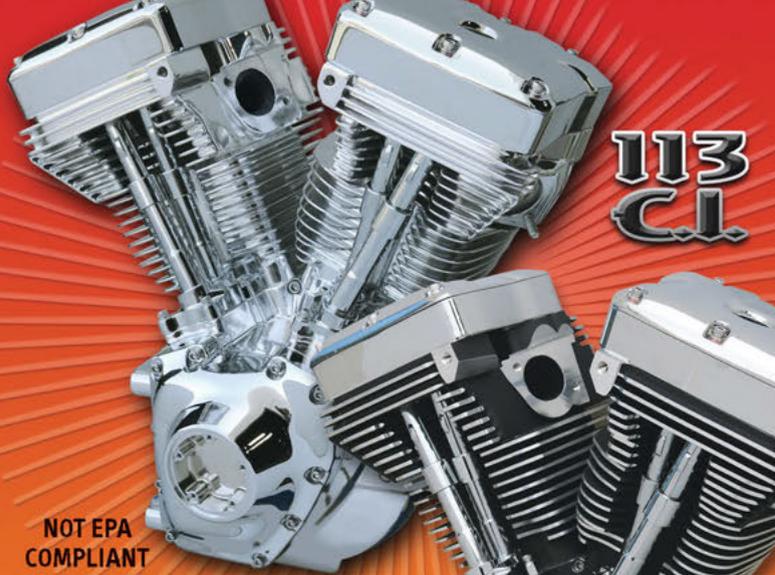
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Volcon - Two and Four-Wheeled Vehicles in Development

Austin, Texas based Volcon Inc. is a new and, it claims, "the first all-electric, off-road powersports company that has an initial line-up of two and four-wheeled electric, off-road adventure and utility vehicles in development."

With the focus on "providing fun, family off-road adventures, backcountry sportsman exploration and practical utility," the company is headed up by former motorcycle racer, Bonnie motorcycle media executive and three-term industry-elected MIC board member Andy Leisner as CEO.



Andy Leisner, CEO

Leisner says that Volcon's first two-wheeled model is scheduled for customer deliveries in Spring 2021 and that this is slated to be followed by two and four-seat "side-by-side" sport and utility offerings - all to be made in the greater Austin, Texas area.

"Volcon was quickly funded with an oversubscribed seed round, confirming the enthusiasm for the category," said Leisner. "Having grown up riding with my father and continuing that tradition on motorcycles and UTVs with my daughters, I am excited to help lead the evolution of the powersports industry with electric vehicles that enhance the outdoor experience while reducing our environmental footprint for future generations."

"Thanks to companies like Tesla, the electrification of the powersports industry is no longer a question of if, but when, and Volcon is positioning itself to play a substantial role in this rapidly changing environment."

Bruce Riggs, who has held executive quality and operational roles at several global technology brands - including

Dell, Compaq, Quanta, Gateway and Compal Electronics - has been appointed COO. Most recently Riggs was Chief Operations and Quality Officer at NASDAQ listed EV manufacturer Ayro.

The company's first electrified off-road vehicle will be named the "Grunt" and will be an "easy-to-ride two-wheeled, all-terrain off-road motorcycle designed for exploring the outdoors and serve as a nimble utility vehicle or for off-road family fun."

It is claimed that it will recharge in just two hours from any household outlet, with a hot-swappable battery pack and 100-mile range. Pricing is stated to start at \$5,995 (MSRP).

The four-wheeled Stag and Beast models will follow in late 2021 into 2022, and will range from "practical, low-maintenance utility vehicles to off-road sport UTVs that rival the best of the currently available gas models."

Leisner said: "The electric nature of Volcon makes the vehicles easy to operate and reliable, with almost no regular maintenance required. More family-oriented models are slated to



"Grunt", Volcon's first electrified off-road vehicle



be announced soon and, like all Volcon products, their nature will allow new consumers to enjoy the world of powersports.

"All Volcon vehicles will be manufactured in the U.S.A. Product development is currently underway at a temporary production facility in Round Rock, Texas. Volcon is sourcing a permanent home in the greater Austin area, joining many major electric vehicle manufacturers such as Tesla, Ayro and Hyliion in what is

becoming the electric vehicle capital of the world.

"The complex will contain the company headquarters, research and development facilities, manufacturing lines, testing grounds and a customer experience center. Volcon's retail network will include a mixture of traditional and non-traditional distribution channels, comprising powersports dealers, outdoor retailers and direct-to-consumer options."

www.volcon.com

Harley Goes Into The Energy Business

Harley-Davidson has partnered with We Energies to fit some 8,400 solar panels on the roof of their Pilgrim Road Powertrain Operations facility at Menomonee Falls, Wisconsin, with the project going live in November.

The project, which is part of We Energies' innovative Solar Now program, is the largest single rooftop solar panel system in Wisconsin - the panels can produce 2.25 megawatts, enough energy to power more than 400 homes.

"Reducing emissions is essential

to building a bright, sustainable future," said Tom Metcalfe, president We Energies. "Projects like this provide clean, renewable energy and are an

important part of our commitment to make our electric generation fleet net carbon neutral by 2050. We are



proud to work with Harley-Davidson on this historic project."

Under the program, We Energies partners with large businesses, non-profit and government

customers to host solar panels and leases space for the panels on roofs and unused land. The clean energy that is produced serves all customers. So far

the pilot program has completed or has projects under construction totaling more than 15 megawatts - enough energy to power more than three thousand homes. SunVest, a Wisconsin-based company, was the general contractor.

www.AMDchampionship.com

The Force is Strong with Harley's EV Tech

Devout Moto Guzzi aficionado and part-time Jedi Master Ewan McGregor and his Padawan learner Charley Boorman have given the Harley LiveWire the proverbial 'Thumbs Up' after giving two specially prepared examples a 13,000 mile off-road thrashing around South and Central America for their new Apple+ TV series 'Long Way Up'.

As additionally documented by H-D podcast (Apple podcasts and Spotify), the six-part series documents how "near-production" LiveWire models

were modified to shred dirt road, single track and desert trail extreme off-road conditions.

"Harley-Davidson stands for the timeless pursuit of adventure," said Jochen Zeitz, Chairman, President and CEO, Harley-Davidson. This podcast series is a premier showcase for how Harley-Davidson's talented staff of engineers and designers go above and beyond in their mission to create motorcycles that unlock adventures wherever they may lead. These efforts can be experienced in the 2020 LiveWire - a shining example of how Harley-Davidson innovates to lead in the electrification of motorcycling. It's an experience that can only be truly understood after riding it."

Utilizing the same talented Harley-Davidson engineers and designers that developed the LiveWire motorcycle, a select group was

assembled from the broader development team to modify near-production LiveWire models to complete the journey.

Together, this team designed, modified and assembled a motorcycle in under thirty days. After initial testing, the team incorporated feedback to finalize ergonomic and storage systems on the bikes. In sixty days, the motorcycles were headed to the southern tip of Argentina.

The modified LiveWire motorcycles used production specification RESS (Rechargeable Energy Storage System) hardware, chassis and Harley-Davidson Revelation powertrain components. In addition, the motorcycles were modified with prototype rotors, wheels and tires from the upcoming Harley-Davidson Pan America adventure touring motorcycle, and custom windshield,



rear shock and triple clamps made specifically for this project. Before delivery, both modified LiveWire motorcycles were evaluated at the Willie G. Davidson Product Development Center for initial testing and ridden under similar development validation conditions at Harley-Davidson's proving grounds facility. 'Long Way Up' is available to stream exclusively on Apple TV+.



ALYI - Retro ReVolt Electric Motorcycle

Dallas, Texas based Alternet Systems, Inc. (USOTC: ALYI) has announced plans to start taking orders for its Retro ReVolt BMW R71 clone electric motorcycle starting in December. It will only be available in North America, both as a complete unit and as a kit that can be assembled on the buyer's own BWM R71

frame. The Retro ReVolt BMW R71 clone electric motorcycle is separate from the Rideshare ReVolt electric motorcycle. ALYI intends to start delivering in Africa next year for the growing rideshare market, gradually replacing existing combustion engine motorcycles in use

within the existing taxi ("Boda-Boda") market. In addition to the Rideshare ReVolt electric motorcycle going into production for fleet deployment next year, ALYI has recently initiated work on a new state-of-the-art, next generation electric motorcycle designed to innovate the



rideshare market in Africa beyond merely the replacement of combustion engines. www.revoltmotorbikes.com

Daymak Avenire Series

Toronto, Canada based Daymak, which describes itself as an "established industry leader in Light Electric Vehicles (LEVs)" and "known for cutting-edge e-bike design" says it is "trailblazing new territory with an exciting product launch - the Daymak Avenire, a full line-up of six LEVs designed to invigorate the future of eco-friendly micro mobility."

Featuring conventional and reverse trike layout and associated design platforms, the Daymak Avenire line "has been crafted to deliver the outstanding performance those familiar with the Daymak brand are used to."

Aldo Baiocchi, founder of Daymak, is quoted as saying: "At Daymak our goal is to make outstanding clean vehicles that make a positive impact on the

environment for today and future generations. We build our vehicles to give freedom of movement that are also a joy to ride."

The launch release goes on to state that "known for its technological advancements within the light electric vehicle market, the company continues its growth with invigorating future prospects."

"We are excited that we will manufacture our product line here in Canada and create up to 500 new jobs in the Cleantech industry with the launch of Daymak Avenire," Baiocchi continues. "This will redefine what it means to travel using light electric vehicles. The technology we are designing will incorporate solar power to our fully enclosed vehicle line for an efficient, comfortable and eco-friendly

alternative to traditional carbon-emitting vehicles right at our doorstep."

The Daymak Avenire series consists of six "revolutionary" electric vehicles, ranging from electric bicycles to a personal aircraft - "six individual vehicles, ranging from e-bikes and covered mobility scooters to a personal flying vehicle."

TERRA - an e-bike designed to handle both on-road and off-road conditions. Features include trickle charge solar panels and 100 km single charge capacity.

FORAS - a covered recumbent bike: a single passenger electric vehicle with a range of up to 200 km, GPS, alarm and back-up camera.

TECTUS - a fully electric AWD mobility e-scooter "designed for all types of weather conditions and all road types on the planet." Features include solar trickle charging, rear storage, back-up

camera, a range of up to 160 km and optional autonomous driving features. ASPERO - lightweight enclosed explorer vehicle. Adaptable to multiple terrain types and riding conditions, silent motor, no emissions. Features include solar trickle charging, rear storage, plow/trailer hitch and "super-fast" 2-hour charge time.

SPIRITUS - a complete two-seat coupé electric car with optional auto-pilot, WiFi connection, AC, solar trickle charging and full entertainment system; range of up to 400 km on a single charge and acceleration from 0 to 60 in 1.8 seconds - said to be "the fastest three-wheel car on the planet." SKYRIDER - the stuff of science fiction once, but Daymak says that "flying personal vehicles are no longer the stuff of dreams. SKYRIDER is an elegant and high-performance electric vehicle capable of flying."

Daymak is currently taking \$100 deposits and looking for worldwide investors "to give shape to this innovative series."

www.daymakavenire.com



BSA is Heading Home



Along with the Gold Star 500 (B50) and 650 Thunderbolt and Lightning, the BSA Rocket 3 was one of the last BSA badged bikes made in 1973. The bankrupt BSA Triumph business was amalgamated into the ill-fated UK government owned Norton Villiers Triumph concern at Meriden, Coventry, in 1972.

Indian conglomerate Mahindra and Mahindra is to "Bring it Home" by manufacturing its new 21st century iterations of the legendary BSA motorcycle brand in the UK - in fact in Coventry, ground zero of the UK motorcycle industry 'back in the day'. Billionaire chairman Anand Mahindra

has said that BSA is to build new internal combustion engine (ICE) and electric motorcycles at a new factory in Coventry - 20 miles west from Royal Enfield's Bruntingthorpe UK headquarters, 15 miles from Triumph Motorcycles' Hinckley UK HQ, and 15 miles east of the planned new Norton Motorcycles manufacturing plant at Solihull, near Birmingham, that former Harley Europe president John Russel has lined-up for Norton Motorcycles in his capacity as interim CEO at Norton on behalf of new owners TVS.

Mahindra bought the BSA brand in 2016 and in 2017 was subsequently able to consolidate the IP by buying three other BSA companies from the BSA Regal Group in the UK, which previously owned the brand rights. Ever since then there had been speculation about what Mahindra would do with the brand, but no definitive plan. Well, now we know.

The company is to establish a \$12m R&D tech/design center at Banbury, near Oxford (about 40 miles south of Coventry), and open up an assembly facility in Coventry. When BSA (originally Birmingham Small Arms) went bankrupt in the early 1970s, it got folded into the then equally doomed UK government owned Norton Villiers Triumph operation at Meriden, Coventry. The new BSA facility will be about 20 miles from BSA's historic home at Small Heath, Birmingham.

Mahindra is already owner of Peugeot Motorcycles (formerly Peugeot Scooters) in France and through its Classic Legends subsidiary has sold some 50,000 new Jawa models in India since it additionally acquired that former Czech brand at around the same time that it bought BSA. The new BSA iteration will be a Classic Legends brand - the Mahindra Group has a

60% ownership stake in Classic Legends - with the balance owned by former investment banker, Royal Enfield man, motorcycle enthusiast and Jawa comeback catalyst Anupam Thareja's London based Phi Capital and Boman Irani, former founder of Ideal Jawa (Jawa and Yezdi in India).

The Banbury R&D center is being part funded by a \$6m grant from the UK government and the Coventry assembly plant is due to start production by the middle of 2021 with a 10,000 unit capacity - around 80% of which will be made for export. Around 50 jobs will be created at the tech center, with some 250 more eventually hired at the production facility. The new models are expected to sell for between \$7,000 and \$13,000.

The first of the planned new models will be gas powered retro motorcycles, with the first of the planned electric models due to be launched by the end of 2021. Anand Mahindra has stated that the components for both models will initially come from India, but that subject to the small print surrounding the UK's exit from the European Union, core parts may subsequently be made in Britain.

Speaking to the Financial Times, he said that "the UK was the leader in bikes right from the start. That provenance is something that we really want to retain," saying that he viewed it as being "very important" to have the bikes assembled in the UK "for the authenticity of the brand."



Mahindra CEO Anand Mahindra views it as "very important" to have the bikes assembled in the UK "for the authenticity of the brand."

Is Harley Dreaming of an Electric Strip?

Press released just a few days before Harley announced it was to end its hugely successful Factory Drag Racing relationship with Vance & Hines in favor of supporting dealership race efforts (coincidence?), a new 10-minute video released by Harley blows more smoke in the direction of the LiveWire and an electric future for drag racing. "Science of Speed" allows enthusiasts to "see what it takes to win in the NHRA Pro Stock Motorcycle championship and the future of drag racing with the 10-time champion Harley-Davidson Screamin' Eagle/Vance & Hines drag racing team. Team racers Eddie Krawiec, Andrew Hines and Angelle Sampey talk through the skills, strategies and experience of running a motorcycle through the quarter-mile dragstrip." "Science of Speed" looks at

how electric vehicle propulsion will change the sport of drag racing by comparing a 2020 Harley-Davidson FXDR motorcycle to a 2020 Harley-Davidson LiveWire motorcycle. "With the LiveWire motorcycle's immediate torque and seamless twist-and-go acceleration, the racers are immediately aware of what the future of fast can bring: more time for preparation before launch, thrilling, instant acceleration and seamless speed to the finish line."

As reported in September 2020, Sampey, a three-time Pro Stock Motorcycle champion, set new records for elapsed time and top speed by an electric-powered production motorcycle with the LiveWire on a drag racing course. "She stepped off her Harley-Davidson 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." Maybe the possibility (probability) of an all-electric future for drag racing, of all classes, indeed of entirely new class concepts, has got something to do with its race program rebuild, maybe it hasn't.

Maybe, in drag race terms, the dealer teams that the factory will look most kindly on for a share of their support dollar largesse in the future will be those who develop LiveWire based endeavors. Maybe, maybe not. What price a Harley pimped electric Drag Race class or series?

If new CEO Jochen Zeitz remains serious about the electric future and going back to Harley's legacy in order to build its future - an important part of which was building brand through track success - then why not? Just sayin'!



Corbin and National Cycle Collaborating with Arcimoto on Roadster EV Development

Eugene, Oregon based Arcimoto has started development of 'The Roadster' - an electric vehicle built on the three-wheel Arcimoto platform and developed in collaboration with Corbin Pacific and National Cycle.

Describing itself as "makers of affordable, practical and joyful pure electric vehicles for everyday commuters and fleets," Arcimoto says that the Roadster will offer "a pure electric thrill ride unlike any vehicle on the road today."

Arcimoto founder and CEO Mark Frohnmayer said: "With the Roadster, we set out to create the ultimate on-road fun machine. We are very excited to have Corbin Pacific and National Cycle on board to help develop this next-level ride."

For Mike Corbin the chance to collaborate on an electric vehicle project is something he is accustomed to. The potential of electric motive power has been a passion of Mike's for decades and he was hugely ahead of the curve with the 'Corbin Sparrow' in the 1990s - his own radical take on the concept of a three-wheel electric



personal transport vehicle.

"Electric motorcycles have been central to my life, going all the way back to 1972 when we set the land speed record for EVs at the Bonneville Salt Flats," said Corbin, whose Corbin Saddles business is based at Hollister, California. "I took my first drive with the Roadster prototype recently and, in short, it's the best driving three-wheeler I've ever ridden," - coming from the 'King of Patents', that is quite an accolade.

To develop the Roadster windshield, Arcimoto turned to Maywood, Illinois based National Cycle, the worldwide leader in motorcycle windshield technology, who already supplies the windshields and roofs for the two-seat (front/rear) Arcimoto Fun Utility Vehicle (FUV) and Rapid Responder emergency response vehicles, and the Deliverator, a single occupant final mile delivery vehicle.



Founded in 1937, National Cycle pioneered the use of polycarbonate in the motorcycle windshield space. Its proprietary Quantum hardcoated polycarbonate windshields offer superior scratch resistance, optical clarity and durability. National Cycle is the leading supplier of hardcoated polycarbonate shields to OEMs worldwide.

"We measure success at National Cycle by how many times we can

innovate and push our industry forward," said National Cycle President and CEO, Barry Willey. "We look forward to incorporating our latest technologies to bring the Arcimoto Roadster to market."

Arcimoto Roadster pricing, specs and availability will be announced at a later date. Every Arcimoto vehicle is built at the Arcimoto manufacturing plant in Eugene, Oregon.

www.arcimoto.com

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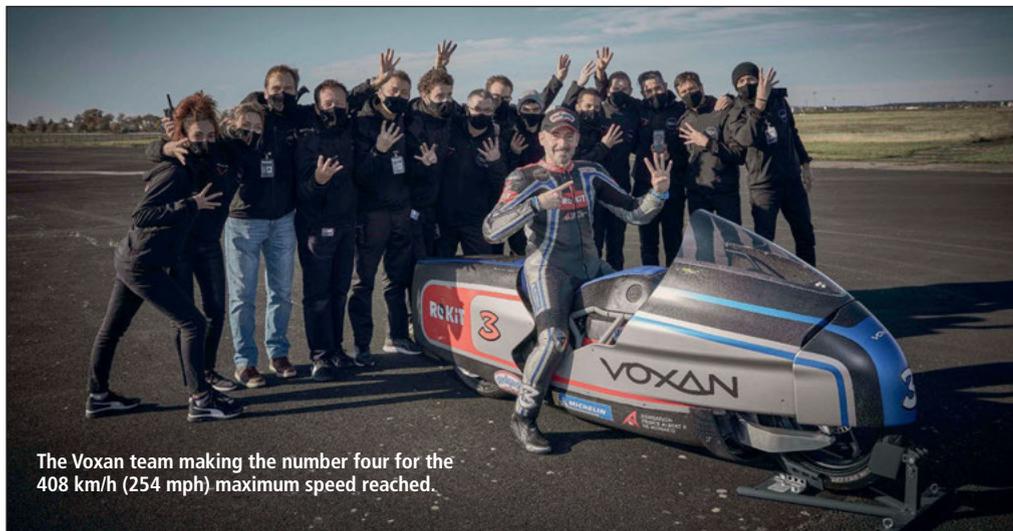
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New Electric Motorcycle World Land Speed Record



The Voxan team making the number four for the 408 km/h (254 mph) maximum speed reached.



Gildo Pastor, President of the Venturi Group: "It is twenty years since I bought the Venturi Group, and ten years since I bought the Voxan brand. Thanks to the hard work and positive mental attitudes shown by Max and my teams, we proved ourselves up to the challenge. The Venturi Group can now claim to have created the fastest ever electric vehicles on two and four wheels (Venturi VBB-3, FIA record: 549 km/h - 341 mph), but also in the four-wheel fuel cell category (Venturi VBB-2, FIA record: 487 km/h - 303 mph). On each project, we have worked openly with major companies to share with them our expertise in the field of ground-breaking technologies, and in doing so contributed to improving ecomobility."

Founded by Jacques Gardette in 1995, French manufacturer Voxan achieved an international profile with its 1997 production prototype 72-degree 996 cc Roadster. A limited edition run of 50 production examples in 1999 were followed by a Café Racer and a Scrambler before a change in ownership in 2002.

The following years saw production restart in 2003 with further iterations such as the Street Scrambler and Black Magic, but although the bikes were popular and 'on point' for the era (indeed Voxan had 23 dealers in Europe by 2005), a 2007 IPO on the Euronext exchange failed to give the business a solid financial foundation, and by the end of the decade it was facing compulsory liquidation.

In 2010 the Voxan brand was bought by Monaco based Venturi Automotive, a top-end auto maker who had been aiming at the GT market. In 2010 Venturi decided instead to start to build a position in the EV market - subsequent projects have included a Formula E team and an extreme condition Antarctica-capable electric vehicle.

In 2013 Venturi showed a pre-production prototype design of The Wattman, a 50kw/203 bhp electric motorcycle that, at the time, was believed to be destined to become the most powerful all-electric motorcycle yet built.

The bike didn't enter production, and since then the Voxan brand has been dormant, but hit the headlines in 2020 with an audacious electric motorcycle world land speed record attempt in the capable hands of former MotoGP racer and two-time World SuperBike Champion Max Biaggi (Italy).

Instead of being able to claim the



Designed by Sacha Latic and unveiled as a pre-production concept in 2013, with 50 Kw, 203 bhp and 200 Nm torque up to 10,500 rpm, at the time the Voxan Wattman would have been the most powerful production electric motorcycle ever built.

honor of being the most powerful production electric motorcycle in the world, the latest version to carry the Voxan Wattman branding is an electric semi-streamliner that smashed the prior 329.085 km/h world speed record for electric motorcycles set by Ryuji Tsuruta on a Mobitec EV-02A (in the category "one-wheel drive, partially streamlined electric motorcycles weighing less than 300 kg").

Biaggi's time was 366.94 km/h (228.05 mph) - the requisite average of two opposite direction standing

start runs set within the FIM mandated two hours, the record speed being the average of the two speeds recorded over the two runs.

Powered by a 270 kW (367 CH) motor, the on-board systems showed that the Wattman peaked at a top speed of 372 km/h (231 mph).

Given the relatively short track (3.5 km/2.17 miles), reaching such an impressive top speed has encouraged Voxan to set its sights even higher. When it makes its next attempts on a longer course, the team now has serious designs on an average speed

in the region of 400 km/h (249 mph). Voxan told AMD Magazine: "Today, focus is primarily on setting new speed records, so there are currently no plans to sell a production Voxan Wattman in the near future, but the subject is always under consideration. Maybe we'll make a limited series production model at a later date."

As well as the absolute record, the team broke three other existing records:

1 km, flying start, partially streamlined:	386.35 km/h (240.07 mph);	previous record:	329.31 km/h (204.62 mph)
1/4 mile, standing start, partially streamlined:	127.30 km/h (79.10 mph);	previous record:	87.16 km/h (54.16 mph)
1 km, standing start, partially streamlined:	191.84 km/h (119.20 mph);	previous record:	122.48 km/h (76.11 mph)

... and established six new records:

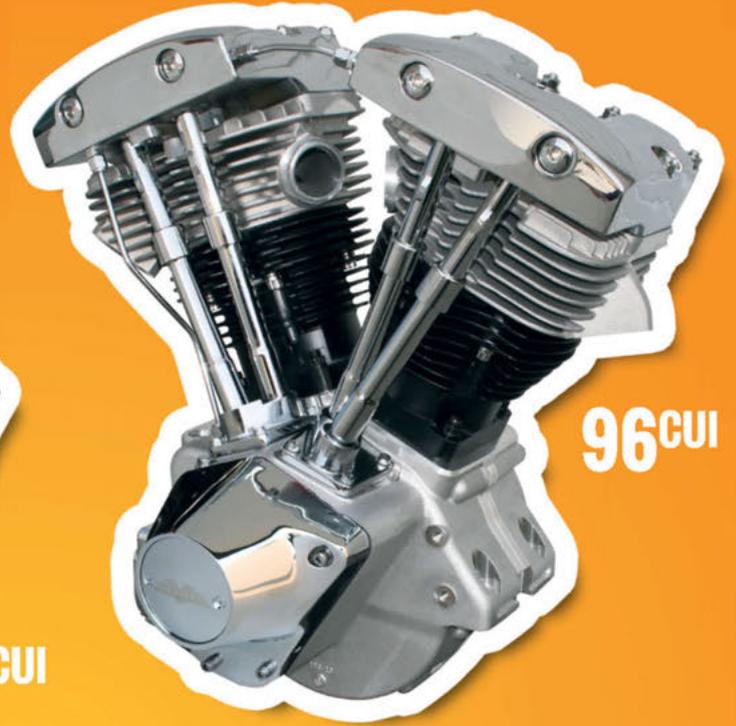
1/4 mile, flying start, partially streamlined:	394.45 km/h (245.10 mph)
1/4 mile, flying start, non-streamlined:	357.19 km/h (221.95 mph)
1/4 mile, standing start, non-streamlined:	126.20 km/h (78.42 mph)
1 km, standing start, non-streamlined: 1	85.56 km/h (115.30 mph)
1 mile, standing start, non-streamlined:	222.82 km/h (138.45 mph)
1 mile, standing start, partially streamlined:	225.01 km/h (139.81 mph)

In total the team set eleven new world speed records at Châteauroux airfield in France on 30 and 31 October and 1 November. The outright top speed achieved over the three days was a remarkable 408 km/h (254 mph).

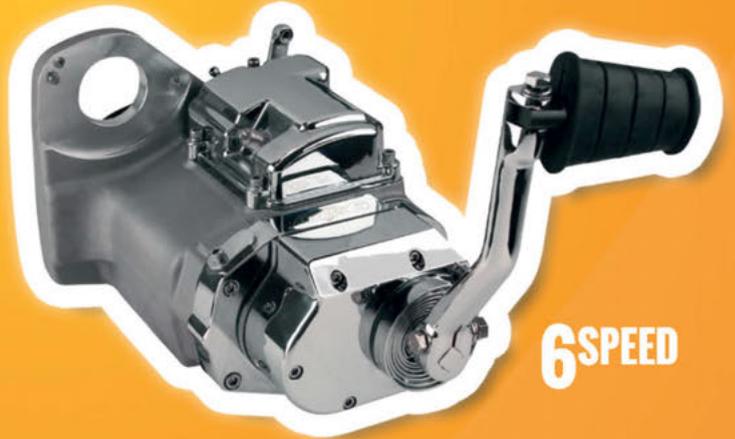
SHOVEL | EVO ?



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96^{CU}



6^{SPEED}



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See page 56 for more of our great products featured in this issue of AMD



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A Skinny Chopper for a Fat Jubilee!

Thunderbike's 35th Anniversary Build



The Thunderbike story started in 1985 in a shed...kind of sounds familiar! But this was not a shed in Milwaukee, it was in Hamminkeln in Germany, and 35 years later, the result hasn't quite been a business on the scale of Harley-Davidson itself, but it has resulted in one of the largest Harley-Davidson dealerships in Europe (if not the largest by annual new model sales volume) and one of Europe's premier parts and accessory manufacturing and custom bike design and building operations.

It is still relatively unusual for an authorized Harley dealer to have such a scale of custom and aftermarket action going, but then again, founder

and former racer Andreas Bergerforth is not exactly your usual kind of Harley dealer, parts manufacturer or custom bike builder. No sir! Not on any level is there anything 'usual' about Andreas Bergerforth, and certainly nothing 'usual' about the business he's built!

From the shed, Andreas quickly progressed to a Suzuki franchise in 1987. At the time when the so-called 'Metric Cruiser' bubble had the force behind it in the 1990s and 'Fat Rear Ends' were the default custom conversion du jour, especially in Germany, Thunderbike became the premier 'go-to' 'metric' custom shop, certainly in Germany, if not in the whole of Europe.

Then, all of a sudden, in 2006 Andreas completely reinvented himself and his business as an authorized Harley-Davidson dealer. Even more remarkably, he



Story continues on Page 34 >>

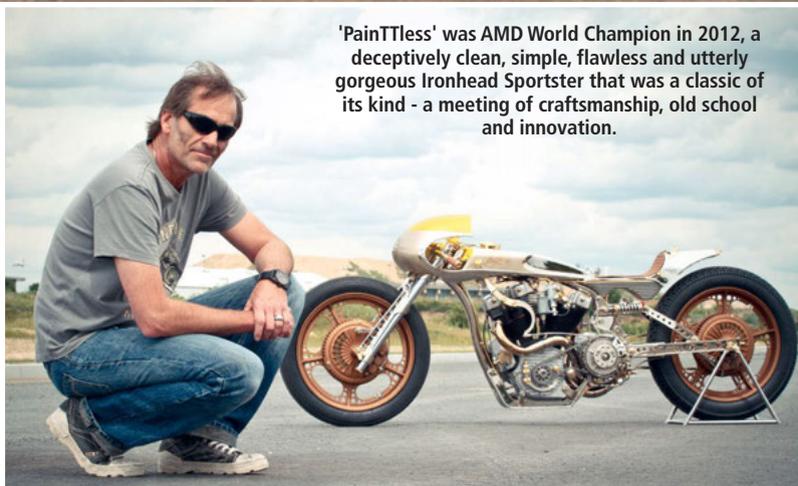


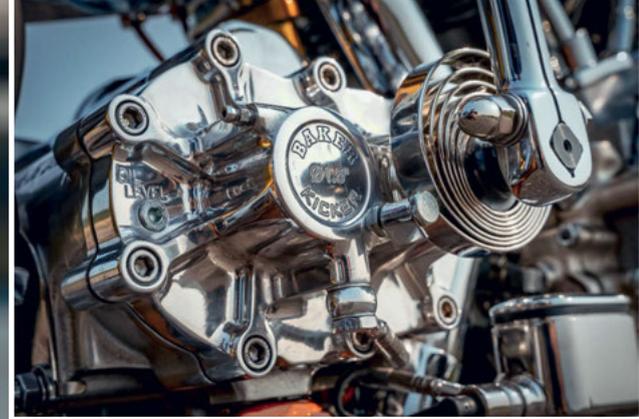


Thunderbike won the European Championship with 'Spectacula', then took second place with it at the 2006 AMD World Championship.



'PainTless' was AMD World Champion in 2012, a deceptively clean, simple, flawless and utterly gorgeous Ironhead Sportster that was a classic of its kind - a meeting of craftsmanship, old school and innovation.





'Open Mind', an S&S
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contemporary
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production excellence,
winner of the 2008 AMD
European Championship.





did so at the peak of the market - in the days of wait lists and inventory shortages, with riders buying whatever inventory was available, at almost whatever price a dealer wanted to charge - not that Thunderbike played that game.

These were the days when the Harley share price was around the \$75.00 mark and it seemed as if buying a Harley or riding a custom bike was set to become mandatory!

However, we all know what happened next in that story, don't we...within thirty months the Harley share price had crashed to as low as around \$8.00, and it seemed as if Harley couldn't give a bike away. But it wasn't like that at Thunderbike. Oh no sir! Remember how 'unusual' I said Andreas Bergerforth and the business he's built is? Rather than locking the doors and walking away, having lost his capital, hopes and dreams, Thunderbike boomed, but it certainly wasn't giving bikes away.

Sure, business might not have been as strong as he's seen it being - or seen it appearing to be while looking in from the outside from the position of being a Suzuki dealer - but he brought a passion, enthusiasm, talent and determinedly positive attitude to the market he was tapping into, and before long he had built a reputation as one of the most popular and successful Harley dealers throughout Germany and, before long, throughout Europe.

Indeed, so counterintuitive was the timing and scale of his success that within four years he had become one of only six people to have won the AMD World Championship at that stage and the first ever Harley dealer to win. He did so with a (albeit heavily modified) factory engine in 2012, at Sturgis, with 'PainTTless', a deceptively clean, simple, flawless and utterly gorgeous Ironhead Sportster that was a classic of its kind - a meeting of craftsmanship, old school and innovation.

Fast forward to 2020, and the eye for detail, the quintessentially good taste and fundamental understanding of how less really can be more are all still there to see in Thunderbike's 35th Anniversary Chopper, based on an exquisite 74" Panhead style replica by Motortech Mfg. of Wernberg, Germany (www.motortech-mfg.com).

Thunderbike made the air filter (Dell'Orto carb) and 2-into-1 exhaust, modified the Harley frame (42 degrees rake), and made the 2-degree rake Springer fork and steel top/aluminum bottom triple clamps. The transmission is a Baker 4-speed, the clutch is a hydraulic Baker/K-Tech unit, with a BDL primary and chain final drive.

The front wheel is a Thunderbike 5-spoke star rim ('Clincher' 1.85 x 23") with a 2.15 x 19" front from a H-D Rocker as the rear.

The oil tank, steel fenders, footrests and controls

(including levers), headlight, brakes, handlebars, sissy bar, seat shell, side stand, electrics, engine brackets and detail accessories are all Thunderbike designs and made in-house specifically for this project.

After 35 years of growth and development, Thunderbike is now more than just a dealership, it is a campus - with showroom, machine hall, service, parts and apparel departments, custom studio and workshops and even a 300 seat 'Roadhouse' year-round entertainment complex.

The company makes its own parts - some 2,500 items - as well as selling mountains of Screamin' Eagle and selected third party parts and accessory brands, and publishes a 1,500 page annual catalog. Its top selling accessories are replacement custom turn signals, handlebars and license plate holders, and the huge investment in wheel making machinery that is evident in the pictures here? Thunderbike sells around 200 of its own design and made wheels a year - plus much else besides.

Thunderbike builds 20-30 heavily customized Harleys each year, but as Andreas told us, pretty much every motorcycle they sell is customized to a greater or lesser extent.

There are around 100 employees working at Thunderbike, and the 'Roadhouse' adds another 40 or so to that when it is busy - which is most weekends.

Andreas has always paid tribute to the team he has around him, describing them as one of the secrets of Thunderbike's success, and has invested heavily in both people and technical equipment. He has built up a talented and experienced team of custom bike designers, techs and engineers over the 35 years, with most of the people he trains staying with him for a long time.

The total indoor space is around 3,000 sq m (approx. 30,000 sq ft) of which 700 sq m/7,000 sq ft is showroom with 1,000 sq m (10,000 sq ft) of workshops and about the same again of warehousing.

Not your 'usual' Harley-Davidson dealer!



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131 Cubic Inch Stroker Kit for M-8

S&S Cycle has been building big bore kits since the 1960s and has "Proven Performance" down to an absolute science.

Its latest efforts are aimed at the Milwaukee-Eight platform (2017 and newer big twins) and "opens up a whole new level of performance for these engines" - combining a new design forged piston with its 4.25" cylinders to net a tire-melting 131 cubic inches when paired with its 4.625" stroker crank.

"We build our big bore kits and cranks to much tighter tolerances and with higher quality materials than the factory parts," states Product Manager Grant Hillegass. "It's hard to argue that and we believe this new piston/cylinder kit will be a solid platform for massive power - we can't wait to see the beasts that will get built around it!"

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Stage 1 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 Stage 1 clutches by Evolution Industries in California are for high horsepower applications (stock to moderate application 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 and Kevlar Terminator friction plates with tempered steel drive plates.

The increased friction area is said to be able to handle up to 220 bhp and machined oil grooves ensure zero slippage with 105%+ more friction area than stock.



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Available for 1999-20 models

Le Pera Bagger Options



'Streaker'

Boutique custom seat designer Le Pera's Streaker Solo is a stripped down, low-profile and low-key but classy solo seat "that forgoes any frills for Bagger customers (2008 - 2020) who prefer an understated look."

The simple, clean lines of the Streaker make it a versatile option that looks great on both stock and customized motorcycles. Standard options include black or brown vinyl in smooth, diamond and pleated styles. It has an 11.5" wide driver seating area.

Also seen here, the Le Pera Monterey Solo (Bagger 2008 - 2020) offers Bagger riders "a classic touring style and the highest level of comfort. It has 15" of driver seating area and can be ridden solo, or a removable passenger seat can be added with either 11" or 14.5" of width." Standard style options include smooth and double diamond.

Still handcrafting all its seats at its 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,



'Monterey'

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

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Kellermann Daycan - "uber bright" DLR with ECE and Integral Indicator Option

Aachen, Germany based LED lights specialist Kellermann has added a major diversification to its internationally popular product offer with these new Daycan combination daylight running lights (DLR) with combination indicator option.

The company describes these lights, which are available for all makes and models of motorcycle, as "sensationally bright" - and they are not joking. By any standards they are "uber bright" and are the first LED aftermarket DLRs to receive ECE approval.

"The sensational illumination power makes every motorcycle more visible in traffic during the day," says Guido Kellermann. "I have always wanted our brand to represent quality and safety. Quality in design, manufacturing, reliability and performance, with rider safety our top priority."

"Engineering these new lights to meet our standards and to meet ECE requirements has not been easy - there is a reason that our Daycan lights are a world first, they have required a massive R&D investment as they break genuinely new ground. Only an established manufacturer with deep experience could have designed these lights."

Daycan I is not only the first daytime running light with an indicator, but the complete illumination surface of the Daycan I switches from white to yellow light during flashing - this illumination power and signal effect creates a major step forward in daytime



visibility and is legally only available from Kellermann.

"We designed Daycan and Daycan I with great attention to detail," says Guido. "It has a look and feel of power and strength. Visually, the Daycan fits into the design of all motorcycles perfectly. We have tested them on everything and in all circumstances and conditions - from adventure bikes and cruisers to café racers, naked style street bikes, touring models and sport bikes."

Kellermann has given this ultra-modern daytime running light a rich yet distinctive look, functional and smart - often a very difficult combination to achieve in any product range, but especially lights. Most riders take their lights for granted, but nobody will be able to overlook a motorcycle equipped with these Daycan lights.

A specifically developed smart control system guarantees seamless communication between all



components and a constant and, importantly, consistent illumination power on both lights, in all weather and temperature conditions. Both Daycan versions (with and without integral indicator function) can be installed on almost all motorcycles, with and without existing original daytime running light.

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2021 Gringo
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Gringo^S



Flat Black Gloss Vintage White Gloss Black Dice Flames Flat Titanium Gloss Sea Foam Gloss Coyote Tan Gloss Copper

**DOT
BONANZA**



Flat Black Gloss Vintage White Gloss Black Flat Black Factory Gloss Blood Red Gloss Agave Metallic Champagne Black Spectrum

Replacement Rear Fender Harness

Oreland, Pennsylvania based NAMZ Custom Cycle Products continues to "make it easy for you to do it right," says NAMZ CEO Jeff Zielinski.

This replacement rear fender harness is a 100% plug and play install, and when used as an OEM style replacement harness, it simply plugs into the OE circuit board behind the taillight. "When used on 2018-current FXLR/S models, it allows the use of custom taillights with integrated turn signals as well."

NAMZ is celebrating 21 years in business providing 'World Class' electrical components, LED lighting (Letric brand), Badlands lighting modules, wiring



harnesses and installation supplies. NAMZ and Badlands products are available through Drag Specialties, Parts Unlimited, Tucker, Mid-USA, J&P Cycles, V-Twin, Parts Canada, Parts Europe, Custom

Chrome Europe, Motorcycle Storehouse, W&W, Zodiac, Rollies Speed Shop and Performance Cycle Wholesale Limited, or directly from the company's website.

Letric Lighting Co. products are available through Tucker and Rollies Speed Shop or also directly from its website.

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Road Hawg Wide Tire Conversion Kits

Georgia based Hawg Halters' 'Road Hawg' program of wide tire conversion kits and components continues to prosper, with a steady stream of additions in the past 24 months.

The latest are complete wide tire kits for Indian Motorcycle Touring bike models in 18" and 21" x 5.5 sizes with a broad

selection of HHI/Regade wheels, bolt-on 6-piston side caliper kits and AirFX suspension.

For Harley models, the Road Hawg program now consists of a total of six packages in 18", 21" and 23" x 5.5 sizes in versions for 2013 and earlier and 2014 and later.

In all, Hawg Halters offers dealers eight complete, integrated packages from basic right up to complete 'Builder Kits'. Hawg Halters always included selected Regade Wheels designs in its programs, but since announcing its acquisition of the Regade brand and designs, it has been able to increase its market with the addition of ten new Replica designs. These new styles come in chrome, black or phantom cut, with matching cog drive rotors.



'Ranger' 23"

The company offers 18", 21" and 23" x 5.5 widths in the Replica wheel program for its Road Hawg wide tire kits. Stock sizes are also available by special order.



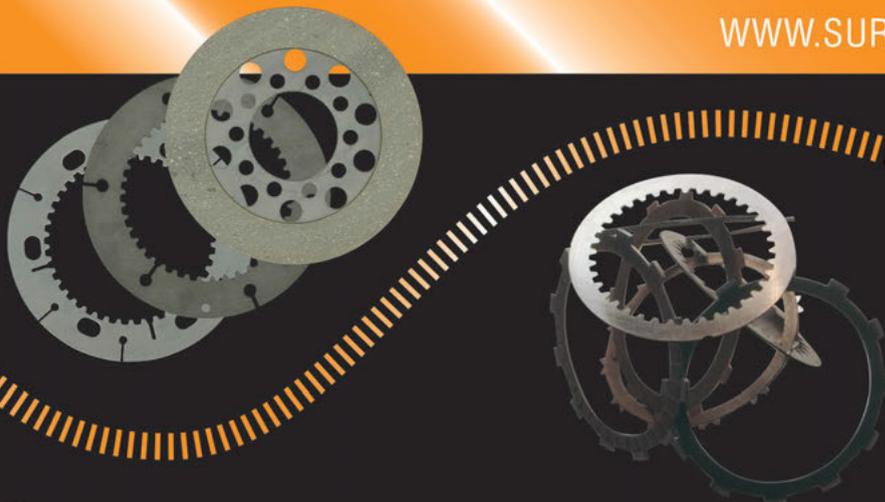
'Marquise' 18"



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The Biltwell Motorcycle Luggage Backstory - "By Riders, For Riders"

Biltwell was one of, if not the first, to bring tactical-style MOLLE-equipped motorcycle gear to market with their universal-fit EXFIL-7 back in 2014. "I came back from Iraq in '05 and used the machine gun ammo pouches from my gear to hold stuff on my bikes for years," says co-founder Bill Bryant. "Those pouches were way tougher and more universal than anything on the market, but not really meant for motorcycles. So, we designed the EXFIL-7 to be a moto-specific, but universally mounted utility bag."

Now, nearly a decade after first launching it, Biltwell's EXFIL line of motorcycle luggage has expanded to nine different bags for a wide variety of 'missions'.

Not ones to sit back and design gear from behind their desks, Bryant and crew log plenty of miles, and not just riding to the local bar either. This year the Biltwell gang was slated to ride old bikes to the top of the world - Prudhoe Bay, Alaska, but COVID-19 had other plans and the adventure had to be postponed.

Not ones to give up easily, a "back-up plan" was initiated. Remote camping through Utah, Idaho, Montana, Washington and Oregon meant social distancing was easy to do and the group used the opportunity to shakedown final prototypes of the new EXFIL-65 bag, fine-tune future design



Putting their money where their mouth is - the Biltwell crew puts down many adventurous miles each year in search of good times and thoughtful product designs. It ain't bad work if you can get it!



The EXFIL-65 is Biltwell's latest offering - 100% waterproof and just the right size for nearly any adventure, it straps on to a sissy bar or luggage rack and offers a myriad of tie-down and attachment points.

modifications on the other gear and maybe sneak in just a little bit of fun and call it work.

From the hugely successful EXFIL-80 sissy bar bag to the thoughtfully designed EXFIL-11 tank bag, all of the gear is meant to be universal fit.

This makes it particularly easy for dealers to stock and simple for riders to buy and install. "There's plenty of traditional, complicated and ugly luggage out there for baggers and touring bikes," says Bryant, "but we wanted something much more rugged that worked on any motorcycle and was built for the way our customers ride." The numerical naming convention? Simple. "Conventional luggage is measured in liters. That's an odd measurement that doesn't connect with our customers." So, the model names are derived by determining how many 12 ounce beer cans can fit in each one. Something nearly every Biltwell customer can identify with immediately - one more clever example of this company's empathy with the younger and more adventurous modern-day rider.

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W&W Cycles Additions

The Cyclery IOE Cylinders



Protect valuable and irreplaceable original crankcases from worn-beyond-repair original cylinders (a.k.a. time bombs) with these accurate reproduction IOE (Inlet Over Exhaust) cylinders. Cast from state-of-the-art alloys to modern specs, W&W says they "stand up to all horsepower you can pack on an IOE lower end. Now you can finally have both, that stock factory look and a safe engine. Racers around the globe have been using them with great success for years." Sold as pairs only, they are made in Australia and come with a cast iron, cast finish. There are versions available for most applications.

CHP Scavenger Pumps for Flatheads

W&W says these are "the perfect complement for CHP feed pumps to compensate for the increased supply volume." The wider gears of the CHP scavenger pump effectively raise the return oil volume by about 40%. They will also work with stock feed pumps.



The pumps are Swedish made in cast iron/steel with four studs for Big Twin Flathead 1937-1948 and 45"/750 cc Flathead 1937-1973 (except K-models).

Fork Enduro Fairings

This one-of-a-kind Enduro style fairing is made in Japan from cast aluminum with a cast finish. It takes a 4-1/2" headlamp and its dimensions are 152 mm wide by 320 mm high. A bolt-on mounting kit for H-D 39 mm forks is available as an additional option.



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American Prime Manufacturing Clutch Packs

Santa Fe Springs, California based American Prime Manufacturing (APM) continues to add to its product offer - these performance replacement clutch packs for 1990 and later stock or slightly modified Harley models feature an extra plate.

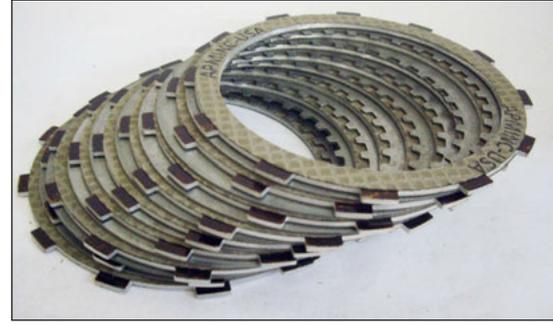
For 1990-1997 Big Twin and 1991-later XL models, the kit includes nine friction plates and eight tempered steel drive plates with 15% stiffer diaphragm spring.

For 1998-2017 EVO and Twin Cam models it includes nine friction plates, eight steel plates and the stiffer diaphragm spring with a pre-measured stack height. For 1998 to 2017 Big Twin and Twin Cams it includes nine Kevlar friction plates on 6061-T7 aluminum cores and eight tempered steel drive plates, without

the replacement spring.

Aggressive materials and tougher springs make these clutch packs "way better than stock," according to APM president Ben Kudon, and "ideal for modified or stock H-D models. For super modified applications, our Comp Master clutch is the way to go."

Also seen here, these APM 'EzyFit' OEM replacement oil pump fittings are said to be "easy to install and turn, even in the tightest places on top of the oil pump. These fittings accept a 5/16" Allen wrench - no more custom wrenches, scraped knuckles, damaged fitting edges or leaky oil pump fittings."



High performance extra plate kit - fits 1998 to 2017 Big Twin & Twin Cam

They feature fully machined oil passages for maximum oil flow and are precision-machined from solid brass and then show-chromed.

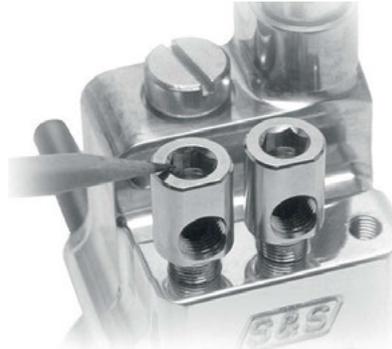
Finally, APM Shovelhead manifold adapter rings "are the perfect solution to the age-old question of what to do if the O-ring style manifold is converted to the better sealing rubber band? Our adapter rings are made of 30% glass filled nylon and have a melting point of approx. 500 degrees F, with a tensile strength of approx. 29000 psi.

"They are available individually or in pairs, are easy to install and are a perfect inexpensive fix to eliminate the manifold leaks that plagued the O-ring style manifolds for years."

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OptiMate 7 SELECT - The 'Do it All' Battery Charger



"Gone are the days when an experienced technician could listen to the motor run, figure out what's wrong, adjust a few things and presto - the engine is running smoother," laments TecMate CEO Martin Human.

"These days, troubleshooting and tuning is done via a diagnostic link between computer and motorcycle, and usually without the engine running - which works great until the motorcycle's battery runs out of power!

"That's where the OptiMate 7 SELECT can make a difference. Its PS (power supply) support mode provides a steady 13.6V with up to 8 amps available, quite sufficient to keep that battery charged whilst the computer diagnostics deliver their magic, either uploading a new ignition map or troubleshooting an electrical issue.

"It can also charge fast. Motorcycles in for service often have a battery that is in bad shape one way or another, or there is that motorcycle in the showroom being drooled over by a prospective buyer, but it has a dead battery...no problem," says Martin. "OptiMate 7 SELECT has up to 10 amps on tap, smartly controlled by the AmpMatic program that adjusts charge current

according to the battery's size and condition - smaller batteries get less, bigger batteries get more." OptiMate 7 SELECT's two charge modes, 14.4V for most batteries and 14.7V for premium AGM batteries, "guarantee that any 12V battery will be correctly charged. The rest is easy and typical OptiMate - hook it up and no further supervision is required."

The OptiMate 7 SELECT will deliver the right charge to any 12V battery even if it is 'dead-flat', and it will save it from as low as 0.5 volt. Leave it overnight or longer and the 24-7 smart maintenance program will keep on improving the battery's condition. "Irrespective of that battery being in a vehicle or stored in a hot warehouse, or in a bike out there in the cold, OptiMate 7 SELECT automatically adjusts the charge voltage according to ambient temperature, guaranteeing the battery will never be over or undercharged. And don't worry about using it outside in rain or snow, it's fully sealed.



"We designed the OptiMate 7 SELECT to be the smartest, most versatile and fastest charger we have - if a charger could be a right-hand man, then this would be it."

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Metalsport - "Stocked with Vee Rubber Street/Touring Tires"

Last year South Gate, California based Metalsport Wheels became the exclusive USA importer for Vee Rubber tires, with the plan to no longer ship Monster and Twin 302 Series (Street and Touring) tires from the Vee Rubber warehouse in Atlanta, Georgia. Instead Metalsport would build up inventory at its Californian warehouse, and the company has now told AMD that "our warehouse is bursting with fresh tires ready to ship anywhere."

"We offer thirty-two sizes in the blackwall line, including the hard-to-find 360 and 200 tires. The whitewall line features fourteen sizes - many simply not available from any other tire manufacturer. We also added the popular replacement tires for the Can-Am Spyder."

"Many of the tires from the 302 Series product line have seen improvements with upgraded load ratings, and we added a few more tire sizes to the line."



METALSPORT WHEELS
 South Gate, California, USA
 Tel: 562 776 9594
info@metalsportwheels.com
www.metalsportwheels.com

Chain Drive Conversion Kit



This 530 54-tooth chain drive conversion kit by Phoenix, Arizona based **Trask Performance** is designed for (separately available) 530, minimum 130 link chain and is an easy install on cush-drive models.

Designed to upgrade the stock belt drive to chain drive, the custom steel 54-tooth rear sprocket and Trask custom billet 25-tooth aluminum carrier are heat treated and coated for long lasting wear, come with high

quality bearings and spacers and fit Harley OE factory wheels. A high-quality O-ring chain is recommended.



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 Janesville, Wisconsin, USA
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drag@dragspecialties.com
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Softail 'Shredder' Slip-Ons

'Shredder' in black for Heritage/DeluxeA



Pine Island, Minnesota based Khrome Werks' new 3.5" 'Shredder' slip-on mufflers feature fat 3.5" diameter mufflers that "produce a deep tone and have a classic look with a bit of edge thanks to our new laser-cut aluminum 'Shredder' tips."

Khrome Werks has "eliminated the clutter" such as the unnecessary factory heat shield "for a clean and classy look that means business."

They are equipped with a 2.00" mechanical baffle for a consistent sound that doesn't deteriorate over time. They come in OE matched chrome or black finishes and are covered by the manufacturer's lifetime warranty. Air/fuel adjustment is suggested.

'Shredder' in chrome for 2018 and up Fat Boy, Street Bob, Slim, Low Rider and Breakout

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The slip-ons are available for 2018 and up Fat Boy, Street Bob, Slim, Low Rider, Breakout and Heritage/Deluxe models.

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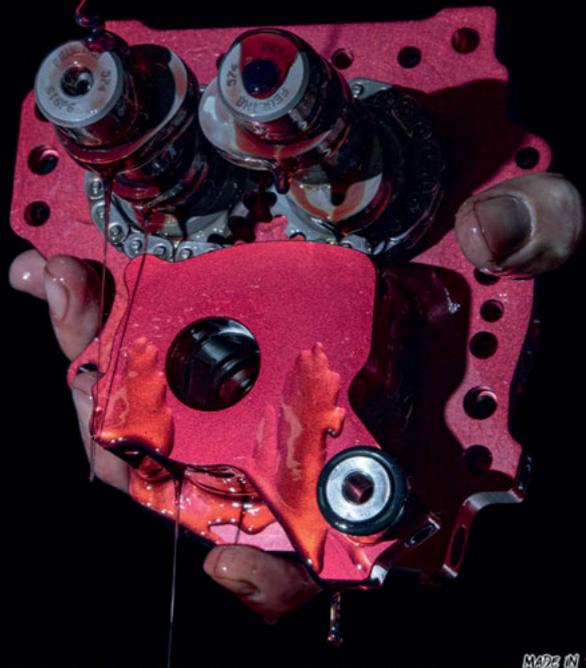
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Drag Specialties Additions

Easy-Find Kickstand Extension



This Drag Specialties easy-find kickstand extension installs quickly (some drilling required) and includes all necessary mounting hardware. Available with a gloss black finish to complement the finish of the OEM kickstand, it fits '91-'17 FXD models.

M-8 Spin-On Oil Filters



These Drag Specialties high-quality spin-on oil filters "are a dependable replacement for most OEM filters - they have a large 900 cm² media area that is rated down to 10 microns." Filters with nut include a 17 mm hex nut on the end of the filter for easy installation/removal. Available in a chrome or black version, with or without an end nut to fit '17-'20 M-8 models.

Predator II Two-Up

These Predator III 2-up seats by Drag Seats feature a 6 1/2" tall driver support and "unique styling." The seat base is 3/16" thermoformed ABS with a



carpeted bottom and rubber bumpers to protect the paint. "Molded polyurethane foam and a high-quality automotive-grade vinyl cover provide comfort and styling. The seats are available in Smooth style or Double-Diamond stitch pattern with black, silver or red thread." They fit '08-'20 FLHT/FLHR/FLHRC/FLTR/FLHX/FLHTC/FLHTCU models and will work with all Drag Specialties

M-8 Softail Soft-Ride Driver Footpegs



These stylish footpegs are designed to absorb vibrations to add comfort on long rides. The hollow core, long-lasting Neoprene rubber insert cleats are isostatically mounted on a special chrome socket-head bolt. The pegs mount to the stock footpeg mounts. Available in chrome or black finish for '18-'20 Softail models and the 2020 ELW.

M-8 High-Performance Starter Motors



These all-new (not remanufactured) 1.4 kW high-performance starter motors for M-8 applications have oversized clutch rollers, cold-headed steel idler gears and armature hairpins that are resistance-fused to the starter armature. Black finished, they are available to fit '17-'20 H-D Dresser and Trike models and '18-'20 H-D Softails.

DRAG SPECIALTIES
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Custom Dynamics lighting options



Youngville, North Carolina based Custom Dynamics' new LED low-profile taillight offers 45 dual intensity red LEDs with a red or smoked lens and optional top license plate illumination window.

A new spherical internal lens design magnifies the light output to produce a bright red running and brake light with DOT/SAE compliance and increased side visibility. "Our most compact design yet protrudes only two inches from the stock taillight base plate for a sleek, modern taillight solution for the rear fender."

Replacement gasket and nylon washers are included for easy plug and play installation into OEM taillight circuit board for most 1999-2020 Harley-Davidson models (including Tri Glide) equipped with an OEM squareback taillight. Does NOT fit HDI (international model) 2020 Tri Glide CVO. Plug and play taillight adapter (sold separately) required for installation on US model 2020 Harley-Davidson Tri Glide CVO (FLHTCUTGSE).

Also seen here, these low profile BAGZ run/brake/turn LED saddlebag lights for Indian models have a sleek, low-profile design.



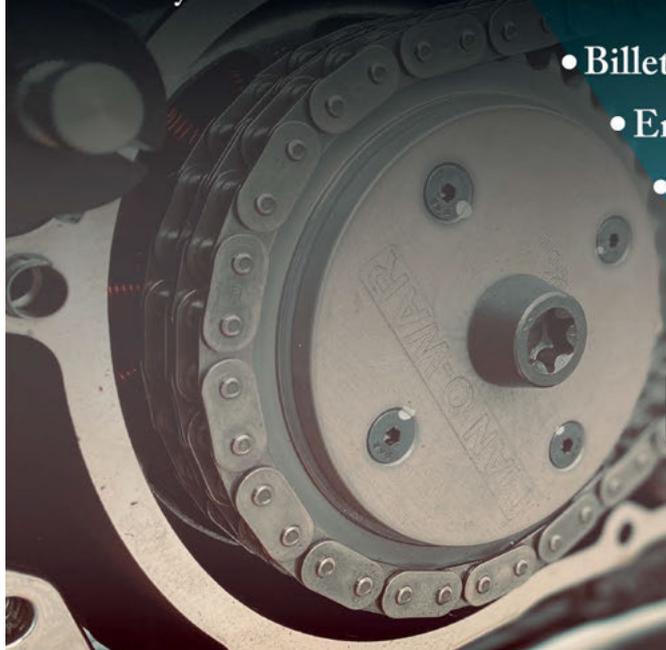
Utilizing super bright red LEDs behind a red or smoked lens to provide contrasting red running light with full intensity brake and turn signal, BAGZ come pre-taped for mounting under the lid of the OEM saddlebag and include a plug and play wiring adapter and have in-line quick disconnect for quick removal of saddlebags.

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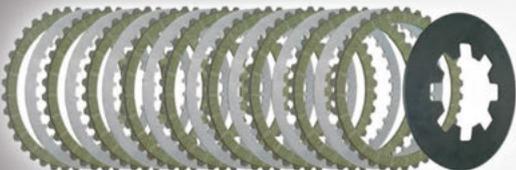
BTX-5



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

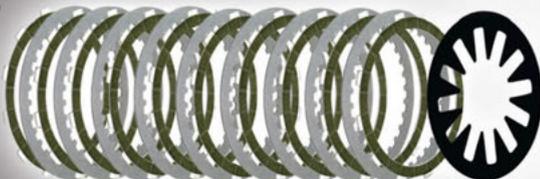
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BTX-11



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

BTX-14



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

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Manual Primary Chain Tensioner



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This manual primary chain tensioner (and replacement shoe) is newly available from Biker's Choice and allows manual adjustment of the primary chain for performance use.

It also helps prevent premature engine and transmission bearing failure by allowing proper chain tension of 5/8" - 7/8" when cold, and is said to be "perfect for use with the 34-tooth compensator eliminator - just remove the outer primary cover to check and adjust."

It replaces the factory automatic primary chain

adjuster on 2006-17 Dyna, 2007-17 Softail, 2007-2016 Touring and 2009-2016 Trike models. Due to the high-performance nature of this product, some increased primary chain noise may be experienced.

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Dual Saddle for H-D LiveWire



Corbin Saddles continues to work on unlikely and adventurous product projects as well as the mainstream models it is well known for.

Last month we featured products the company had designed for the all-electric Zero Motorcycles models and this month, underscoring the pedigree that multiple patent holder Mike Corbin has where electric transport is concerned, we feature this Corbin Dual for Harley's LiveWire. Described as a characteristically 'Corbin combination' of "form and function, comfort and style," the seating areas have been ergonomically designed to distribute body weight over a greater area. This provides longer-range support and eliminates hot spots.

"A neutralized seating platform helps to hold your body in place and curbs sliding in the saddle. This also helps to relieve rider fatigue by taking pressure off the wrists and knees. For those chilly morning rides, we offer the option of heated rider seating. "We incorporate a heater unit under the



Extra-Plate Clutch Kit - Indian Big Twins



The latest addition to Barnett Clutches & Cables' line of Indian clutch components is this extra-plate clutch kit for the 2014-20 Chief/Chieftain/Roadmaster/Springfield.

It includes eight Kevlar friction plates, seven tempered steel plates, a set of five heavy duty springs, and is said to provide increased clutch capacity and performance. "The segmented Kevlar friction plates are designed for more oil flow, resulting in cooler operating temperatures and a smoother, more positive clutch engagement."

All Barnett kits are measured for

appropriate stack height "to ensure proper fit and performance right out of the box."

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BDL BTX-11 - "Feel the Power"

Designed specifically for 1990-97 Big Twin and 1991 to present Sportster (XL) applications, the BTX-11 high-performance clutch plate set by Belt Drives Ltd



(BDL) consists of nine friction plates and eight steel plates.

The friction plates have a larger contact surface area for more grabbing force - "add the 15% stronger diaphragm spring for more force and you have more power, and that translates into more torque and horsepower to the rear wheel."

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leather seating and a switch on the left side of the saddle (so you can turn it on without removing your hand from the throttle). Just flip the switch and the seat will warm up and maintain temperature automatically." The heater comes completely pre-installed in the saddle and installs simply by integrating the included pigtail - rider and passenger seat heating is controlled via the one switch.

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DRAG
Specialties

Deep-Drawn 14-Gauge Steel Café Style Front Fender

Paul Yaffe's Phoenix, Arizona based operation has more information about its burgeoning Café style fender range for many Harley-Davidson models.

In the November edition, we gave a debut to the new 3-D formed, hand laid composite front fender - weighing in at just over 1 lb, it is a "super strong, laser straight" direct bolt-on for 1999 and up Touring models, performance Baggers, FL Softails, Dynas, FXRs and XLs.

All-new tooling has now been built for this steel front fender - tooling that allows the fender to be "deep-drawn" from one indestructible piece of 14-gauge steel, as with all of Bagger Nation steel fenders. Each stamped fender is then precision laser-cut for perfect symmetry.

"We've even drilled the mounting holes, so you won't have to touch a tool when you choose our fenders," says Paul. "No spinning, no welding, no seams or grooves that need to be body-worked. Each fender is meticulously coated, so you can rest assured



your fender will arrive and remain corrosion-free.

"These fenders are perfect! Seriously, they are perfect - you can pull them right out of the box, scuff them, paint them, and mount them. No drilling or shaping of any kind is required. Painters will love these."

Each real steel 14-gauge fender includes satin CNC-machined billet spacers and all the needed hardware for installation. Easy to follow install instructions can be found in the support section of the Bagger Nation website.

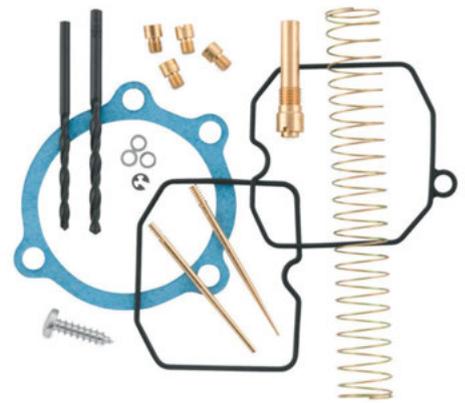
For more great products from Bagger Nation turn to pages 28-29

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CV Carb Recalibration Kit

Twin Power Brand Manager James Simonelli says that the CV carb recalibration kit "cures flat spots, backfiring and the poor throttle response that is the common fault of CV carbs - especially after they have done some miles.

"It increases power in the mid-range and top end while maintaining satisfactory fuel economy." The main jet assortment for precision tuning includes 150, 160, 170, 180 and 190; the kit includes instructions and tuning, and gaskets and seals where necessary for FLH/T, FXST, FLST, FXD, FXR and XL 1990 - 2006.



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www.tucker.com/v-twin
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Virtual Pre-Approval System for Helmets

Stockholm, Sweden based MIPS has announced a new proprietary analysis technique to allow it to "significantly increase safety while reducing the cost of its technology to motorcycle helmet brands and manufacturers."

Describing it as "the future of helmet development," MIPS' new Finite Element Analysis (FEA) tool is the latest state-of-the-art computer science technique it is using to replicate and predict the response in lab-based and real-life impact helmet testing more quickly and efficiently.

"With nearly twenty years of experience developing ground-breaking testing methodology, MIPS has become a pioneer in utilizing virtual testing for linear and rotational motion," says MIPS CEO, Max Strandwitz.

"Our research and simulation of real-world accidents has led us to this new way to test helmets. Multiple design iterations and a lengthy testing procedure can make the helmet manufacturing process expensive and time-consuming.

"To make sure a helmet performs in accordance with the latest standards, which incorporates increased protection for both linear and rotational motion, it

requires another level in helmet development and testing.

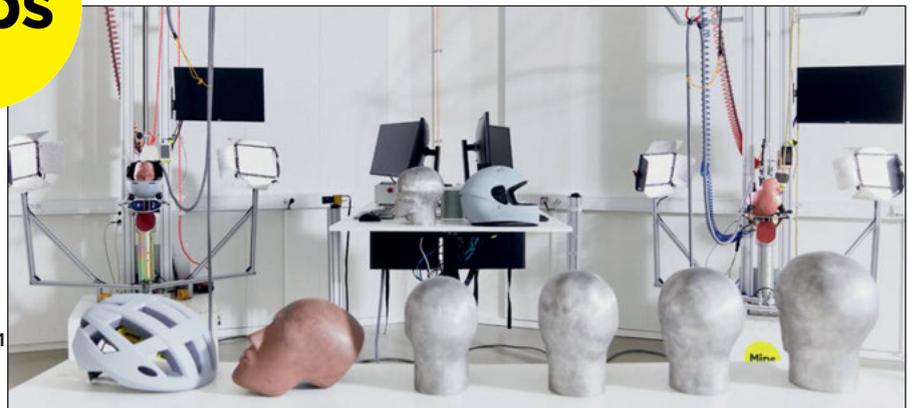
"Thanks to our new FEA method, brands are now able to expedite both the development and testing

process, while also reducing costs and cutting the length of time to bring a safer helmet to market.

"MIPS now offers brands its virtual testing service where helmets can be compared and tested in accordance with a wide range of standards. The first testing standard to utilize the FEA testing method will be ECE 22.06, which includes testing for rotational motion - the foundation of MIPS' technology."



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NEWS BRIEFS

Comoto Holdings, the owner of J&P Cycles, Revzilla and Cycle Gear, has acquired Colorado based REVER, the world's largest motorcycle, off-road and adventure GPS app and community, to further expand its digital platform consumer reach footprint. The REVER app is said to have been downloaded more than one million times.

The MIC has said that domestic U.S. motorcycle sales were up by double digits percent through the third quarter. Year-to-date sales of new motorcycles and scooters through September increased 10.2% compared to the same period of 2019.

The pre-production prototype of the upcoming Harley Pan America has been on the road in Europe - visiting dealers in France and Italy in particular to spread ADV love in advance of the expected Q1 launch confirmation. Indeed, several Italian Harley dealers are reported to have already placed pre-orders as Milwaukee works hard to prop up any domestic U.S. negativity with enough international sales to make it worth continuing with, or maybe because it is because the BMW and Honda Africa Twin dominated European ADV market will be the toughest to crack.

AMA Hall of Famer and original member of the Indian Motorcycle Racing 'Wrecking Crew', Bill Tuman has died in Bettendorf, Iowa, aged 99. In a professional racing career that spanned from 1947 to 1955 he won five AMA Grand National championships and earned nicknames such as the 'Rockford Rocket' and 'Bullet Bill'. Between 1950 and 1953 he raced for the Indian factory team with Ernie Beckman and Bobby Hill - they garnered 14 AMA National wins between them.

H-D Announces MY2021 Single Global Digital Launch Event for January 19th

Harley-Davidson is to announce its MY2021 model range via a "global virtual launch experience" in January 2021 as a much trailed alternate to its traditional August Dealer Meeting and subsequent press releases and test rides.

"Throughout Harley-Davidson's 118-year history, the brand has never before brought the entire world together to experience the debut of all-new Harley-Davidson motorcycles. On January 19th, 2021, that all changes with a single virtual event.

"During H-D 21, the company's first virtual launch experience, Harley-Davidson will announce new 2021 motorcycles, parts and accessories, riding gear and apparel.

"Those who participate will hear from Harley-Davidson leadership, product experts and passionate enthusiasts who are leading and shaping the industry on all that's coming to Harley-Davidson dealerships in 2021."

The company says that the global virtual launch is part of its "streamlined and overhauled approach to bringing products to market for customers. Earlier this year, Harley-Davidson announced significant shifts including streamlining its planned product portfolio by 30 percent, shifting its new model year debut to align with the start of the riding season and amped-up marketing efforts to drive desirability and maximize impact in the market."

VP Marketing Theo Keetell is quoted as saying: "We're thrilled to bring the world together virtually to showcase the inspiration and passion behind our 2021 motorcycles, including a glimpse



Momoa riding the upcoming Pan America

of our first adventure touring motorcycle, the Pan America."

Harley-Davidson motorcycle enthusiast Jason Momoa will play a key role in the event. "Momoa will share his thoughts on how Harley-Davidson's upcoming Pan America motorcycle has expanded his passion for Harley-Davidson and created new opportunities to explore endless horizons beyond paved roads."

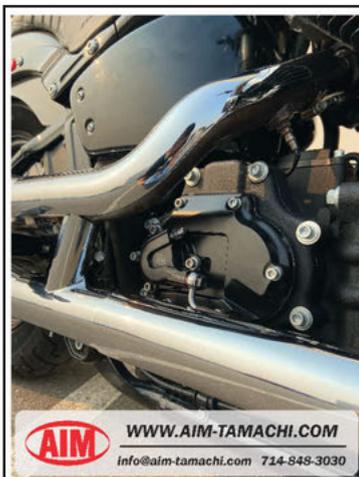
Momoa is quoted as saying: "Harley-Davidson has unlocked opportunities for me to find adventure with amazing people, awe-inspiring places, and expand my inspiration seen in the 'United We Will Ride' content series. "I was excited to collaborate with Harley-Davidson for a first look and chance to ride the Pan America 1250 motorcycle. It's the perfect vehicle that combines my love of the outdoors, the unknown and Harley-Davidson. People are going to be completely stoked about this bike that Harley-

Davidson has created." Harley says that the "all-new Pan America 1250 adventure touring motorcycle will be previewed in the January 19th H-D 21 virtual launch experience, but will be bringing the world back together on February 22, 2021 to reveal the motorcycle's full details in a separate digital event with the spotlight on the new Pan America motorcycle specifically."

To take part in the H-D 21 virtual launch experience, register at www.H-D.com/21



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