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## AFTERMARKET MOTO DESIGN

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

FEB 2021

ISSUE #259

### Harley MY21 - Playing it Safe with Chrome, Paint, Audio, Accessories; Some Models Dropped, Nothing New at This Stage

**In what is a massive outbreak of playing it so safe it is taking a huge risk, Harley-Davidson's 2021 Global New Model Year announcement event was heavy on hyperbole and light on initiative - despite what one assumes was its best efforts, inspirational, motivational and aspirational it wasn't.**

Recycling 1980s style corporate promo video values and techniques, the presentation was entirely devoid of the kind of authenticity that new generations of consumers live for. The 'Grand Unveil' was basically just a 60 minute promo video that was clearly thrown together in November and December last year - not the kind of interactive live experience that contemporary marketing techniques require.

Which was probably just as well, because the Harley site serving the film had crashed, coming to life on a classic 'Just in Time Inventory' basis.

Carefully trying to annotate the number of times chrome, paint and audio were mentioned, it was simply

impossible to keep up with the diet of lightweight, superficial cliches - in fact it is unclear if the word 'engineering' actually got used at all. If it did, then it was only a handful of times at best, and in connection with design, sound and finish, not in connection with actual, you know, making metal things.

The use of the English language

“ devoid of authenticity ”

deployed was grammatically poor in several places, with employees who look scared to death reading from scripts that had come straight out of the school of writing by people who have no idea what they are writing about - not the kind of scripts that one would expect from an institution with nearly 120 years of motorcycle industry institutional knowledge and empathy.

The highlights of the announcement (if they can be called that) centered on

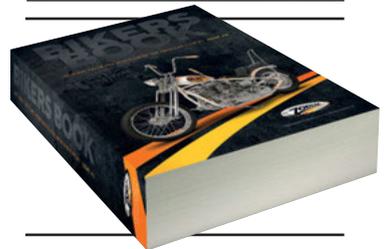
the "new" Softail Street Bob 114, though actually the only thing that does appear to be really new about it is the upgrade from the 107" M-8 it should never have been on before.

In fact, the Street Bob aside, the elevation up the engine capacity ladder is virtually non-existent - and Harley still appears to think that leaving the burgeoning middleweight market unserved is still a smart play.

Okay, the new 1250 cc engine that will be in the Pan America will debut towards the end of February, and it is known that there are 750 and 950 versions of it 'in-play' at various stages of gestation, but the Sportster line-up is down one model (the 1200 cc Roadster), leaving the Forty Eight and 883 and 1200 cc iterations of the Iron - and by all reports these may only survive for one more year and have already been dropped in Europe - Harley has not been prepared to invest in making the existing XL engines Euro 5 (or BS6/India) compliant.

The other so-called big news is the audio upgrade with Rockford Fosgate

**Continues on page 6 >>>**



**KING OF THE BAGGERS**



**Predatory Presence - this Tommy & Sons Bagger is one of the projects that had been planned as a competitor in the AMD 2020 World Championship that never was ... see pages 32 & 33.**



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As 'REWIRE' gives way to 'HARDWIRE', Robin Bradley wants to know if Harley's 'Plan to Have a Plan' will amount to anything this time around, or just result in yet another CEO being expunged from the record.



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XS 650 from ESG, Poland, is one of two bikes featured in AMD this month that should have been at the AMD World Championship that never was in Cologne in October 2020.



**PAUL LANGLEY - S&S needs a new President! ..... 64**

After six hugely successful years in which challenges have been overcome and opportunities embraced, Paul Langley is to leave his role as President of the Viola, Wisconsin based masters of 'Proven Performance'. What next for the industry veteran - yard work or a knighthood?



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The Hazelwood, Missouri based distributor and own brand specialist unveils its 37th catalog with over 1,200 pages of the great and the good, the chrome and the cool.



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Deprived of its planned collaboration with AIMExpo at Columbus, Ohio, in January, Tucker Powersports is taking it to the track - NASCAR race tracks to be exact - with its first four 2021 Road Show dealer appreciation event dates.

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# Are You Wired?

**T**his edition of AMD Magazine went to print the same day that Harley had its MY2021 virtual unveil - the global 'Virtual Launch Experience' - but the tightness of the schedule for this issue meant that these comments had to be written before knowing for sure just which models Harley would be fielding this year.

So, my remarks this month are even more of a high wire act than usual. Apologies if anything said here doesn't fit with the 2021 model year news that appears elsewhere in this edition, but it will make for an interesting compare and contrast. On January 13 Harley issued another one of its 'Plan to Have a Plan' news releases in which it stated that its 'Rewire' had been completed and announced that WIRE II - its 'Hardwire' 2021-2025 strategic plan - would be revealed to a breathless world on February 2, along with its 2020 Q4 and full year fiscals.

While we already know that the latter won't be pretty (regardless of how well the housekeeping has been going), there is lingering uncertainty surrounding just how much noise the new five-year plan will make. Describing 'Rewire' as the "critical overhaul of its business," Harley described 'Hardwire' as being a plan to "deliver profitable and desirable long-term growth and shareholder value."

'Hardwire' will be Harley's second attempt at nailing a strategic 5-year plan. In time-honored Soviet Republic of 'Politburo Knows Best' style, the last such plan - 'More Roads to Harley-Davidson' - eschewed taking a close look at where the global motorcycle industry was headed, with the result that it only lasted a couple of years before its failure cost former CEO Matt Levatich his job.

While Harley has not quite yet completely airbrushed Levatich from its history, new CEO Jochen Zeitz wasted no time announcing the plan's demise and implementing the 'Rewire' as a company-wide, no holds barred reappraisal of the company's ability to survive the ongoing issues it faced and set "a strong foundation" for the planned new plan.

As an outsider looking in, dealer network development notwithstanding, Zeitz strikes me as a much more outward looking and consultation-oriented manager who consumes his H-D brand concepts in a rather more context-rich formula than those who preceded him.

I don't see him as one who binge-drinks the Bar 'n Shield Kool-Aide, but instead as someone who understands that it is a finite, indeed shrinking market, and that stopping others taking his business is as important as trying to take business of others. He appears to be a balanced diet capitalist who doesn't measure how well he is doing by weighing up how badly 'the other guy' is doing.

Some of his management team's actions so far, especially as they affect the hardcore legacy dealers in the network, may suggest otherwise, but he does appear to understand that just because the brand's hardcore customer base is aging out doesn't mean he should euthanize those who could still support him for some time yet.

"I am confident the substantial changes we made with the 'Rewire' have set us

up to successfully execute our strategic plan," Zeitz is quoted as saying. "We are now a leaner, more aligned organization, and we are making decisions faster. The right structure, leadership and principles are in place, and we are ready to execute our strategic plan and continue our H-D #1 cultural journey to become a high-performing company."

The company says that, as a result of the 'Rewire', it executed "a much needed reduction in organizational complexity." One therefore hopes that the wasteful duplication that has plagued the company for decades has been eliminated and that the "increased speed" with which it can "implement plans and decisions" and that the "simplicity, agility and efficiency" the new operating model and organizational structure "across every function" actually means fewer people doing more real work with greater responsibility for outcomes and less blah blah.

Harley says it has "reset its global business, resourcing and prioritizing the markets with the highest potential" and is expanding its business focus "beyond motorcycles" with a "strong commitment to newly established business units for Parts & Accessories and General Merchandise" and that it has "streamlined its product portfolio and rebuilt its go-to-market efforts for maximum impact."

Okay, fine - but please, no return to golf cart manufacturing, boats, lawn mower engines or drone rocket motors. Though maybe the Utilicar might be worth a refresh for final mile delivery duties?

Harley states that of equally critical focus has been a need to "enhance and protect the value and desirability of our products by changing the approach to supply and inventory management with a focus on a powerful and profitable dealer network." Yes, sure, but Harley needs to be a lot more careful about squaring that against bringing the legacy along for the ride.

Harley says that the actions taken and changes made as a result of the 'Rewire' are expected to deliver ongoing gross cash savings of approximately \$115m, starting in 2021, which is good. But good enough? In the past decade of changes, that is the kind of money Harley has shown it can waste before breakfast, so it is neither a deal maker nor a deal breaker.

The company says it will now "execute the 'Hardwire' grounded in desirability

“leaner and more aligned”

Continues on page 9 >>>

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<<< Continued from cover

now the branded Tier 1 audio vendor of choice and yes, the over-bloated number of Softails has also been trimmed with three 114" models dropped - the Low Rider (the Low Rider S is still in production), the FXDR and the Softail Deluxe. The less than stellar Street and Street Rod 750 have also gone, just leaving the Street 500 cc as a learner platform.



There are still three CVO models at the top of the range, and a CVO and two

other Trikes, but when CEO Jochen Zeitz talked about cutting the model range offer by 30% or more, it had been widely expected that there would be fewer still Softails, fewer (not very many) 'Specials' and there certainly need to be fewer than the (still) nine Tourer options - three of which are described as 'Hot Rod Baggers'. With the Pan America coming to market in a few weeks, it is to be hoped that there will be more mid-cycle

initiatives to build some genuine momentum and excitement if the kind of dealerships and dealer groups that Harley is hanging its hat on are to prosper. Time is short for The Motor Company, and failing to act convincingly and quickly could be a big mistake. In a chronic failure to "speak millennial", Harley remains steadfastly tone deaf. It continues to demonstrate that it wouldn't know an edge if it fell off one.

## 2021 H-D Street Bob 114 "Adds Gritty Performance to Cruiser Line-Up"

Harley is describing its 2021 Softail range as motorcycles that "combine modern power and technology with authentic American styling to offer a pure riding experience."

The headline news in Softail terms centers as much on the models that are not now in the line-up as on those that are - at least in terms of anything new for dealers to be able to raise pulses with. It has been a necessary trimming, but one that maybe hasn't gone deep enough yet.

The two 'hero' initiatives are the Street Bob receiving a displacement upgrade with the Milwaukee-Eight 114 engine ("in addition to its stripped-down styling and no-nonsense performance") and, entering its 31st year, "the 2021 Fat Boy 114 kicks sand in the face of its historically tamped down, mean streets, big and bad positioning with a "brilliant chrome" bling restyling.

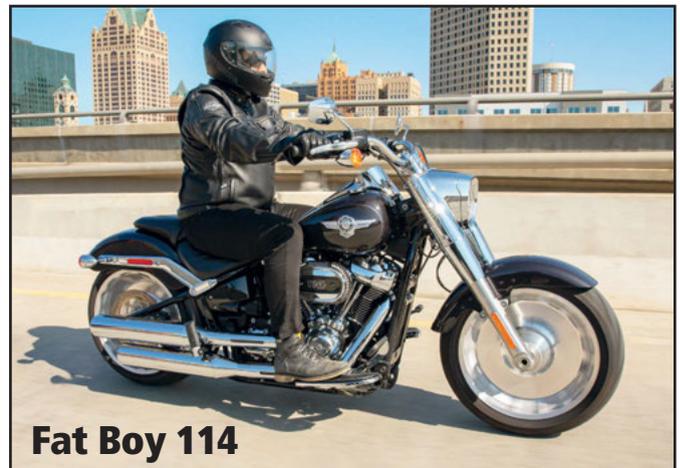
"With its steamroller stance, the Fat Boy remains one of the most physically imposing motorcycles in the Harley-Davidson portfolio. Refreshed styling for 2021 brightens its look as brilliant

chrome replaces the satin chrome finish on the powertrain and exhaust, the front end, the rear fender struts and the console.

"The Harley-Davidson Softail chassis offers the look of a classic hardtail frame but is underpinned by modern [monoshock] suspension for a smooth ride and outstanding handling." All the Softails feature the Showa dual bending valve front suspension.

"The chassis design is optimized to reduce weight without sacrificing stiffness. The rigid-mounted [twin counter-balancer] Milwaukee-Eight V-Twin engine further stiffens the entire chassis and contributes to a platform that delivers strong acceleration and responsive handling and braking performance." Eight Softail models "range in style from classic to custom to gritty, and each is ready to roll the boulevard or chase backroad adventure."

There are four 114" Softails, one (the Heritage Classic) that is available with either the 107 or 114" M-8 and three with 107 inchers only - the Standard, the Slim and the euro-centric Sport



**Fat Boy 114**

Glide.

Being heavily hyped by Harley as a new model (!), the "NEW" Street Bob 114 is described as a "tough looking bike that was intended to be ridden hard. The lightest-weight Softail model equipped with a Milwaukee-Eight 114 engine, the Street Bob 114 motorcycle is a quick and nimble ride with power to spare - 9 percent quicker 0-to-60 mph and 13 percent quicker 60-to-80 mph in fifth gear than the previous Street Bob."

The additional 2021 Softails: Standard: "The essential Harley-Davidson cruiser experience: a lean Bobber profile steeped in attitude; classic Vivid Black paint highlighted with gleaming chrome and polished finishes; the most-attainable entry point to Harley-Davidson Big Twin ownership."

Low Rider S: "High bars and horsepower define this performance-first cruiser; premium suspension components are tuned for aggressive riding stoked by the power of the M-8 114 engine; styling cues inspired by the coastal build scene."

Slim: "A stripped-down, low-

slung Bobber brings old school styling into the modern era; black steel laced wheels, tuck-and-roll seat cover, Hollywood handlebar, bobbed fenders." Sport Glide: "Power, performance and versatility; an aggressive factory-custom cruiser outfitted with a detachable fairing and rigid clamshell saddlebags; ideally suited for light touring, cruising or commuting."

Fat Boy 114: "A burly street-eating muscle machine; inverted race-style forks, dual front disc brakes, 2-1-2 performance exhaust, M-8 114 power; a cruiser that thinks it's a sport bike."

Heritage Classic: "All-American vintage style with modern performance; locking vinyl-covered saddlebags, detachable windscreen, chrome steel laced wheels and front hub covers; choice of M-8 107 engine with chrome styling or 114 with dark styling."

**The Low Rider, Deluxe and FXDR 114 models will not be produced for 2021; the Breakout 114 will be available only in some international markets.**

### Street Bob 114



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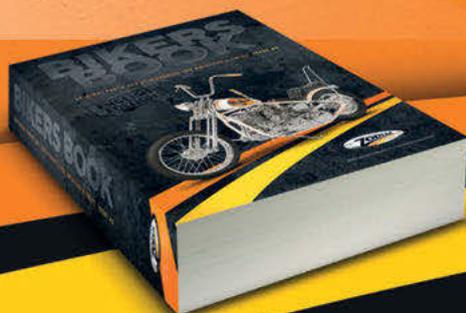
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# << New Style Choices and Features for H-D Hot Rod Baggers

A trio of Hot Rod Baggers "with fresh swagger and new features is part of the collection of special motorcycles for 2021. With a slammed stance and muscular M-8 114 power, the **Road King Special**, **Road Glide Special** and **Street Glide Special** models combine commanding street presence with the long-haul capabilities of the H-D Touring chassis. These bikes are designed to rule the boulevard on Friday night and run for the border at daybreak."

For 2021, the Street Glide Special and Road Glide Special models are offered with new two-tone paint options, and with a choice of a blacked-out or bright chrome styling treatments, "giving the customer a choice of a look that's dark and sinister, or brilliant and more traditional." All Special models are now equipped with the high-performance ventilator air cleaner with a washable filter element and a new low-profile engine guard. Each Special model is powered by the 10.5:1 compression ratio 114 inch (1,868 cc) M-8. In the Touring chassis,

**Road Glide Special**



the rubber-mounted and counter-balanced engine "delivers inspiring performance and classic Harley look-sound-feel. Engine features include four-valve cylinder heads, dual spark plugs, single camshaft (to reduce mechanical noise), advanced cylinder head design and dual knock sensors." The Tourers feature Harley's 6-speed Cruise Drive transmission, but the

troublesome hydraulic clutch has been dropped in favor of a traditional cable design - Harley has had no end of problems and recalls with the hydraulic clutch. The Tourers also use the Showa dual bending valve internal technology front suspension "for linear damping performance and a smooth ride"; emulsion technology rear shocks "are calibrated for touring

and feature a single-knob pre-load adjustment that does not require tools or maintenance." The lowered rear suspension gives the Special models a "slammed stance" and Prodigy cast-aluminum wheels (19-inch front, 18-inch rear) are exclusive to Special models; the Specials have standard reflex linked Brembo brakes with ABS.

## CVO Models "Combine Exclusive Performance, Style and Luxury"

With two models giving a debut to new Harley-Davidson Audio powered by Rockford Fosgate, Harley's Custom Vehicle Operations (CVO) models "represent the pinnacle of Harley style and design." Created for the most discerning customers [aka the

ones with the deepest pockets], the 2021 CVO models offer show-stopping finishes, advanced technology, exclusive components and attention to detail that borders on obsessive, engineered and assembled to factory-quality standards and backed by the

Harley-Davidson limited warranty. "The M-8 117 powertrain - the most displacement and power offered in a motorcycle straight from the Harley-Davidson factory - is exclusive to four limited-production, premium CVO models - the CVO Limited,



CVO Street Glide, the CVO Road Glide and CVO Tri Glide Trike. "Each 2021 CVO model features new paint and graphics. The CVO Road Glide and CVO Street Glide models introduce high-fidelity Stage II Harley-Davidson Audio powered by Rockford Fosgate. "Harley-Davidson and Rockford Fosgate have worked together to create all-new components that produce legendary sound - an advanced, high-performance audio system that pushes the bounds of technology, featuring speakers and amplifiers designed specifically for Harley. H-D Audio powered by Rockford Fosgate with Stage II tri-axial speakers is the exclusive featured audio system for the 2021 CVO Street Glide and CVO Road Glide models."

**CVO Limited**



<<< Continued from page 4

and guided by its vision to build its legend and lead the motorcycle industry through innovation, evolution and emotion," saying that it is "focused on reigniting the spirit of Harley-Davidson and returning to winning - delivering the timeless pursuit of adventure and freedom for the soul for riders around the world." So far, in terms of "expanding its business focus beyond motorcycles," the primary initiative we know about so far has been the Serial 1 eBicycle business unit established in Utah - with free shipping on pre-orders being offered to United States and German customers until full details about the initial Serial 1 offer have been revealed.

The one HUGE thing that the 'Rewire'/'Hardwire' process has resulted in, and the one that brings us back to the MY2021 unveil, is the much needed rationalization of the existing motorcycle range and shake-up of the new model program that 'More Roads' had set in train.

As this edition went to press, in addition to abandoning the hydraulic clutch experiment on its Touring models, AMD understands that Euro 5 emissions compliance, or lack thereof, will result in the withdrawal of

Sportsters from the model line-up offered for sale in Europe. In terms of new models, the Pan America Adventure Tourer was confirmed some months ago, along with a decision to cancel the plan to additionally introduce the 'Bronx' Streetfighter for 2021 - the future of Harley's Streetfighter now appears to be uncertain at best and the Pan America is to be afforded its own model introduction on February 22nd. One model surrounded by confusion

“

cash savings of \$115 million a year

”

though is the 1250 cc Custom concept that would share the Pan America/Bronx engine platform. Despite appearing to have been nixed when it abruptly disappeared from Harley's 'Future Models' website page three or four months ago, rumors have been growing it has indeed been given the green light after all - which seems unlikely as that would be inconsistent with the intention of rationalizing an over-burdensome range. With production of the 750 cc Street

and Street Rod having been halted in the United States and India (the 500 will continue as Harley's training platform of choice), AMD believes that for MY2021 Harley will initially confirm two 114" and one 117" CVO Trike; three 117" CVO models; four 107" and eight 114" Touring models, two of which are the Police models; five 107" and four 114" Softails and three Sportsters (Iron 883, Iron 1200 and Forty-Eight 1200). Many will argue that in the context of

would create, Harley will persevere with the \$30k LiveWire - at least for the time being - though it is rumored that 2021 will be its last hurrah. Now that Polaris is finally making an electrification play with its Zero Motorcycles driveline deal (although they have not yet announced plans to get into the electric motorcycle space, neither with Indian nor otherwise), that would be a surprise, and although I am no fan of its initial electrification strategy, cancelling LiveWire could well be a premature decision that comes back to bite them.

If anything, the increasing focus on downtown emissions compliance and Urban Mobility in the context of the pandemic should give Harley an opportunity to use LiveWire as a start-point from which to kick-on and evolve less powerful but greater duration powerplants for commuters. Otherwise, Harley runs the risk of all pioneers - lying face down in the dirt with arrows in their back!

Dropping the XL 1200 Roadster and the other changes mean that the 2021 offer will be some eight models lighter, down from 35, so rather than the 30% reduction in model numbers that had been mooted, that is only a 23% reduction (Custom 150 notwithstanding), but it is a start and a move in the right direction.

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NEWS BRIEFS

ProBEAM by Custom Dynamics is to sponsor James Rispoli in the 2021 AFT SuperTwins series as he and his Latus Motors team look to back up its 2020 Production Twins Championship in switching to the senior class. This will be the third consecutive year that ProBEAM has supported Rispoli.

H-D remains in 6th place in motorcycle market share terms in Germany in 2020, with an 8.36% share (11,040 units sold). The XL 1200 X remains the company's top seller (1,220 units sold), followed by the Street Bob (1,089) and Sport Glide (737). BMW remains top dog in its home market with a 20.22% share and 26,712 units sold - with five models in the Top 20, its best seller is the R 1250 GS (9,228 units sold).



After 36 years of ownership, Brian Bentley has sold his Brian's H-D of Langhorne, PA., to Paul Veracka. It's the fourth dealership acquisition for Veracka over the last 14 months, his sixth in the last three years, and takes his east coast and Midwest, south east store count up to eight - six of them being top 15 new bike volume dealerships in the USA. Collectively, his company will have sold over 8,000 new H-D units in 2020. His group also includes High Octane H-D (Mass.); Palm Beach H-D (FL); Rockstar (Fort Myers, FL); Alligator Alley (Sunrise, FL); Manchester H-D (NW) and Old Glory (MD). Paul's brother Michael owns a further six mostly west coast and south west H-D stores.



The 81st Sturgis Rally has been confirmed for August 6-15. Buffalo Chip President and CEO Rod Woodruff is quoted as saying: "We know from last year that outdoor events can be held safely when proper precautions are taken. The majority of people act respectfully and practice social distancing when they are expected to do so. Plus, we feel good about the highly effective vaccines that are becoming available."

# Indian Challenger - Stage 2 Performance Cams

Indian Motorcycle has taken the S&S driven success of the Challenger at the Laguna Seca 'King of the Baggers' to heart and intends to make sure everybody knows about it!

The company says that it is "taking its 'King of the Baggers' to the next level" with a powerful new Stage 2 performance cams accessory upgrade kit that adds a best-in-class performance gain of +10%.

"Now the ultimate American Bagger gets an extra dose of muscle with the introduction of Indian Motorcycle's all-new Stage 2 PowerPlus performance cams - the same cams that helped power S&S' Indian Challenger to victory at Laguna Seca.

"Featuring best-in-class stock performance, the Indian Challenger gains +10% more horsepower with the Stage 2 upgrade kit - providing a new level of unmatched passing power and American Bagger performance. Representing Indian Motorcycle's most powerful engine ever, the stock 108 cubic-inch, liquid-cooled, V-twin PowerPlus engine delivers a class-leading 122 horsepower and 128 ft.-lbs. of torque.

"By pairing the Stage 2 performance cams with Indian Motorcycle's PowerPlus Stage 1 air intake and Stage

1 slip-on exhaust, riders will experience the unquestionable sensation of increased power the moment they twist the throttle."



The 2020 King of the Baggers



Tyler O'Hara

Reid Wilson, Vice President of Indian Motorcycle, said: "The Challenger has already established itself as the outright leader in performance for American Baggers, but these PowerPlus performance cams raise that bar even higher. The world got its first taste of what these cams can do when our S&S Challenger dominated at King of the Baggers. But now everyone can experience it - whether you're coming off the line at Laguna Seca or just giving it a little bit more to pass a semi out on the highway."

Race-proven, the S&S Challenger,

piloted by renowned motorcycle racer Tyler O'Hara, was race-tuned to take on the legendary Laguna Seca Raceway and a field dominated by heavily modified Harley-Davidsons. While the winning Challenger received structural modifications to ergonomics, suspension, overall weight and more, only minimal tweaks were made to the Challenger's stock PowerPlus engine. Among those were the use of the then unreleased Stage 2 performance cams that are now available at Indian Motorcycle dealers.

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

# H-D to Back Latus/Rispoli for AFT SuperTwins Effort

In race team terms, the first outcome from Harley's decision to part company with Vance & Hines (in favor of direct factory support for dealership AFT and other race endeavors) comes in the shape of confirmation that Gladstone, Oregon based Latus Motors H-D and James Rispoli will follow-up their 2020 Production Twins Championship win by campaigning with factory backing in the senior AFT SuperTwins class in 2021.

"During this past season James showed grit, determination and skill in winning the AFT Production Twins Championship," said George Latus.

"Additionally, he provides great rider feedback, which will be extremely helpful as we move up to the ultra-competitive AFT SuperTwins class. The entire

team is really excited to further develop the Vance & Hines Harley-Davidson XG750R. James is a big part of our program and we're pleased to have him return as our rider for the 2021 season."

During his storybook 2020 season, Rispoli seemed in a class of his own at times as he dominated the Production Twins class with a five-race win streak and total of seven victories.

"His lap times showed him to be consistently performing at a premier-class level." Based on their best laps in their respective Main Events, "The Rocket" proved to be the fastest H-D-mounted racer in any class in six of the season's final nine races.

"I am very excited to continue with Latus Motors Racing for 2021," said Rispoli. "The team



is like a family to me, I am pumped that everyone is staying on board for this year. We know racing in AFT SuperTwins is going to be a huge challenge, but I feel like we can be competitive if we keep on the gas. I am very excited to get to work."

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



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

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# NEWS BRIEFS

Triggered by Volkswagen Audi Group CEO Herbert Diess' own remarks late last year about electrification and long-term brand fit, it would appear that, for now at least, the rumors that Ducati (and Lamborghini) were on the block, have been nixed again! The VAG Board stated in December that "there is agreement on the Board that Lamborghini and Ducati will remain part of the Volkswagen Group."

**Motorcycle and car racing is to have a new home in Missouri with the all-new Ozarks International Raceway currently under construction in Lake of the Ozarks, Missouri. Scheduled to open in late summer 2021, it will include a 3.87 mile, five configuration asphalt-paved track with up to 19 different turns, a dirt tri-oval, a truck off-road track, trail and rally courses, with a 58-bay car garage complex in converted old turkey barns.**



H-D Tier 1 brake components vendor Brembo (Italy) has completed its acquisition of aftermarket brake pads and discs manufacturer SBS Friction (Denmark). The transaction has entailed a consideration of 224 million Danish Kroner, equal to approximately €30.1m, which will be paid using available cash; enterprise value is 300 million Danish Kroner, equal to about €40.3m. Brembo says that the acquisition is in line with its "new mission" to become "a respected solution provider."



MIC has announced the election of Nicole Allen (Akrapovic), Jeff Brown (EagleRider) and Tim Calhoun (Quin Design Helmets) to two-year terms on the MIC Board of Directors. Brown and Calhoun were re-elected for a second term on the 12-member board, and newly-elected Allen will take the seat vacated by Andy Leisner (formerly with publisher Bonnier Corp., now with EV start-up Volcon, Tx).

# Polaris Appoints Michael Speetzen as Interim CEO



Following the departure of long-time Chairman and CEO Scott Wine to pastures new, Polaris Industries has played it safe initially by appointing Executive VP and CFO Michael Speetzen to serve as interim Chief Executive Officer, with John Wiehoff, the company's Lead Independent Director, as Chair of the Board. Additionally, Bob Mack, Polaris' senior VP of Corporate Development and Strategy and president of their Global Adjacent Markets and Boats divisions, appointed interim Chief Financial Officer.

"We appreciate Mike and Bob taking on these expanded roles while we progress our CEO search," said Wiehoff. "Mike and Bob have made significant contributions to Polaris' success during their respective tenures."

"In addition to leading the company's finance organization and expertly managing the liquidity of Polaris during this global pandemic, Mike has helped shape and drive key growth initiatives, including Polaris' digital transformation and productivity enhancements. Bob's operational accomplishments and financial experience leading Polaris' M&A and corporate development strategy are well suited to advance Polaris' strong financial foundation. We are confident that Mike and Bob, and the deep understanding they bring of both the business and the industry, will enable a seamless transition during this interim period."



Michael Speetzen



Bob Mack

"I have witnessed time and again the Polaris team's passion and commitment to delivering for all of our stakeholders," said Speetzen. "I am excited to lead the continued execution of our strategy and accelerate the positive momentum underway across the organization." Speetzen was hired to Polaris by Scott Wine in August 2015 as Executive Vice President, Finance and CFO. Prior roles

included Sr VP and CFO of Xylem, Inc. (since 2011, when the company was formed from the spin-off of the water businesses of ITT Corporation); Executive VP and CFO for the StandardAero Company (owned by the private equity firm Dubai Aerospace Enterprise) and positions in the finance functions at Honeywell and General Electric.

Mack joined Polaris in April 2016 from Ingersoll Rand. Wiehoff has served as a member of the Polaris Board of Directors since 2007 and as Lead Independent Director since 2013 and serves as the Chair of the Corporate Governance and Nominating Committee. Wiehoff also served as Chairman of the Board and CEO for logistics specialist C.H. Robinson (Eden Prairie, Minnesota), retiring in May 2020 and May 2019; prior roles include at Chicago based former 'Big Five' accounting firm Arthur Andersen LLP. Wiehoff also serves on the Board of Directors of industrial filter business Donaldson Company, Inc and U.S. Bancorp.

## Mid-USA 2021 En-Cycle-Pedia

Hazelwood, Missouri based Mid-USA Motorcycle Parts' 2021 'En-Cycle-Pedia' parts and accessory catalog features 1,152 pages



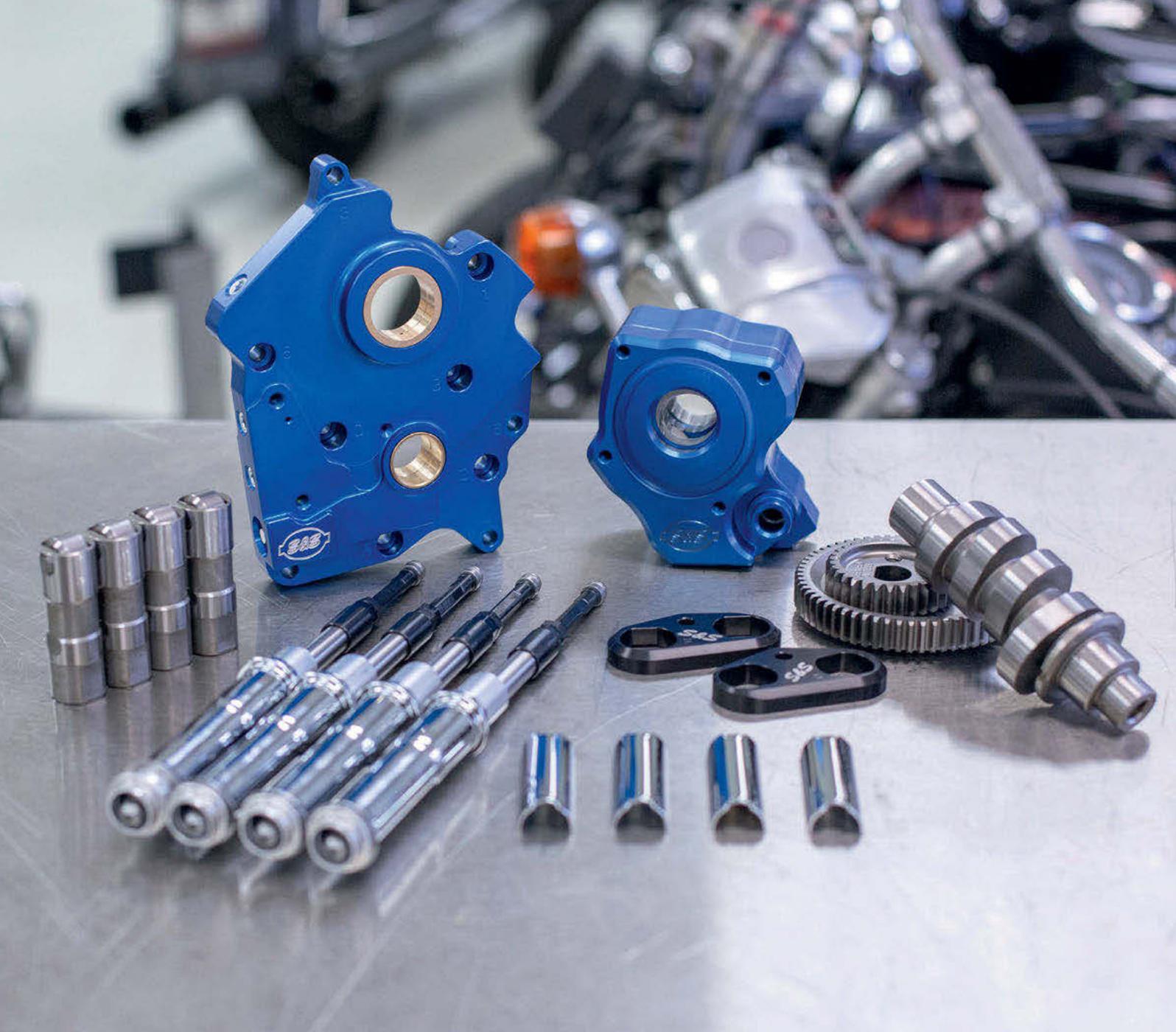
of "chrome, custom and cool." The 37th catalog edition from the distributor, Mid-USA's impressive stable of brands includes the company's exclusive V-Factor, Power House, Power House Plus, Hardbody and its US-made Hardware ranges, alongside famous name brands including market leaders such as S&S Cycle, Cometic

Gasket, Baker Drivetrain, JIMS, Motion Pro, Progressive Suspension, Andrews, BDL, Daytona Twin Tec, Pingel, K&N, Paughco

and Kibblewhite. Mid-USA sells stock replacement and performance parts and accessories all the way from current M-8 and late models right back to Knucklehead, Panhead and Shovelhead, offering dealers access to many hard to find OE style and upgrade components. [www.mid-usa.com](http://www.mid-usa.com)



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



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# NEWS BRIEFS

The AMA announced the members of its Safe-to-Race Task Force as their 2020 'Motorcyclists of the Year' in recognition of "their contribution to uniting the motorcycle competition industry and providing the expertise and guidelines that got America competing again during the coronavirus pandemic." The group developed the guidelines and practices that paved the way for the return of motorcycle racing in 2020.



The AMA has followed the lead set in other global race markets, taking a virtual leap with the award of a sanction for the AMA eSports National Championship. Under a multi-year agreement as an AMA-chartered promoter, INIT ESPORTS will organize and promote the AMA-sanctioned two-wheel eSports competition. To be released soon, the AMA-sanctioned esports calendar will include two-wheel video game competitions of varying sizes and scope, culminating in an annual national championship that will award AMA National No. 1 plates to class champions as early as 2021.

**K&K Promotions, Inc., operated by famed motorcycle daredevil Evel Knievel's son Kelly, owner of the intellectual property rights of his father's name, heritage and estate, 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. The dispute centers on a "Toy Story 4" character that is said to infringe on the daredevil motorcyclist's trademark and its own Evel Knievel Stunt Cycle toy.**

BMW Motorrad has posted the second-best annual sales figures in its history despite the challenges of a year in which COVID-19 turned the world inside out. They delivered 169,272 motorcycles and scooters to customers worldwide (+3.4%); 39,673 units in Q4 (+3.8%). The company launched thirteen new models for 2020 and consolidated its position as one of the fastest growing motorcycle manufacturers in the world.

## The 2021 Biltwell People's Champ

Conceived by the editors of Showclass magazine, The People's Champ Motorcycle Show was devised in order to "shine a light on the unsung heroes of custom motorcycle culture." Biltwell were supporters of Showclass magazine's efforts since the beginning, and event guru Mike "Otto" Deutsch told AMD: "Showclass was a chopper 'zine that hailed from the East Coast and got its start about ten years ago.

Part of the little magazine's allure was its ability to promote underground builders, and from that sprang their People's Champ Show.

"Hosted for the first time in 2013, The People's Champ bike show gave garage tinkerers 15 minutes of fame by tempting everyone who participated with a chance to win a spot at the esteemed Born-Free Show. Voting took place online, and the finalists made their way to California for one last vote by attendees at a pre-party the night before the big show." After the magazine folded in 2017, Biltwell took the reins completely. For the 2020 edition of The People's Champ Bike Show, Biltwell whittled down early contestants via online voting as per tradition, but when the coronavirus forced the cancelation of Born-Free last summer, organizers switched gears. With in-person voting at Cook's Corner, the famous Orange County, California Biker's Bar, rendered impossible, show organizers switched to an all online affair and opened voting for the big winner to the entire world.

When the virtual dust settled, the people crowned Steve "Part Timer" Glennon from Denver, Colorado, the 2020 Biltwell People's Champ and awarded him the \$10,000 cash grand prize that comes with the honor. Bill told AMD that Biltwell are doing it



Steve "Part Timer" Glennon from Denver, Colorado - the 2020 Biltwell People's Champ scooped the \$10,000 cash grand prize plus bragging rights by the bucket full!



again this year. "We have already selected 13 semi-finalists from nearly 200 early entries. While all makes and models are welcome, the bikes typically feature Harley-Davidson lineage. Regardless of make or model, every bike from this year shares one common trait: a ton of style." You can follow social media channels as People's Champ and Biltwell document all of the builders and their bikes. The men (and one woman) semi-finalists must complete their bikes in time for this year's summer deadline. The criteria for eligible bikes are simple: every bike has to run, and every builder has to take his custom machine

on a 50-mile ride before voting occurs at Cook's Corner on the Friday evening before Born-Free 2021 which, at the time of writing, is slated for June 2021 at its usual Oak Canyon Ranch, Silverado, California venue. In addition to the grand prize, every builder who makes the cut will receive \$1,000 and bragging rights. Metzeler Tires and Russ Brown Motorcycle Attorneys along with a hand-picked selection of grass roots-oriented brands are already lined up to sponsor this year's event. To meet this year's builders and see their machines bloom online in real time, follow... @biltwell\_peoples\_champ and @biltwell on Instagram.

## Sacramento Mile Announces AFT Doubleheader Events for 2021

While the full schedule for the 2021 AFT season is still awaited, some promoters are already confirming their place in the calendar - especially those who are going to again host doubleheaders. The Memphis Shades backed Springfield Miles were confirmed recently, and SDI Racing has now confirmed a doubleheader for the return of the legendary Sacramento Mile - Friday, May 7 and Saturday,

May 8, 2021 at the Cal Expo Fairgrounds. "All three Progressive AFT classes will compete on one of the most beloved Mile racetracks on the circuit, delivering a weekend of high-speed race action the NorCal crowd will not want to miss.



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

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



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NEWS BRIEFS



Pierer Mobility, the KTM, Husqvarna and GasGas parent company, has reported a record year for the motorcycle manufacturer in 2020 with sales of 270,407 motorcycles (previous year: 280,099) and 56,064 e-bicycles - a 10th consecutive record year for the Group. Sales generated turnover of €1,530m (approx. \$1.86bn). In Europe, sales to dealers were around 100,000 motorcycles and 56,064 e-bicycles. Around two-thirds of the motorcycles were sold to the dealer network in markets outside Europe, especially in North America, India and Australia.

Triumph has launched a certified pre-owned motorcycle program in the U.S. At no cost to dealers, it is designed to provide improved profitability, controlled residual values and enhanced brand reputation. Customer benefits on qualifying vehicles include minimum 1-year unlimited mileage warranty, 1-year roadside assistance, certified vehicle quality check and full service history, with financing available.

AMA Pro Racing has named Kevin Crowther to the strategic Chief Competition Officer post. Crowther brings "nearly two decades of experience in sanctioning professional motorcycle racing in the U.S., with his most recent role being the AMA Director of Racing where he oversaw the management and sanctioning of all AMA racing activity." Among other experience, Crowther previously served as AMA Supercross Director and is a decade-long member of the FIM (International Motorcycling Federation) CMS Commission.



**TOKYO MOTORCYCLE SHOW**  
The 48th Tokyo Motorcycle Show, originally planned for Spring 2021, has been canceled already, with the organizers hoping to be able to host the show in 2022.

# King Of The Baggers: Five Rounds In 2021



The King of the Baggers debut at the WeatherTech Raceway, Laguna Seca, California, in November 2020 is considered to have been such a rousing success that it will return in 2021 - with a five-round series held in conjunction with the 2021 MotoAmerica HONOS Superbike Series. "Naysayers be damned," says MotoAmerica! The series, which adds fuel to the fire of one of the oldest rivalries in motorsport, Harley-Davidson vs. Indian, will begin at Michelin Raceway Road Atlanta, April 30-May 2, in Braselton, Georgia, and conclude September 17-19 with the MotoAmerica season finale at Barber Motorsports Park in Birmingham, Alabama.

In between there will be rounds at Road America in Wisconsin, back at the WeatherTech Raceway Laguna Seca in California and at the Pittsburgh International Race Complex. While the debut of the King of the Baggers was an invitational, the 2021 series will be wide open to all qualified AMA license holders, with championship points being tallied at every round and a National Champion to be crowned at the season's end. "Honestly, the MotoAmerica King of

the Baggers debut race at WeatherTech Raceway Laguna Seca went better than we even dreamed of," said race legend and MotoAmerica President Wayne Rainey. "The popularity of the event was crazy, so how could we not do more? We know there are plenty of Bagger fans out there as our videos of the debut Laguna event were watched by millions. Having five races gives us the opportunity to bring King of the Baggers to fans in several different areas of the country. We've also opted to make the series open to any qualified racer, which should bring new teams and new bike builds to the series from the aftermarket and motorcycle

dealers who specialize in baggers." The debut of the King of the Baggers at WeatherTech Raceway in November was won by S&S Indian's Tyler O'Hara over Vance & Hines Harley-Davidson's Hayden Gillim, with Roland Sands Designs-backed Frankie Garcia finishing third on his Indian. Comment - Kudos to Drag Specialties for acting as the catalyst for the inaugural race in 2020 and setting in motion a program that could secure the viability of the burgeoning Performance Bagger market for years to come.



## AMA Ice Race Grand Championship Schedule

The Pickerington, Ohio based AMA says that "America's finest motorcycle ice racers will have two opportunities to compete for AMA No. 1 plates in 2021, with AMA Ice Race Grand Championship events scheduled three weeks apart in January and February in Wisconsin." The first event is a Grand Prix-style competition on January 17 that will run in conjunction with the Steel Shoe Fund's annual three-hour endurance race on Kettle Moraine Lake at the Tiki Beach Bar and Resort in Campbellsport, Wisconsin. The course once again will be designed by AMA Motorcycle Hall of Famer Jeff Fredette. Chris DaRonco, the event promoter, said: "We look forward to providing a challenging 6-plus mile course on Kettle Moraine Lake. We're working on some exciting changes to our program to make the event better than last year and to comply with any state

and local orders regarding COVID-19. We look forward to hosting riders from all over and awarding those highly coveted AMA National No. 1 plates." The Steel Shoe Fund was established in 1997 as a non-profit organization to assist flat track motorcycle racers who have been seriously injured during competition within the continental United States. The second event, the High Voltage Ice Races, takes place February 6 on a half-mile oval at Miller's Bay in Oshkosh, Wisconsin - the second year that the High Voltage Ice Races will be sanctioned as an AMA Grand Championship. The event is organized by Ron Brefka of iRon Enterprises, and proceeds go to support pancreatic cancer research. There is no admission fee for spectators, but donations to the We Care Fund are encouraged. Brefka said: "We again will have spectacular ice racing at a great



Trevor Wahr won the 250 cc, 450 cc and Open classes at the 2020 AMA Ice Race Grand National. Photo by Matt Milanowski.

venue. And while our Grand Championship will be an absolutely great event for racers and spectators, we also will be supporting cancer research with donations to the We Care Fund for Medical Innovation and Research at the Medical College of Wisconsin." The events will be scored separately, and class winners at each event will be awarded AMA National No. 1 plates.

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



**Honda's all-new 2021 water-cooled Honda Rebel 1100 parallel twin midsize cruiser features Honda Selectable Torque Control (which incorporates Wheelie Control), engine braking, a Dual Clutch Transmission (DCT). "Carefully developed geometry, sport-worthy components at a best-in-class power-to-weight ratio and a very competitive \$9,299 MSRP." The engine is a retuned version of the power plant from Honda's popular Africa Twin Adventure platform.**



In June 2020 the U.K.'s Pensions Ombudsman made an official finding of "exceptional maladministration causing injustice" against former Norton Motorcycles CEO Stuart Garner and ordered him to repay around £14m (\$17.4m) to some of those who lost their investments when Norton filed for Administration in January 2020. Norton has stated its belief that the missing money would be recouped from asset sales, but it doesn't look like Garner himself will be putting his hand in his pocket anytime soon. Having failed in an appeal against the finding, Leicester city council filed a bankruptcy petition on Garner's behalf in December.

**Chris Hunter, owner of Bike EXIF (BE), the respected online custom bike news service, recently sold the property to the American Iron & Air team of Adam Fitzgerald and Gregory George Moore. Founded in 2008, BE specializes in café racers, bobbers and scramblers and is an especially influential brand in the wider 'Alt Moto' scene that it has done much to popularize. The site is said to attract over a million page views every month.**

# Tucker Dealer Training and 2021 Road Show Stops

Tucker Powersports has launched what it describes as a "major dealer training initiative" as part of its Road Show program.

The free online dealer training culminates in the series of live Road Show events at major racing venues around the country - the program runs through May 2021.

"The key to a retailer's success is great customer experiences delivered by knowledgeable dealership staff," said Marc McAllister, Tucker President and CEO. "The Tucker Road Show is based on supporting dealers and their staff so that they can represent great products from dozens of the manufacturers we work with."

Tucker dealers are given free access to online training via Tucker U, a custom-designed training portal, which features interactive training programs addressing all types of powersports products.

Dealership staff members earn points for completing levels of training, which translate into preferred pricing programs for their dealership and ultimately an invitation to participate in one of the four Tucker Road Show tour stops.

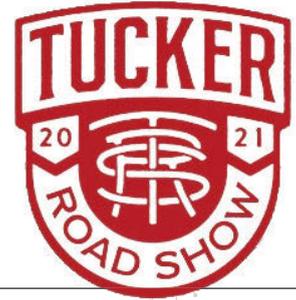
"Tucker's Road Show events are an opportunity to take a deep dive into

the newest and coolest products in the industry," said Brad Turner, Tucker's VP of Sales. "All of the industry's biggest companies have committed to participating in the four events with displays and experts who can speak to their product's features and consumer benefits. We'll also include lots of opportunities for socializing with other dealers and chances to experience NASCAR speeds on the paved racetracks."

The company's events will take place at Texas Motor Speedway (March), Las Vegas Motor Speedway (April - previously slated for February), Charlotte Motor Speedway (April) and Kentucky Speedway (May). Each event takes place in the speedway's infield in both open garages and outdoor displays. Product manufacturers will showcase their latest products and dealers will be able to order with special pricing, based on the points earned through online training.

Tucker and participating vendors will encourage COVID safety and will operate within each region's prevailing safety protocols.

One of the largest display areas will be the Tucker house brands, which are created and distributed exclusively by Tucker for their dealer network. The



## LOCATIONS AND DATES

Fort Worth, Texas  
Texas Motor Speedway  
March 22, 2021

Las Vegas, Nevada  
Las Vegas Motor Speedway  
April 12, 2021

Charlotte, North Carolina  
Charlotte Motor Speedway  
April 26, 2021

Sparta, Kentucky  
Kentucky Speedway  
May 17, 2021

product range includes parts, accessories and consumables for virtually every on-road and off-road motorcycle, 4x4 and UTV. Tucker U is available to dealers immediately and is set up to log dealer training points for the program.

# Mama Tried and Flat Out Friday are Expanding with Brazil Event

**Mama Tried and Flat Out Friday - its associated race event - are teaming up with their friends Garage Metallica, Lucky Friends Rodeo, BMS Motorcycle, Flat Track Brasil, Cine Joia, SP Race Park and Joe King Speed Shop to host an all-weekend motorcycle show and race in Brazil. "Brazilian custom motorcycle builders, racers, collectors and friends are coming together for a full weekend of partying,**



sharing and racing in beautiful São Paulo, Brazil. Smaller crowds are expected and all safety measures (limited occupancy, social distancing, masks etc.) will be enforced." Slated for February 13th 2021, the organizers say that this is

intended to be the first of an international series/tour of Mama Tried events. The next Milwaukee staged Mama Tried and Flat Out Friday races are planned for December 3rd 2021.

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

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

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NEWS BRIEFS

Two AMA-sanctioned ISDE Qualifier Series will be used to determine which amateur off-road racers will represent USA at the 2021 FIM ISDE on Aug. 30-Sept. 4 in Lombardy-Piedmont, Italy. This will be the 95th edition of the ISDE, and the USA team won the World Trophy and Women's World Trophy championships at the 2019 event, as well as the Club Cup title. The American Junior World Trophy team placed second in its class. The 2020 ISDE was canceled due to the coronavirus pandemic.



Royal Enfield has confirmed the launch of its all-new Meteor 350 cruiser in the Americas in 2021. Named after a popular 1950s model, it has been designed at Royal Enfield's technical centers in Chennai, India, and Bruntingthorpe, UK. The balancer shaft designed, fuel injected 349 cc air-oil cooled single-cylinder engine is said to generate 20.2 bhp and 19 ft-lbs of torque at 4,000 rpm.



Italian electric sportbike manufacturer Energica had a strong year in 2020. The company has seen its global dealer and importer network expand to some 73 partners with estimated turnover for 2020 +87% over 2019 at around €6m (USD \$7.3m) - meaning that its turnover has grown by a factor of 12 times since posting half a million euro in 2017.

Cycle World reports that according to patent applications, Honda is working on a radar-assisted adaptive cruise control system for its future GL1800 models (Gold Wings). The first production bikes with radars have already been revealed in the form of BMW's 2021 R 1250 RT and Ducati's Multistrada V4 - largely thanks to the work of Bosch, which has developed the first viable motorcycle radar cruise control system.

Ducati Ends 2020 with Strong Recovery

Crowned by winning the MotoGP Constructors' World Title, Ducati ended 2020 with its best ever six-month period to finish the year with 48,042 (-9.7%) bikes sold in over 90 countries - sales were up in China, Germany and Switzerland among other markets. This despite the Ducati factory being closed in March and April.

The Ducati Scrambler family of models were the company's best sellers in 2020 with 9,265 units delivered, while



Claudio Domenicali, Ducati CEO: "The technology on motorcycles like the new Multistrada V4 marks a new milestone for the world of two wheels."



The new Multistrada features Ducati's new lightweight V4 Granturismo engine - "developed for maximum smoothness with record-breaking maintenance intervals." Ducati says the new engine is "compact, light weight and high performance - with great torque making it ideal for adventure touring and multi surface riding."

the remarkable Streetfighter V4 was its most popular individual model with 5,730 bikes sold.

Its Chinese sales grew +26% (4,041 units sold) and is now Ducati's fourth largest market. Sales in Germany were +6.7% (5,490 units) and in Switzerland +11.1%. Italy remains its

Can you have too much of a good thing? Maybe! The 800 cc Ducati Scrambler Nightshift - one of four more 800/1100 cc Scramblers added to what may be in danger of making the same mistake as Harley and becoming an uneconomically oversized family.



largest market with 7,100 units sold in 2020.

Claudio Domenicali, Ducati CEO, is quoted as saying that "the strong end to 2020 allows us to look forward with optimism and confidence. For 2021, the product range is more complete than ever, and the interest of enthusiasts has been immediately reflected in an order portfolio that is the largest ever seen at the start of a year.

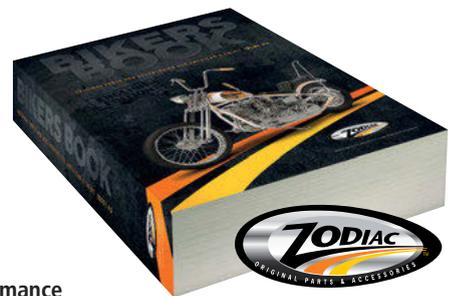
"The first deliveries of the Multistrada V4, the first motorcycle in the world equipped with front and rear radar, have already begun and, in the coming months, Ducati dealers will also receive the other new bikes of the 2021 Model Year, including the Panigale V4 SP, the SuperSport 950, the Monster and the Ducati Scrambler Night Shift."



Zodiac International - 2021-2022 'Bikers Book'

Netherlands based distributor Zodiac International has released a new catalog for 2021-2022 - the 43rd 'Bikers Book' in its 50-year history. General Manager Vincent Pels told AMD that "this is the largest edition we have ever released and in terms of the depth of its offerings, the applications covered and the number of vendors included, it is probably one of the best, if not the very best V-twin aftermarket parts and accessory, custom and performance catalog ever made. "At more than 40,000 products, it is certainly one of the most extensive available for the Harley-Davidson and American V-twin aftermarket."

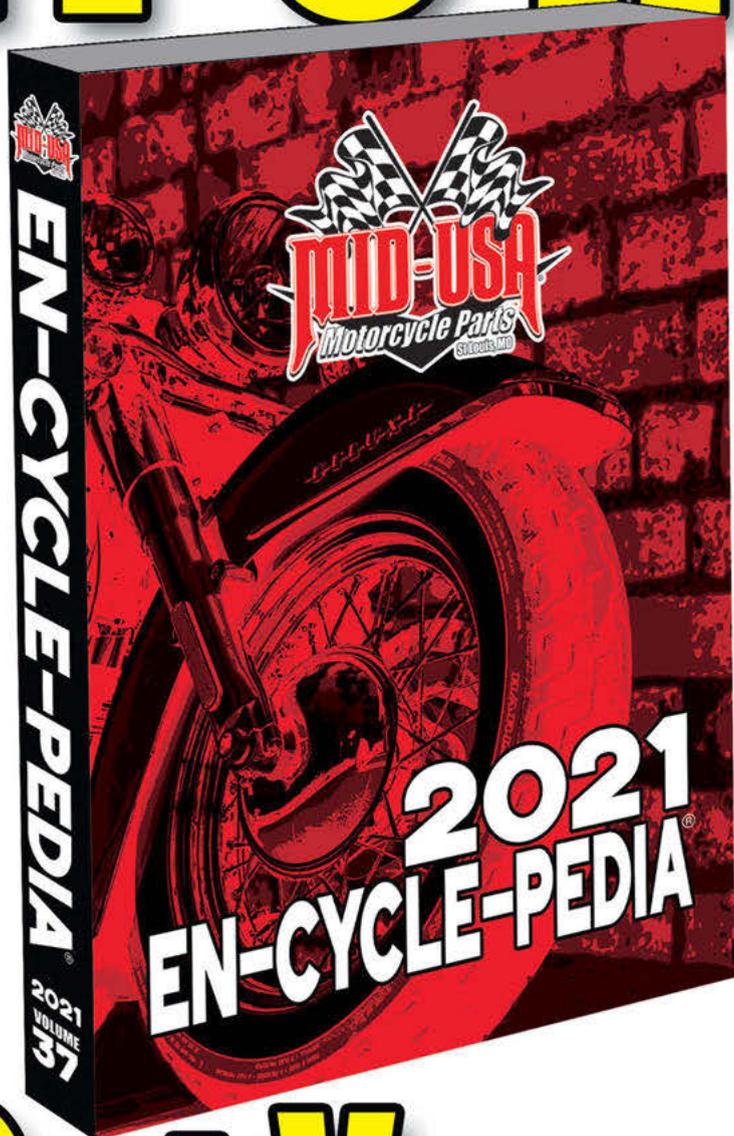
Zodiac carries "deep inventory" from American manufacturers including S&S Cycle, Feuling, Wiseco, Keith Black, Freedom Performance, James Gaskets, Cometic, Two Brothers Racing, Performance Machine, Le Pera, Kerker, SuperTrapp and JIMS. "We also make our top class international sales and logistics available to many of the leading European brands such as Fehling, Tolle, Kustom Tech, Kellermann and many more. And of course our own high quality Genuine Zodiac Products line, which has the industry exclusive two year warranty to safeguard



our dealers and their customers." Available in English, German, French, Italian and Spanish, "we are constantly enlarging and adjusting our line of products to keep up with the needs of V-twin dealers and also offer products for Buell, Indian and Victory models." [www.zodiac.nl](http://www.zodiac.nl)

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

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NEWS BRIEFS

Mahindra Automotive North America (MANA), the domestic US subsidiary of the USD \$20.7bn Indian conglomerate (ROXOR, JAWA, BSA etc.) has won what should be a binding last chapter in its long running trade dispute with Jeep. The International Trade Commission (ITC) has issued its final ruling and determined that the redesigned 2021 ROXOR does not infringe on the "Jeep Trade Dress" claimed by Fiat Chrysler (FCA). This follows on the heels of earlier ITC and Federal District Court rulings that Mahindra did not infringe on any of FCA's registered trademarks. The ruling validates Mahindra's redesign of its ROXOR ORV. Mahindra employs over 200,000 people across 100 countries.



Indian conglomerate Bajaj is now said to be the most valuable motorcycle manufacturer in the world - despite not being directly present on the North American or European markets. As the 47.97% owner of the KTM Group and manufacturer of several of its machines for Asian and South American consumption, in addition to its own brand offerings (in India in particular), the company says that it has now recorded the highest ever market capitalization for a motorcycle manufacturer at around USD \$13.6bn. A fourth factory is expected to be commissioned in India later this year where production will include the small displacement Triumph models that will be sold worldwide.

**Provo, Utah three-wheel (reverse trike) Roadster specialist Vanderhall is gearing up to go off-road. Based on its Matrix platform technology, the 'Navarro' will be a four-wheel, long travel suspension electric off-road adventure vehicle that is said to have been inspired by Trophy Truck racing.**

Brembo has reported Q3 margins in line with the same period of 2019 and net profit of €51.7m (8.5% of sales) "despite the complex context." Revenues were down by -5.9% compared to Q3 of the previous year. Results for the period ended 30 September 2020 were €1,559.9m (-20.9%).

Nmoto - From 'Nostalgia' to 'Golden Age'



Miami Gardens, Florida based Nmoto just loves BMWs and worships at the altar of Art Deco design. So far, the company has been best known for its 'Nostalgia' design - a kit that transforms the stock modern day production BMW R nineT into an homage to the classic pre-WWII (1934) Art Deco BMW R7 prototype. Founded by Alexander Niznik, Nmoto unveiled 'Nostalgia' at the New York



'Golden Age'

and unique steering mechanisms of the versatile contemporary Boxer based R nineT. Each 'Nostalgia' is a made-to-order motorcycle based on the BMW R nineT platform, consisting of over 315 unique pieces and includes several proprietary modifications to achieve the final result. It has a base price of \$89,500 and an order completion time of approximately six months. Niznik followed that up with the 'R SevenT' - a totally distinct and fully reversible aftermarket conversion kit that requires no welding, cutting or drilling and offers motorcyclists an

would become available. So, due to the overwhelming interest, we decided to develop a bolt-on kit that invokes the spirit of our iconic 'Nostalgia' and, of course, the original R7. "With the new bolt-on R SevenT kit, the only thing that needs to be removed on an owner's stock R nineT is the gas tank, which is replaced by the new one in the kit. Best of all, personal riding dynamics and seating posture remain the same because handlebars and seat configuration stay in place." Now Niznik has unveiled his next project, and it's just as Art Deco as 'Nostalgia.' Dubbed the 'Golden Age' and still in concept phase, it's a design that shows that while remaining avowedly wedded to the 'Meisters of Munich', Niznik is able to draw his inspiration from all across the retro landscape. The 'Golden Age' draws its inspiration from the 1936 Henderson Courtney prototype, but uses the relatively new BMW C400X scooter as its start-point. Expected to be unveiled in Spring 2021, Niznik is quoted as saying: "We at Nmoto have always been inspired by Art Deco design. But we're also futurists as much as we are classicists. Marrying timeless lines with modern capabilities, it will be powered by a 2020 BMW 350 cc engine producing approximately 35 hp. With its low center of gravity, the 'Golden Age' is designed to be both powerful and nimble on city streets, not to mention supremely practical and rakishly handsome."



'R SevenT'

IMS in December 2018 and put it into limited production in early 2019. Described as a "one-of-a-kind endeavor to capture the ambition of the legendary BMW R7," Nmoto turned the clock back to the prototype to capture the engineering and styling nostalgia of the original R7 and combined it with the performance, comfortable softail style suspension

ingenious and simple way to customize any of the R nineT platforms with the look and feel of the R7. The kits saw limited release in October 2020 priced at \$6,950.00. "We were inundated with requests from around the globe," says Alex Niznik. "Almost daily over the last year we'd get a message from someone somewhere in the world asking if a kit



'Nostalgia'

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

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NEWS BRIEFS

The International Energy Agency says offshore wind could deliver 18 times today's global electricity demand - yet today's offshore wind market doesn't even come close to tapping the full potential. The IEA says that the high-quality resources available in most major markets mean offshore wind has the potential to generate more than 420,000 TWh per year worldwide and forecasts that capacity will increase 15-fold, attracting around \$1tn of cumulative investment by 2040. Paris, France based IEA is an autonomous intergovernmental organization established in 1974 (within the OECD framework) in response to the 1973 oil crisis.



Zero Motorcycles is to team up with Reneos for battery collection and recycling in Europe. Reneos is a European partnership comprised of several major battery recycling and reconditioning companies. With effect from October 2020, Zero dealers in Benelux, Norway, Finland, Sweden, Germany, France, Italy, Spain, Portugal, the U.K., Ireland, Austria and the Czech Republic can now take spent Zero batteries and recycle them in safe and efficient ways.



Avon Lake, Ohio based thermal and sound management specialist Design Engineering has announced stage two of its long-term, three-phase expansion project that will increase capacity at its Avon Lake headquarters facility. The company added 12,000 sq ft in 2013 and will now add a further 10,000 sq ft to take its total facility to some 35,000 sq ft.

Ducati has confirmed the arrival of its branded electric mountain bikes and street bikes at selected U.S. Ducati dealers. A year after the launch of the "Ducati Powered by THOK" project, the Ducati range of e-bikes built under license from THOK Ebike has expanded to include the Ducati E-Scrambler, MIG-S and TK-01RR. MSRP for the E-Scrambler starts at \$3,995, with the top-of-the-line TK-01RR e-enduro bike at \$7,995.

BMW Adds R 18 Classic, Updates R nineT Family



Following the premiere of the new BMW R 18, BMW Motorrad has added a second member of its new model series for the cruiser segment: the R 18 Classic - "a nostalgic touring bike that echoes the beginnings of the great touring cruiser models."

While the R 18 is very purist in style, the R 18 Classic features a large windscreen, passenger seat, saddlebags, LED additional headlights and a 16-inch front wheel.

The centerpiece of the new BMW R 18 Classic and R 18 is the completely new developed two-cylinder boxer engine - the 'Big Boxer', "a continuation of the traditional air-cooled boxer engines that have offered an inspiring riding experience for more than seven decades, ever since BMW Motorrad began production in 1923."

The most powerful two-cylinder boxer engine ever used in motorcycle series production has a displacement of 1,802 cc. The peak output is 67 kW (91 hp) at 4,750 rpm. From 2,000 to 4,000 rpm, over 150 Nm of torque is available at all times; a double-loop steel tube frame and rear swingarm with enclosed axle drive give a rigid-frame look.

Rather than an electronic suspension system, a telescopic fork and a directly mounted central suspension strut with travel-dependent damping and adjustable spring preload are said to "ensure superior wheel control and attractive suspension comfort; fork tubes are encased in fork sleeves;



fork tube diameter is 49 mm, with 120 mm of suspension travel at the front and 90 mm at the rear; there are twin disc brakes at the front and a single disc brake at the rear in conjunction with four-piston fixed calipers."

Customizing parts include the Roland Sands Design "Machined" and "2-Tone Black" collections; for the R 18, BMW is additionally collaborating with several well-known suppliers, including Mustang Seats and Vance & Hines.

Meanwhile, at the risk of falling into the "too much of a good thing" trap that has eaten available Harley dealer floor space, BMW continues to update and add to its popular R nineT family.

Highlights for 2021 are an extended range of standard features, fine-tuning of the designs and even more pulling power. Styles include the R nineT 'Standard', the 'Pure', a 'Scrambler' and G and S variants of the R nineT 'Urban'.

For use in the new R nineT models, the boxer engine has undergone both technical and visual fine-tuning and is now designed to meet the requirements of the EU-5 pollutant class. Its peak power output is now 80 kW (109 hp) at 7,250 rpm (previously 81 kW (110 hp) at 7,750 rpm), while the maximum torque is still 116 Nm at 6,000 rpm. Newly designed cylinder heads provide a more harmonious transition from the outer to the inner cooling fins, and newly designed throttle valve parts and cylinder head covers "now give the bike even greater aesthetic appeal."

Inside the cylinder heads there is a new turbulence system which swirls the mixture to ensure even better and cleaner combustion and increased torque. "Thanks to an even more full-bodied power and torque curve, especially in the range between 4,000 and 6,000 rpm, pulling power levels are now tangibly better than those of the predecessor."



2021 R nineT 'Family' - R nineT, R nineT Pure, R nineT Scrambler and R nineT Urban G/S - with extended range, fine-tuning of the design and improved torque.

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

# Taiga Unveils Electric Snowmobiles and award-winning 'Orca' PWC

It has been a big year for Montreal, Quebec based Taiga Motors. March saw them unveil what is thought to be the first pre-production models of their TS3 platform electric snowmobile line-up. In the summer the company followed up with an electric Personal Watercraft (PWC) and in October saw their ambitions validated by scooping a prestigious Red Dot Design Award for the 'Orca' PWC.

and temperature, while maintaining a ride-ready (as opposed to misleading 'dry') weight under 534 lbs (242 kg) for performance models. Atlas models can achieve a top speed of up to 160 km/h (100 mph). The Nomad and Ekko are geared with higher low-end torque for climbing and can achieve a top speed of 120 km/h (75 mph). Top end models can achieve an industry-leading 0-100 km/h time of under 3 seconds."

operation, leading power to weight hassle-free ownership, intelligent connectivity and competitive pricing. "Powering the new models is the same evolutionary Taiga RADIX powertrain platform found in our TS3 electric snowmobiles. The shared powertrain architecture offers enhanced performance and reliability under extreme conditions" and drives down costs.

Taiga CEO Samuel Bruneau said: "It is exciting to see the intensive R&D behind our electric platform accelerating the rollout of new models. Alongside this, we have made great progress with our manufacturing partners to introduce Orca models at a lower price point sooner than expected."

The Orca Sport model offers 120 hp while weighing just 533 lbs; the Orca Performance model offers up to 180 hp and an optional 3-person tow sport package with instant low-end torque. In the premium segment, Taiga offers a full carbon Performance model with enhanced drive dynamics. Taiga's 2020 Orca Red Dot win was for "outstanding design quality." The Red Dot Award offers designers and manufacturers from all over the world a platform for assessing their products. In 2020, designers and companies from 60 countries entered more than 6,500 products in the competition.

The international jury comprises experienced experts from different disciplines and has been convening for around 65 years in order to select the year's best designs. The adjudication process lasts several days and is based on two essential criteria: the jurors test all of the entries in order to assess not just the aesthetics, but also the materials selected, the level of craftsmanship, the surface structure, ergonomics and functionality.

[www.taigamotors.ca](http://www.taigamotors.ca)



Designed from the ground up over five years, these TS3 platform electric snowmobiles "represent the next evolution in snowmobiling defined by superior performance, unyielding reliability, intelligent connectivity and access to winter adventures without compromise."

The first three production snowmobile models launching on the TS3 platform will be the Atlas crossover, Nomad utility and touring and the Ekko backcountry.

Each model is based on Taiga's evolutionary RADIX chassis and powertrain platform. Inspired by state-of-the-art automotive designs, the battery pack is structurally integrated into the chassis, allowing for a reduction in components, compact ergonomics and greater weight savings.

The innovative approach also enables higher chassis stiffness and ideal placement of the center of gravity for improved ride dynamics. The model-specific suspensions have been closely engineered alongside the chassis platform from the rider down for optimal handling in each segment.

Taiga says it has achieved "class-leading power to weight ratios, with up to 180 hp (135 kW) at any altitude

Taiga's lithium-ion battery and electric drive have been engineered to be safely operated across their lifetime under high shock loads, high humidity environments, and even under temporary submersion. The standard battery capacity provides energy for up to 100 km of riding with an optional extended range battery for up to 140 km. The insulated battery with an advanced liquid thermal management system maintains the cells at an optimal temperature for under 5% range loss when operating in -30 degree C temperatures and minimal degradation across its lifetime.

Their two 'Orca' electric PWC models are said to "redefine the recreational watercraft experience with silent



## NEWS BRIEFS

Malaysia looks set to be the latest market to clamp down on illegally modified motorcycles, according to RideApart, with loud pipes having fallen into the crosshairs of legislators. The police says that "modified motorcycles may be seized, and they must be restored to their original condition."



Since the summer of 2020, KTM dealers in USA have been able to sell KTM branded 'factory replica' electric balance bikes made by H-D owned subsidiary StaCyc. They can be operated like a regular bicycle, then riders can progress to a 3-level powered mode. There are two versions with larger 16eDrive for older children having 16" wheels, a 17" seat height and a high-performance brushless motor. Both versions are said to offer a 45-60 minute charge time and 30-60 minutes run time.

In automotive racing news, BMW Motorsport has announced that it is to call time on its ABB FIA Formula E World Championship involvement after the 2021 season.



The move appears to signal that BMW is comfortable with the purpose the series has served for them and is now set to husband resources for a major future play on the EV space that Tesla had pretty much had to itself so far.

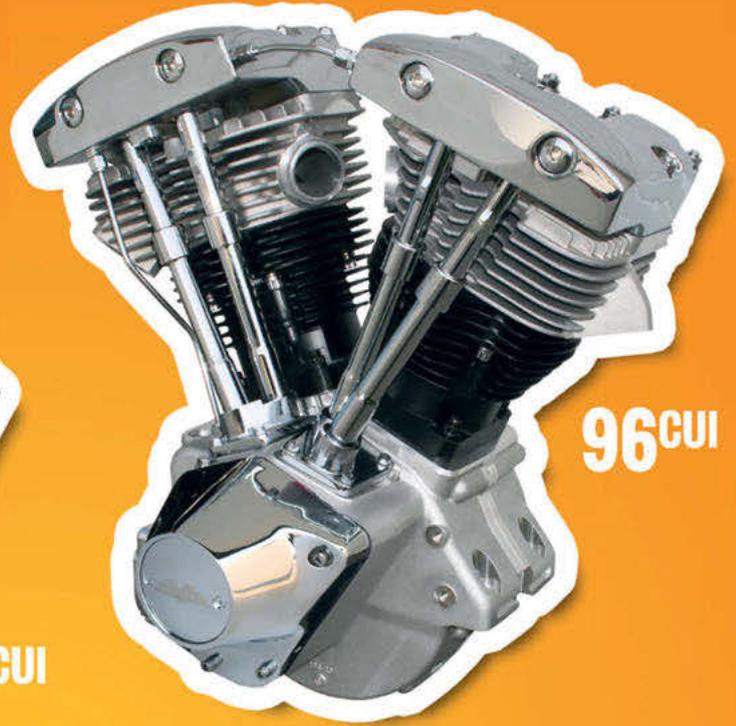
H-D finished 2020 in 7th place in motorcycle market share terms in Switzerland, with 1,972 units sold. Yamaha is market share leader in Switzerland, and its MT-07 the top-seller in a market that is small in total sales terms (29,450 units sold in 2020) but was up by +21.65% over 2019 and has one of the highest per capita motorcycle ownerships in the world in general, and specifically, one of if not the highest ownerships of Harleys per head of population of anywhere in the world.

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

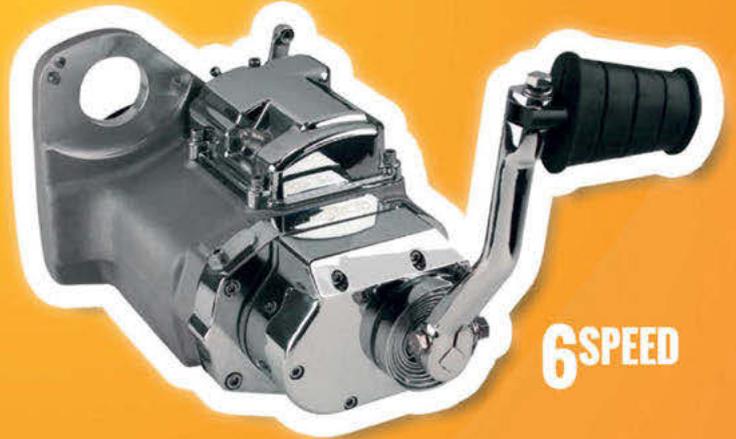
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# NEW BECOMES OLD AND BECOMES NEW AGAIN

Sportster conversion kit pioneer Steve Storz has just celebrated the 40th anniversary of his Ventura, California business - one whose design ideas and concepts are once again at the forefront of the contemporary custom market ...



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**I**n these days of 'Alt Moto', with scramblers, flat trackers and street trackers the bikes du jour, it is easy to forget that we've been here before. What was once new became old, retro, but what was once old has been born again as new generations of riders embrace the simplicity, sound and sensation of tearing up the dirt.

One man who has been there, done it, worn the T-shirt and done it again is Steve Storz - currently celebrating the 40th anniversary of his eponymous Storz Performance business in California. The word 'Trailblazer' is overused, but in Steve's case it's a cap that fits. Quite apart from being a Board Member of the legendary Trailblazers MC, Steve was in the right place at the right time as the fledgling off-road and motocross racing scene of the late

1960s collided with that quintessentially American race phenomena flat track in the 1970s. As flat track racing gets to enjoy its time in the sun once more, it is worth recording Steve's contribution to what is, again, contemporary motorcycle design. That is not to make it sound like it ever went away somewhere, in truth it never did, but it is interesting how riders who have learned in the 21st century are now embracing the kind of riding their grandparents enjoyed for some 50 years in the mid-20th century. Steve originates from Omaha, Nebraska, and attended the Dale Martin Motorcycle Mechanics School in Woodland Hills when he moved to California in 1970. His first industry job was at Jack Hateley at Triumph of Burbank, and his love of flat track racing was instilled there. Subsequent stints included with Shell Thuett on the Yamaha Dirt Track Team (1974) where the riders

were Kenny Roberts, Gene Romero and Don Castro, then tuning for National #22 Terry Dorsch on Yamaha and Triumph before being hired as racing mechanic for the Norton-Triumph dirt track racing team in 1975. After NVT withdrew from racing, Steve worked at Kawasaki Motor Corp. as a technical specialist (1975/76), testing and evaluating pre-production motorcycles. After another spell with Shell Thuett, he was hired as a racing mechanic for the H-D factory team, moving to Milwaukee in 1976. He worked with riders such as Rex Staten, Ted Boody and Steve Morehead from 1976-1979, after which he returned to Southern California and started Storz Performance to build and prepare H-D XR750s for privateer riders. A trip to Italy saw him meet with Enrico Ceriani in 1985 and he agreed to start making modern 42 mm forks for dirt track racing. As Steve says: "They were

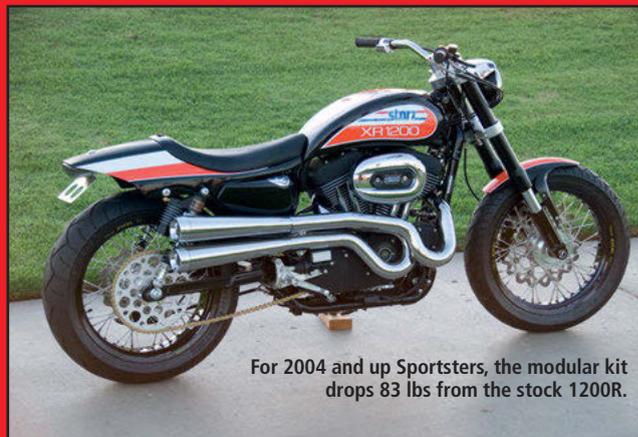
## SP1200 Dirt Track Style Sportster Conversions

Also designed initially for Sportsters from 2004, Storz' dirt track style conversions were originally introduced to mark the 25th anniversary of the business - in 2005 - as an XR style homage to the early days of Storz' career.

At the time, with Discovery channel build-offs and catalog choppers dominant, the concept was one that was 'way ahead of the curve' - but is one whose time has come again as the rebirth of flat track racing has brought street trackers and scramblers back into the mainstream for whole new generations of riders. The new rubber mounted engine Sportster that Harley introduced in 2004 was and remains the best handling Sporty Harley has ever produced in the 63 years since the 'Extra Light' became a factory product line staple.

Storz overcame many of the design challenges that the new rubber mounted engine design created - such as the development of rearsset style footpegs, exhaust system mounting, shift mechanisms and bodywork - and took the stock 557 lbs dry of the 1200 cc Sportster into 'Uber Light' territory by dropping 83 lbs, taking it down to 474 lbs dry.

The kit was introduced as a modular concept for 883 and 1200 cc Sportsters - Storz recommended that customers started with the 1200R model with the optional wire spoke wheels, but not



For 2004 and up Sportsters, the modular kit drops 83 lbs from the stock 1200R.

all the components had to be bought at the same time, or at all. All the items in the kit were also sold individually, allowing riders to evolve their own conversion as budget allowed and preferences dictated. Storz also offers similar kits for 1986 - 2003 model year Sportsters.

so good, they made such a difference, and once the word got out, we sold LOTS of them"!

It was in 1990 that the market saw the debut of the Storz XR883 dirt track style Sportster Street Tracker - and that really got attention. The market was already changing by then though, and with the decline of dirt track racing, Steve shifted his priorities towards the street bike market.

"In 1992 I developed the first complete inverted Ceriani fork kit for H-D street bikes. A few years later I reached agreement with Enrico Ceriani to produce Ceriani forks under license here in the USA."

By the 2000s Steve was being honored by the industry for his contributions - a Hot Bike Magazine Lifetime Achievement award among them in 2003 - but the achievements for Steve and his family didn't stop there.

In 2006 a specially modified set of Storz/Ceriani forks were used on Denis Manning's BUB streamliner to set a Land Speed record at Bonneville (350.88 mph), and from the late 1990s right through to 2013 Steve was riding Trials competitions with his sons Neil and Eric Storz - travelling to Europe with them to compete in selected rounds of the FIM 125 Trial World Championship among other derring-do. Indeed, Eric was selected to ride for Team USA in 2011, 2012 and 2013 Trials Des Nations events, and both his sons also work in the motorcycle industry.

Steve remains the trademark owner of Ceriani



branded forks, and the line of parts he designed for street bikes resulted, among other things, in the conversion kits to give H-D Sportsters the 'XR' look.

### STORZ PERFORMANCE INC.

Ventura, California, USA

Tel: 805 641 9540

admin@storzperf.com

www.storzperf.com



## Steering Damper Kits

Seen here for 2009 and up XR1200, Storz' race quality Ceriani steering dampers offer significant improvements over previous models. Precision-made and fully rebuildable, they feature 16-position positive click adjustment with an internal valving system design that provides a more linear and gradual adjustment of the damping force with stiffer final settings for smooth and consistent damping combined with a shorter overall length-to-travel ratio. Sold individually or in kit form, the complete kits permit full movement of the front fork assembly. They bolt to the frame and fork using Storz' 2- piece billet aluminum mounting clamps.



Steve Storz and the late Enrico Ceriani in Italy, taken in the mid 1990s

# Café Racer Conversions

Developed eight years ago for 2004 and up Sportsters, Storz Performance SP1200RR Café Racer conversions and accessories hit the sweet spot of the Café Racer revival as it emerged in tandem with the market morphing created by the emergence of Millennial buyers.

A hand formed aluminum gas tank and road race style fiberglass tail section with custom Saddlemen seat pads created the basis for the look. Specially modified clip-on handlebars by Driven are mounted to the Storz/Ceriani 55 mm inverted fork tubes above a custom top triple clamp and Öhlins rear shocks with adjustments for compression and rebound damping, spring preload and overall length complete the suspension package.



The donor bike for this project was a low mileage 2007 model 883 Sportster, with a Wiseco piston kit increasing the displacement to 1,200 cc level. At the time, a BUB/Storz 2:2 high pipe exhaust and a Performance Machine air cleaner handled the breathing chores on this fuel injected bike. The bike rolls on 18" front and rear wheels with Metzeler tires, Galfer Floating Wave brake rotors and Performance Machine brake calipers. A Storz billet rearset footpeg kit, Barnett custom cables, PM hand controls and a Storz/Ceriani steering damper keep things under control.

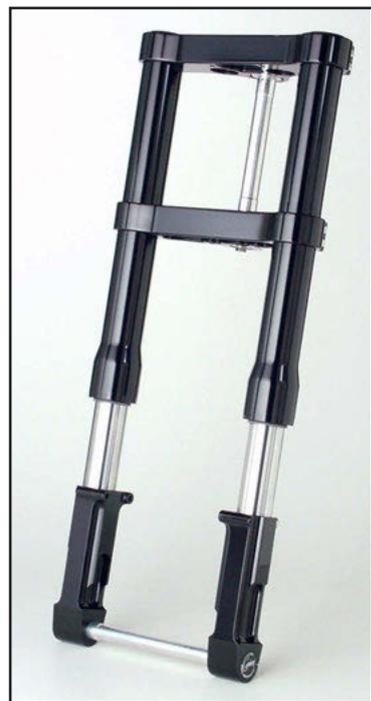
# Storz/Ceriani 55 mm Inverted Forks

Available in chrome, 'Blackout' black polished anodized or less expensive 'black satin' finishes, these forks were the first in a series of popular inverted fork designs from Steve Storz and Enrico Ceriani that feature flat sided lower legs with Storz' patented concealed axle system.

Intended for use on stock and custom framed Harley-Davidsons, they feature precision cartridge damping, progressively wound fork springs and a built-in lowering kit which allows the fork leg to be shortened by 1" without complete disassembly of the fork. The fork can be used with stock or custom wheels, and while custom fenders can be bolted directly to the lower leg, an adaptor bracket



allows them to accept the stock H-D fender. This original style fork was subsequently updated with improvements - such as one-piece billet lower legs with brake mounts for the 2000 and later style H-D or aftermarket direct bolt-on brake calipers. The lower legs were modified to allow the axle to thread into the left leg, which completely conceals the axle, eliminating the need for a separate axle nut, washer and axle cover. The brake caliper mounts were also updated to accept direct bolt-on of 2000 and later style H-D or aftermarket brake calipers without the need for an adaptor bracket.



## Alloy Gas Tanks - Road Race Style

Storz' hand formed aluminum 3.5 gallon road race style gas tanks feature an internal baffle and flush-mount aircraft style filler caps.

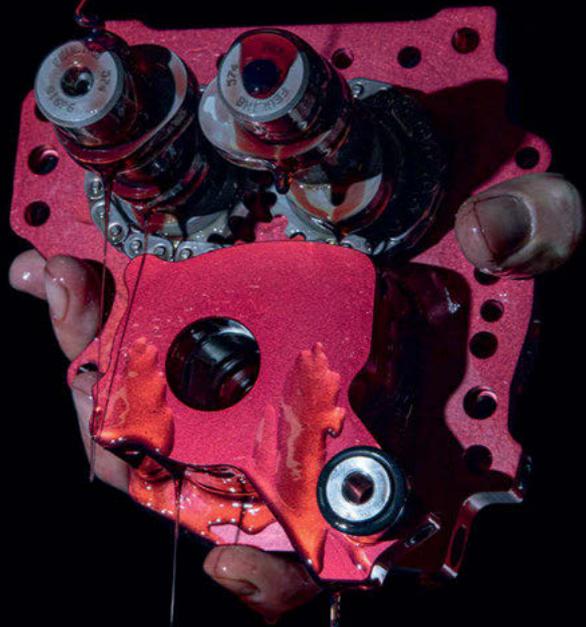
## Alloy Gas Tanks - Dirt Track Style

Storz' hand formed dirt track style gas tanks use a center mount system (1983-2003) or have a smooth top with concealed bolt-on mounts (2004 and up).





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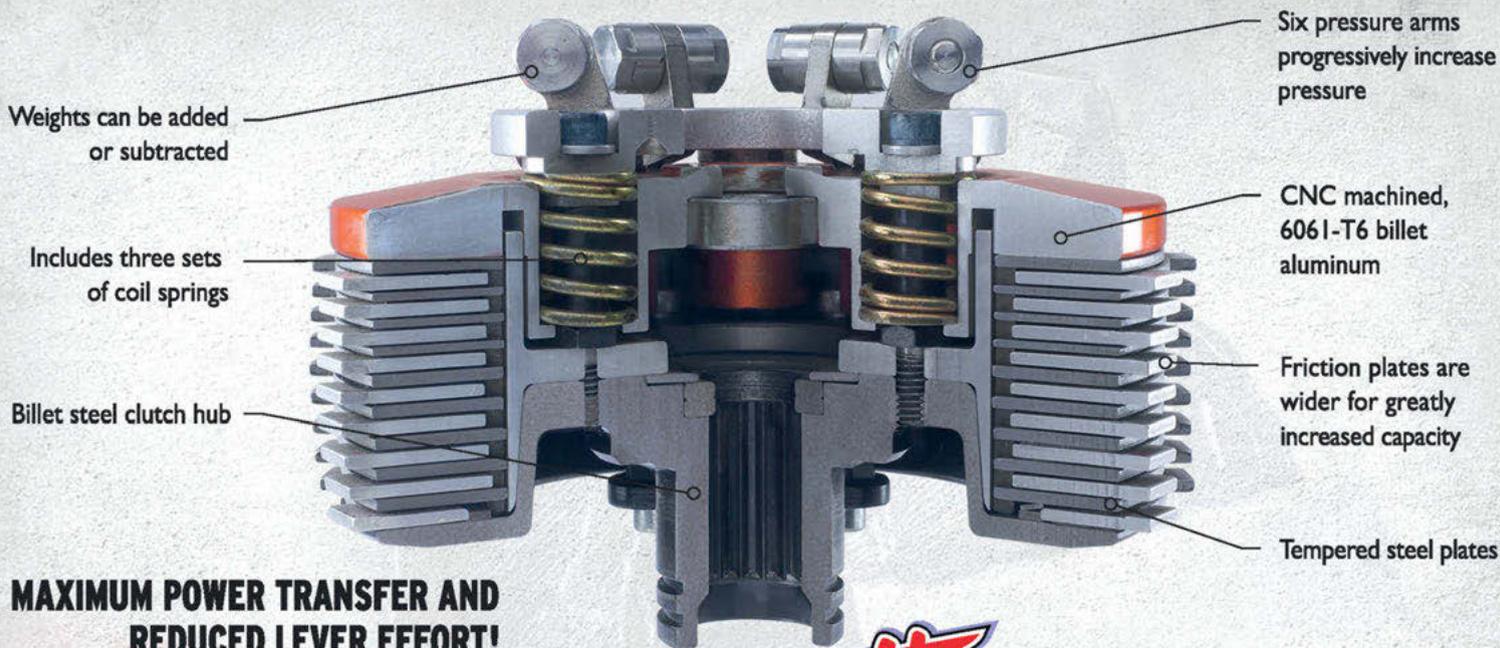
- ▶ Self Canceling Modules
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# HARMONIOUS LINES PREDATORY PRES

Three months ago, we published a feature story about Vilnius, Lithuania based Tommy & Sons - one of the few custom and performance Bagger specialists in Europe. This 2015 FLHTKSE is the project bike that the company had intended to enter into the October 2019 AMD World Championship of Custom Bike Building at INTERMOT, Cologne - before the world as we know it went into a medically induced coma!

It features a Tommy & Sons' full body kit with all the accessories - from the taillights forward, including all the CNC-machined parts - designed and made in-house by Tommy Vaiciukynas and his team.

The front wheel and neck are American Suspension items, with Vance & Hines pipes finished off with custom billet

end caps by Tommy & Sons.

Built as a customer bike, the project was two years in the making and sought to look at Bagger styling in a new, futuristic, almost architectural way. All parts were initially computer rendered and then precision fabricated with the help of an advanced 3D printer and modified to perfectly fit and create the lines of the bike.

Starting with the saddlebags and rear fender, the lines blend in a curve that creates that Holy Grail harmony of aesthetics where creation of the body parts allows each design decision to be consistent with all the design decisions.

"The front fairing has the futuristic predator look," says Tommy, "and the chin spoiler stands out with the two horns on the side. The horns hold the turn signal LEDs and the floorboard design blends together with the speaker grills.

"The air filter and derby covers are mixed with organic glass to reveal the internals - all designed and CNC-milled here by the Tommy & Sons team. The front 26" wheel is covered with a custom-made front fender and, together with the engine, is finished in grey to help the sense of design unity."

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# IES, SENCE



## 2018 Softail Breakout Triple Trees

**HHI** *Hawg Halters Inc.*

Hawg Halters' new Softail Breakout raked triple tree kit for 2018 and later Breakout models is specifically designed as a direct replacement for the stock Breakout triple tree.

It will accept the original headlight and gauges, so riders can maintain the stock look while increasing fork rake and overall wheelbase length.

Kits are available in 4- and 6-degree rakes. The 4-degree rake kit is typically used when installing a 23" front wheel and the 6-degree kit is recommended for installing a 26" wheel or trike conversion.

Available in black, chrome or raw machine finish, the addition of the new Breakout triple tree means Hawg Halters now offers triple tree conversion kits for the 2018 and up Softail Fat Boy, Deluxe/Heritage and Slim and Breakout.



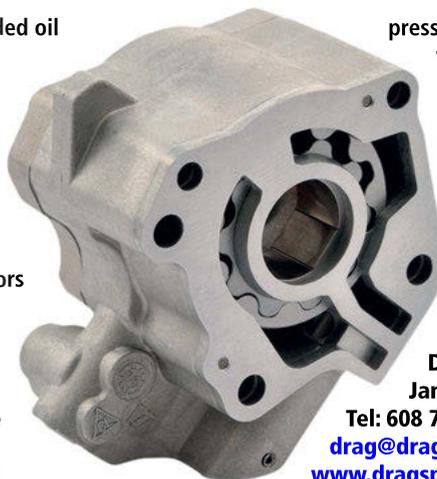
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## Air-Cooled M-8 Oil Pump



This Drag Specialties branded oil pump for air-cooled M-8 models (2017 and up) is said to help to reduce oil carryover during high rpm operation - the higher column helps reduce engine and oil temperatures.

It has 53 mm diameter rotors for maximum performance and is said to deliver a 20% oil pressure gain, 125% increase in pressure volume and 135% increase in scavenger volume over OEM stock pumps (16% oil



pressure gain, 66% increase in pressure volume and 100% scavenger volume increase over OEM stock TC96/103 oil pumps).

It has a high-quality die-cast aluminum body construction and high-strength steel gear construction and fits both stock and aftermarket cam support plates "for seamless installation."

**DRAG SPECIALTIES**  
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[drag@dragspecialties.com](mailto:drag@dragspecialties.com)  
[www.dragspecialties.com](http://www.dragspecialties.com)

## Barnett Extra Plate Clutch Kits



Available for Evo Sportsters, Evo/Twin Cam Big Twins and V-Rods, Barnett's 'extra plate' clutch kits feature "our proven carbon or Kevlar 'segmented' friction plates, tempered steel drive plates and an increase in clutch surface area by between 10% and 20% - depending on the kit and application. The V-Rod extra plate kits also include heavy duty clutch springs." The company says that its 'segmented' friction material design "increases oil flow through the clutch and provides a smoother, more consistent performance and extended clutch life."

Described as ideal for modified motors and high-performance riding applications, Barnett says that all its clutch kits are measured for proper stack height prior to packaging "to ensure optimal performance."

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ACCESSORIES

## 'Air Stinger' High Flow Air Cleaner Kit

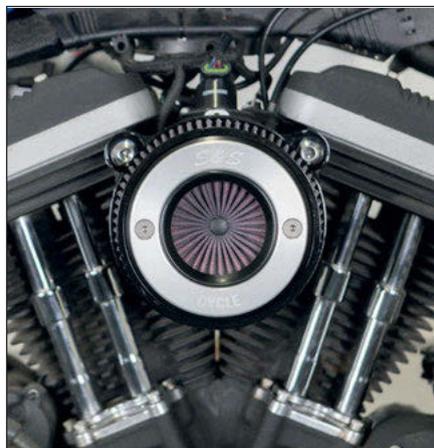


S&S Cycle's Stealth air cleaner kits have been a solid performance addition for the V-twin market since their launch in 2012.

Each year S&S has been able to further develop the line with a new cover or fitment, and this new Air Stinger adds another chapter to the story.

The Air Stinger takes the existing high flow Stealth air cleaner and replaces the air smoothing stinger with a similarly shaped filter element. The additional filter surface equals a +55% gain over a factory filter in an M-8.

"Big bore and modified engines require additional airflow, and the Air Stinger was designed specifically



for those needs," states S&S Product Manager Grant Hillegass. The Air Stinger is also available with the classic mini teardrop cover in black or chrome or as a replacement cover plate to update an existing Stealth system.

Just like the Stealth filters, the Air Stinger filter element is washable and designed to last for years. Applications for most Harley models from 2001 to current.

**S&S CYCLE INC.**  
Viola, Wisconsin, USA  
Tel: 608 627 1497  
sscust@sscycle.com  
www.sscycle.com



## KB High Performance M-8 Pistons



Manufactured by United Engine and Machine, a new line of Super Duty KB Performance motorcycle pistons is available for 120" - 24" M-8 applications (2017 - current year Harley-Davidson models).

Available for Harley's 114" and 117" M-8s using stock cylinders bored to 4.125" (120" displacement) through 4.185" (124" displacement), they feature 11:1 compression "with generous valve pockets to accept 1 mm larger valves," according to Motorcycle Sales Manager Marko Glush.

"The M-8 hard anodized crown aids in heat deflection and corrosion from alcohol fuels. Additionally, the top ring groove hard anodizing eliminates micro-welding of the ring to the groove and maintains a flat and smooth surface for optimum ring seal.

"Premium crafted round wire locks keep the pin firmly in place. Sets include premium Hastings 1.2 mm, 1.2 mm and 3.0 mm ring sets, with a steel nitrile top ring with a ductile Napier second.

"These new M-8 series feature our popular Line2Line abrasadable coating as a standard option. Line2Line coating is applied to the thickness of the piston-to-wall clearance for a ZERO install clearance. The coating abrades-in on start-up to hone for the perfect fit per cylinder, eliminating piston rock for the best possible ring seal with no piston slap noise."

United Engine and Machine's KB Performance Motorcycle Pistons "has been designing and building high performance and original equipment pistons for nearly a century."



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## National Cycle Mohawk Windshield



Maywood, Illinois based manufacturer National Cycle's dark tinted Mohawk windshield features a special 'V' profile for added wind management.

This tough windshield is made from sturdy polycarbonate for outstanding impact strength - 23 times better than acrylic, says Zodiac. "The quality linking arm fork mount system with countersunk screws offers a custom fit for almost any motorcycle with open front forks."

Mohawk windshields are 9.25" (23.5 cm) high and

11.75" (29.8 cm) wide and available for upside down front forks and conventional 39 mm, 41 mm or 49 mm forks with choice of chrome or black brackets.

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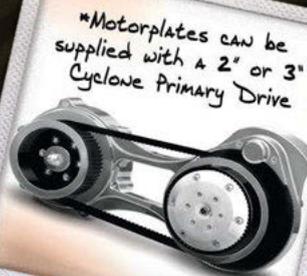


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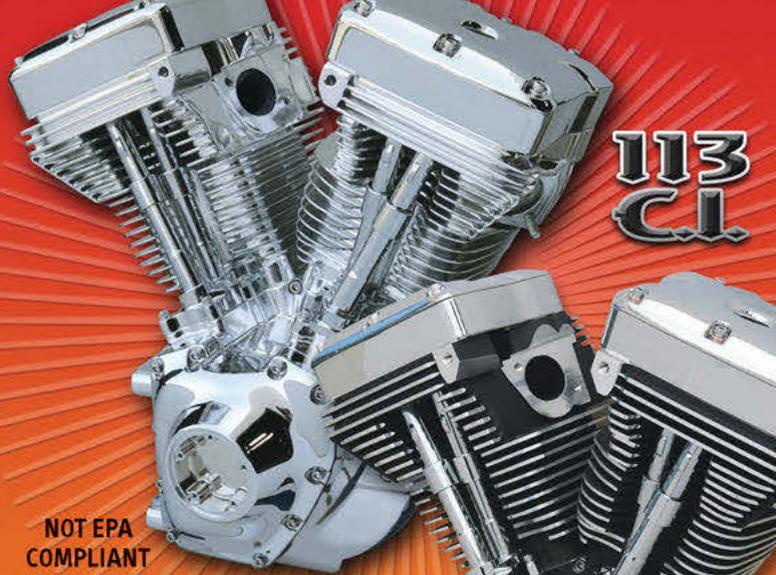


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## Custom LED Solutions

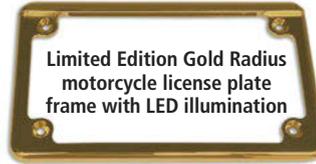
These 100% plug and play installation Plasma Rods by Youngsville, North Carolina based Custom Dynamics use a patented LED technology to produce a "bright, incredibly smooth light output.

"Plasma Rods can mount about anywhere, but they work great between your saddlebags and fender/filler panel. Units are pre-taped for mounting to left and right sides of the motorcycle. With their smoked lens, Plasma Rods are almost invisible when off.

"Plug and play dual color Plasma Rods are offered as dim red running light with high intensity red brake and full contrast amber turn signal; plug and play red Plasma Rods are offered as dual intensity dim red running light with high intensity function (depending on model). Use 8" length for OEM H-D rear fender/saddlebags and 10", 12" or 14" length for extended bags."

Units are equipped with a plug and play connector and in-line quick disconnect for a simple install when used with one of the Plasma Rods' wiring adapters (sold separately). Plug and play configurations require only the purchase of the plug and play LED Plasma Rods and corresponding wiring adapter, no additional converters or modules are necessary. Hardwire versions are also available for both dual color and single color red Plasma Rods.

Also seen here, this Limited Edition Gold Radius motorcycle license plate frame with LED illumination is a low profile, aluminum radius license plate frame design with six white LEDs built in for license plate illumination. Simple two-wire hook up to running



Limited Edition Gold Radius motorcycle license plate frame with LED illumination

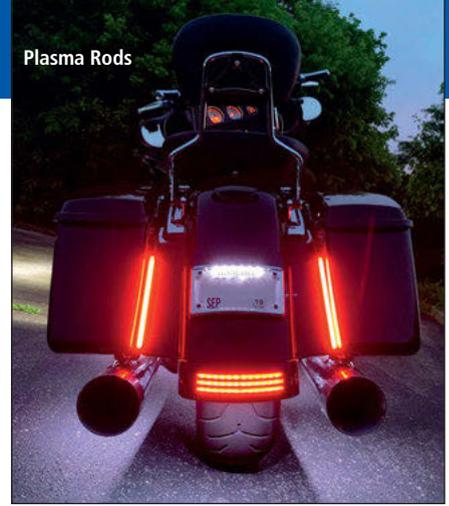


Low profile BAGZ run/brake/turn LED saddlebag lights for Indian models

light power and ground. Compatible with 12VDC systems with a negative ground.

The frame can be mounted horizontally or vertically, depending upon application. When mounted

Plasma Rods



vertically, LED illumination will shine from the long side of the plate frame. Mounting hardware included. Lifetime warranty against LED failure. Dimensions: 7-3/16" L x 4-1/4" W; mounting holes (center to center): 5-3/4" x 2-13/16" (12 degree curvature). Finally, for Indian Motorcycle applications, these low profile BAGZ run/brake/turn LED saddlebag lights have been designed for a sleek, unobtrusive custom solution. 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 for an effortless install and in-line quick disconnect for quick removal of saddlebags.

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# Drag Specialties Additions

## Chopped Tour-Pak Backrest Pads



Drag Specialties Seats' new chopped Tour-Pak backrest pads are now available to match its Double Diamond stitch seats. These backrest pads feature a high-density foam interior for maximum comfort. The exterior has solar-reflective leather in the contact area and automotive-grade vinyl on the sides. The pads measure 4 1/2" tall by 12 1/4" wide, with an optional lower pad included. It is secured with three bolts (drilling required) and available in Double Diamond stitch with black, silver or red thread.

## Rubber Driver Footpegs



These footpegs feature molded rubber sleeves with chrome-forged mounts. They easily mount with the existing stock hardware and are sold in pairs for '18-'20 Softail and ELW models.

## Starter Clutch Drive

This Drag Specialties replacement starter clutch drive for '17-'20 M-Eight models "is made from high quality parts that improve upon common failures of OEM Harley starters." The high quality parts and construction are designed to improve the life of the clutch under hard starting conditions.



## Dual Gauge Bracket

This sleek wrinkle black Drag Specialties OEM-style dual gauge bracket speedometer combines tachometer and indicator lights. Mounting hardware and backing plates are included. It fits '99-'05 FXDX, '99-'04 FXDX-CON, '95-'11 XL 1200 and '95-'04 FXD models with a dual gauge upgrade.



## Alternator Stators

This Drag Specialties alternator stator is "precisely constructed to meet or exceed OEM specifications." It is available for '17-'20 FLHT/FLHR/FLHX/FLTRX and FLTRU models. Mounting hardware is included.

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Read AMD's Editorial! Turn to page 44



CHINSCOOP

# Kodlin's 'Upswept' - Reloaded!

In inventory at Custom Chrome Europe (CCE) are these 'Upswept' performance exhaust systems for Milwaukee-Eight models by Fred Kodlin (with German ABE/general operation permit).

"A true classic," according to CCE, "and back in an updated, modernized version, modern technology and new styling resulting in a combination of an aggressive classic Kodlin look and a cool sound."

"If you remember the Nineties, the customizing gold rush years, you will likely have seen the classic, stylish Kodlin 'Upswept' exhaust systems - top-sellers all over Europe and used on almost every Daytona-winning custom by Fred Kodlin."

"This homologated 2.0 version has the more aggressive look that riders are looking for these days - a high-performance racing look with spring-mounted muffler upgrade."

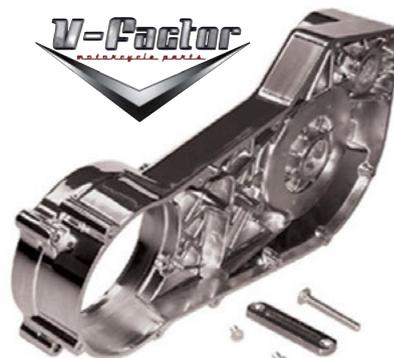
"Designed with removable dB-killer, it fits M-8 powered models such as Fat Boy, Breakout, FXDR and others. Made from stainless steel and manufactured with the latest technologies, the system is coated in black."



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# V-Factor Inner Primary Covers



Inner primary cover for wide tire Softail



Inner primary cover for Big Twin

Available for a wide range of Evo and Twin Cam Big Twins (including 2001 - 2005 FXDWG), these die-cast inner primary covers have been CNC-machined for precision fit and reliability.

Available in chrome, matte black and polished (subject to application), they feature extra reinforcement in all the critical areas and hardware is included with most applications.

Additionally available from V-Factor and not easily sourced elsewhere is a 1" offset inner primary for wide tire Softail applications from 1990 to 1993.

Eliminating the need for a separate 1" inner primary spacer, the 1" offset is built-in to the die-cast piece. It has two pre-installed alignment pins for outer primary cover alignment and a chain tensioner anchor plate with plate hardware included.

Also of note, V-Factor offers an inner primary for chain drive FXE models from 1970 to early 1984 as a H-D 60421-79A stock replacement.

Gasket and seal kits also available from Mid-USA, plus replacement bushing kits with two steel spacers and two bushings for certain applications.

V-Factor also offers a wide range of die-cast aluminum outer primary cover options in chrome or black. Available for most Big Twin applications from 1971 and later FX and FLH 4-speeds to Evo Softails and Dyna, Twin Cam Softail and Dyna, right up to 2007 and up Touring models - seen here in chrome.

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# Comp Master Clutches - Choice of Spring Rates for 2011 - 2017 Big Twins

American Prime Manufacturing (APM) Comp Master clutches fit all H-D Big Twins from 2011-2017 (except for M-8 models). 1056-0026 has an approx. 1.870" stack height and fits all models using a cable actuated clutch; 1056-0027 fits all models with the OE hydraulic actuated clutch.

Based at Santa Fe Springs, California, company president and industry veteran Ben Kudon says that "the priority is quality and performance with these APM clutches with proprietary aggressive carbon/Kevlar friction material and precision-machined components."

"There are several factors that affect clutch performance and its ability to hold power. Factors such as aggressive riding styles, improper installation, load weight and clutch adjustment are a few of the things that can determine the power a clutch can hold."

"Our Comp Master clutch is manufactured to be a performance clutch able to exceed the ability of the stock clutch to hold power and we have several different spring options to custom-tailor the clutch to the power output of the engine."



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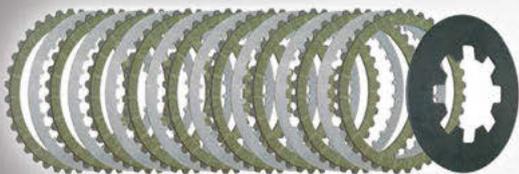
BTX-5



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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## Yaffe focuses on H-D's new M-8 Softail platform as he rolls into his 30th year



Paul Yaffe of Phoenix, Arizona based Paul Yaffe Originals and Bagger Nation fame is now into his 30th year in the motorcycle industry. The four-time V-twin industry "Trendsetter of the Year" recipient is no stranger to inserting his views on style into any given genre of H-D models that happen to grab his attention. With the recent introduction of Harley's all-new Milwaukee-8 powered monoshock Softails, Yaffe received a fresh new canvas to focus his attention. In a few short years, Paul and his experienced team have managed to create a continuously growing line up of "Fixes," as Paul likes to call them, aimed at enhancing the M-8 Softails. With the Factory's release of an unprecedented eleven introductory models in 2018, Yaffe certainly had his work cut out for him (Paul calls it job security!). The company immediately created a shortlist of the common attributes that

needed attention across the entire new Softail line. The list includes losing the plastic side mount license holder, curing the dirt bike look created by the travel that the monoshock chassis creates, and last but not least, ditching the "mouse ear" brake lights and signals. The first result was "The Fix" Rear Fender line that eliminates the plastic side mount and replaces it with an ultra-clean, frenched license frame with hidden LED lights. It also features a new fender shape that cures the "dirt bike" look, plus Bagger Nation offers optional 'Lightning Bolt' flush taillights that will eliminate the "mouse ear" taillights - one product, three solutions. The company then took the popular flush mount 'Lightning Bolt' flush mount lights and created super small bullet housings for them, creating 'Lightning Bullets' that still are "laser bright" as well as direct bolt-on replacements for the stock front signals. The latest idea to come from the Bagger

'Lightning Bullet' taillights



Paul Yaffe with a Café Racer-inspired front fender for Sport Touring/ Performance Baggers or FL Softails.

**CAFE**  
FENDER



'The Fix' rear fender

Nation 'Ideas Factory' and Paul Yaffe's lust for details and design perfection are inverted fork adapter kits for custom fenders. These allow you to mount Bagger Nation's line of real steel fenders as well as their new super light Café fenders for Sport Glides, Fat Bobs and Low Rider models. All that is without mentioning the easy to install Sharknado fairing - a major hit, proving to be a very desirable option for Sport Glides and Fat Bobs, as well as fitments for everything from V-Rods to Road Kings. Yaffe's M-8 Softail line is in full swing now with new products being added regularly - from digital gauge conversion products to chin scoops, suspension upgrades and M-8 Softail applications for Yaffe's world-famous 'Monkey Bars.'

Find out more on pages 40-41

**Paul Yaffe's**  
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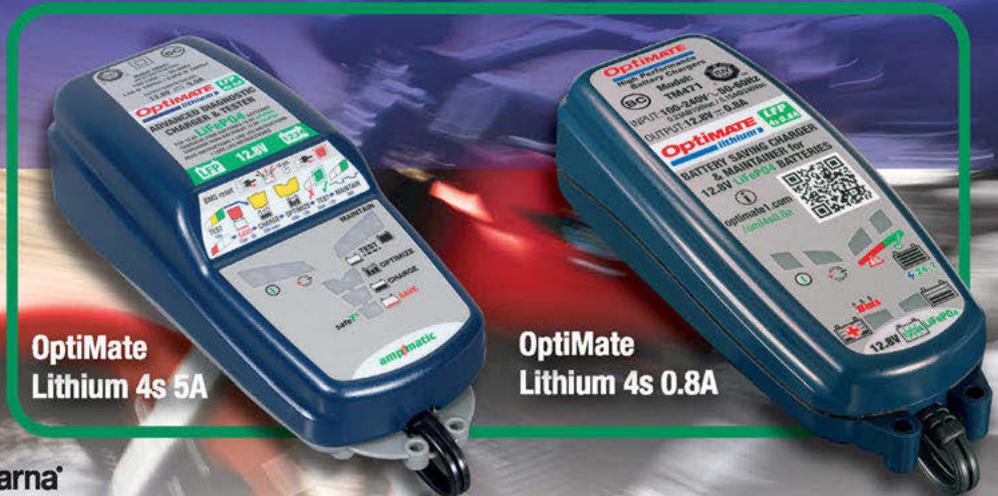
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AMD PRO GUIDE

# Powerful Stock Replacement 124 dB Dual Tone Air Horn System

Founded in 1965, Long Island, New York based Wolo Manufacturing is a leading manufacturer of horns and warning lights for vehicles, motorcycles, marine and industrial equipment - "innovative products to protect and keep people safe."

Its extensive range of replacement and custom style application motorcycle horns, including their H-D-specific designs, are louder than stock, much louder than stock. Incredibly loud in fact!

Stock Harley horns produce a rather ineffective 89 dB. By comparison, the 12 volt Wolo 'Hideaway BLAST' seen here is a very powerful dual tone air horn system that produces twice the power of the stock horn at a massive 124 decibels - for sure, other road users will know you're there!

The company says that years of in-house R&D has gone into the development of their latest (model 900) drop-in as a stock horn replacement for most motorcycles that have saddlebags and a horn housing.

The 'Hideaway BLAST' fits into the factory horn housing and is hidden from view, with no special tools needed. The compact, heavy-duty compressor mounts into the left side saddlebag using a patented mounting bracket and secures with 3M Dura Lock tape.

Installation requires one 25/32" access hole to be drilled into the saddlebag's inside wall to route the air hose to the horn and the relay wires to the compressor.

The air hose and wires are concealed inside a black, flexible tubing that looks like the original equipment and secures to the saddlebag with a waterproof

Black flexible tubing

Wires and air hose

Dual tone air horn with factory wired 10 Amp relay

Waterproof connector

Heavy-duty compressor and patented mounting bracket

connector. The 'Hideaway BLAST' is engineered with a heavy-duty, waterproof 30 amp relay, which is factory installed and prewired to the horn.

The 'Hideaway BLAST' uses the original factory horn cover and in addition to the patented compressor bracket (that mounts without drilling holes), the complete kit includes all the necessary hardware and simple to follow pictorial installation instructions.

Wolo Manufacturing says it is the leader in horn design and technology (electric and air horns) and is a second generation, family owned and operated business.

**WOLO MANUFACTURING**  
Deer Park, New York, USA  
Tel: 631 242 0333  
www.wolo-mfg.com

Dual tone air horn - replaces original, fits factory original horn cover.

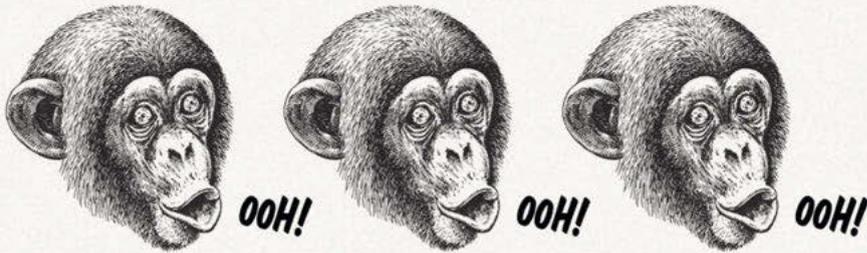
Compressor - mounts inside the saddle bag using Wolo's patented mounting bracket, no holes required.



Installation requires one hold 25/32" in the saddlebag's wall, to route the air hose and relay wires to the compressor.

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Dyna pictured with "Pleated" style.  
FXR pictured with "Gripp Tape" style.  
Bagger pictured with "Diamond" style.  
Sportster pictured with "Basket Weave" style.  
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# Ergonomic AirTrax Grips and Brass Detailing Options

These new AirTrax grips by Dublin, California based Arlen Ness Enterprises feature an aggressive yet comfortable rubber design that is said to offer excellent hand traction.

The grip end is CNC machined from solid brass and finished by hand. Raised rubber pattern helps dampen vibration and enhance the grip, though Ness additionally recommends riding gloves for best grip and comfort.

Available for cable or Fly-By-Wire models, the brass end cap features a laser engraved Arlen Ness logo; matching AirTrax foot and shift pegs are also available. To extend the brass detailing theme, consider the latest brass covered version of the popular Ness 'Big Sucker' with additional new patent-pending technology performance intake.

**ARLEN NESS ENTERPRISES**  
 Dublin, California, USA  
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[contact@arlenness.com](mailto:contact@arlenness.com)  
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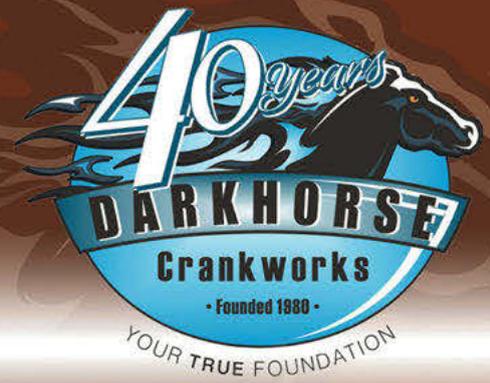
Shift pegs



**ARLEN NESS**



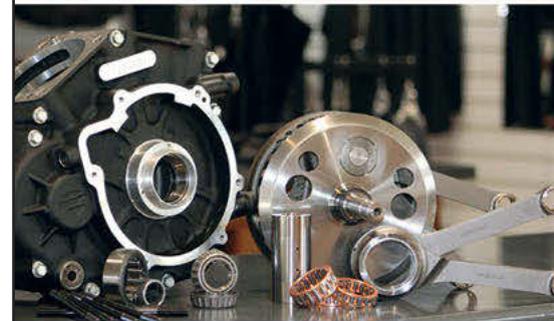
In addition to the one-piece aluminum backing plate, this latest new Big Sucker Stage 1 performance intake in brass (for M-8 engines) adds new features to the original. A new patent-pending, hidden breather system that is O-ringed at the heads passes through the backing plate and exits inside the mouth of the throttle body through proprietary shooter tubes in addition to the patent-pending oil catch/reservoir.



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## Letric Royal Flush-Mount and 45-Caliber Mini-Marker LEDs

Oreland, Pennsylvania based NAMZ Custom Cycle Products has released additions to its fast growing Letric range of lighting options with these new "colorful" Royal Flush Mount and 45-Caliber Mini Marker LEDs. President and Chief Technical Officer Jeff Zielinski told AMD: "Like we do with any new product, we put the time and effort into being the best at what we do. It is important to deliver only the industry's very best electrical products, as we have over 20 years of reputation on the line."

"Our new color offerings have been in the works for months, and we have worked hard to make sure we get the colors right and to set a benchmark for the market - Letric continues to be an innovator and influencer."

Letric Royal Flush Mount LEDs are ultra-bright, boasting COB LED technology, a proprietary conical lens for brighter light and a wider array, all wrapped in an exclusively designed aluminum housing. Four lighting styles are available - red, white with amber switchback, red/red and red/amber dual function - with the aluminum housing now offered in polished, black, blue, gold and red anodized finishes.



"Our newest 45-Caliber Mini Marker LEDs require a small 3/16" hole for mounting," says Jeff, "and have an aluminum body and conical lens that is less than 7/16" in diameter." Three lighting styles are available - red, white with amber switchback and red/red dual function. The little LEDs pack a COB LED punch and are also available in gun metal gray, blue, gold and red anodized finishes. The 22-gauge wire harness is covered in heat shrink and is 18" long, making universal installation simple. "They even

Mini marker turn signals



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Royal Flush mount led turn signals



have mirror mounting studs for stealth installation." Celebrating over twenty years in business, providing "world class electrical components, wiring harnesses, Badlands lighting modules and LED lighting", the Letric Lighting Co. range is available to dealers exclusively from Tucker Powersports or directly from the company's website.



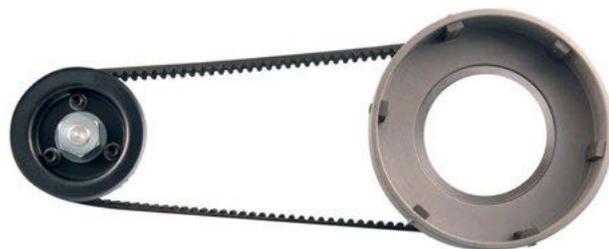
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## BDL Classic Open Drive for Knuckle and Pan

The TK-1 belt drive primary from Californian specialist Belt Drives Ltd. (BDL) provides riders of 1936-1954 Knuckles and Panheads with the classic Old School look and sound expected from a BDL belt drive primary. The 8 mm drive fits perfectly to early tapered engine shafts - kickstart only. More reliable and lighter in weight than stock, it allows you to turn off the dreaded primary chain oiler

which causes so much of the leaking on these otherwise awesome early drivelines.

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## Trask 'Big Sexy' M-8 Touring 2:1

Phoenix, Arizona based Trask Performance's new 'Big Sexy' 2-into-1 exhaust systems are recommended for use with 117" M-8 engines and others that make 140+ horsepower.

The three-step header design with a high-flow merge muffler design features double-slip joints for heat expansion and exhaust seal quality. The high-quality mandrel-bent stainless steel construction is said to deliver a "big, bold sound" with custom Assault-style heat shields adding to

the angled styling and megaphone-style muffler, conical-style end cap and polished finish for "a unique look." Available for selected (most) 2017 and up H-D Touring models.



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## KessTech Exhaust Sound Management for Indian Big Twins



German exhaust sound specialist KessTech (part of the MEC/Motorcycle Equipment Company consortium with Austrian custom parts specialist Cult-Werk) has announced that it now has sound managed exhausts available for all MY21 Indian heavyweight models.

Custom configurable, KessTech says it has been making H-D and other exhausts "for more than 30 years. What began as mechanically adjustable exhausts are today a piece of High-Tech Made in Germany.

"KessTech is the market leader for adjustable exhaust systems with an EU type approval for motorcycles. With more than 55 highly motivated and specialized employees, the company produces these high-quality systems at its headquarters in Obertheres, Germany. More than 50,000 adjustable exhaust systems have been sold."

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## Cast Replica Components for Knucklehead and Panhead Frames



VG Motorcycle in the Netherlands has added more hard-to-source replica parts for 2021 - including saddle tube mounts and oil tank mounts and bushings for Knucklehead and Panhead frames. Ever improving the authentic look and features of its famous vintage Harley-Davidson retro Knucklehead and Panhead frames, VG Motorcycle now offers castings and bushings for the seat mount post. These perfect replicas look just like the OEM items,



for a level of authenticity that only a lifetime of experience and manufacturing expertise could produce. Ideal as replacements for worn out seat post and brake tube bushings, they are complemented by this replica cast oil tank mount.

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

## 12-Gauge 'Rogue' Bolt-On Fender

Available from Brunswick, Ohio based Lowbrow Customs, the 'Rogue' fender is a simple bolt-on for stock Panhead and Shovel frames 1958 - 1984; no cutting or modification of the stock frame is needed. Manufactured in super heavy-duty 12-gauge steel, with chrome-plated steel fender struts; hardware included.

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The bolt-on 'Rogue' fender for Panhead and Shovel frames 1958 - 1984 - seen here on a Panhead built by The Gasbox (Cleveland, Ohio) that also features Lowbrow's WX gas tank.



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# New Ultima Exhausts for 2021

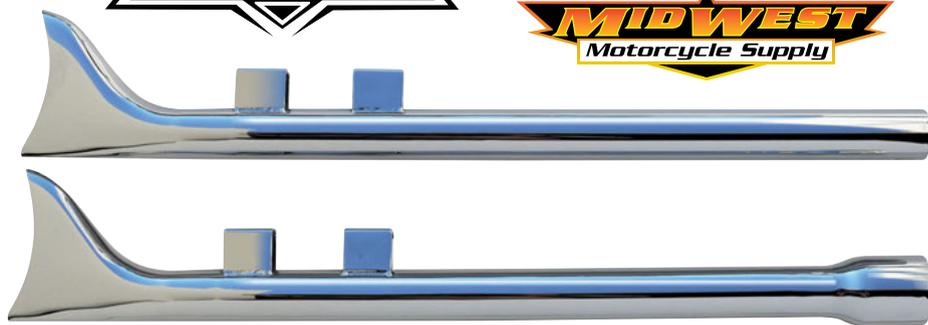


Ultima Products' new 2 1/4 " Radium mufflers for 2017 and up M-8 Touring models feature removable high-flow performance steel baffles and a slotted channel mounting system that allows for easier installation and guaranteed fitment and alignment. The ends are straight cut to accept a billet end cap if further customization is desired; application- specific mounting clamps separately available. Also seen here, these Ultima 1 7/8" fishtail exhaust slip-on mufflers are



available in chrome or black in 33" or 36" lengths for 1995 - 2016 and 2017 and up Touring models. Features include a 1 3/4" inside diameter and 1 7/8" outside diameter. Sold without baffles, they ship with all necessary hardware. They are available in chrome or black.

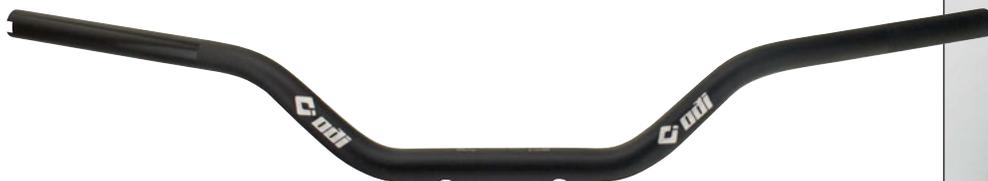
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# ODI V-twin 'Moto' Style Handlebars

Motocross technology in a V-twin handlebar - these black, hard anodized aluminum handlebars are slotted for internal wiring and notched for Throttle-By-Wire. They are available in 1" and tapered from 1-1/8" in the middle to 1" at the controls; the clutch side is knurled for improved grip adhesion.

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# 'Black Air' Tracer Grips for TBW

Though best known for its exhaust systems, Pine Island, Minnesota based Khrome Werks has always been associated with a wide range of parts and accessory designs down the years, and seen here are the company's new 'Black Air' Tracer grips for TBW applications on 1" handlebars. Featuring seamless rubber grip technology and billet end caps with collars, they are an



ergonomic accessory solution on a standalone basis, but are also a stylish design match for those using Khrome Werks' Tracer muffler billet end caps.

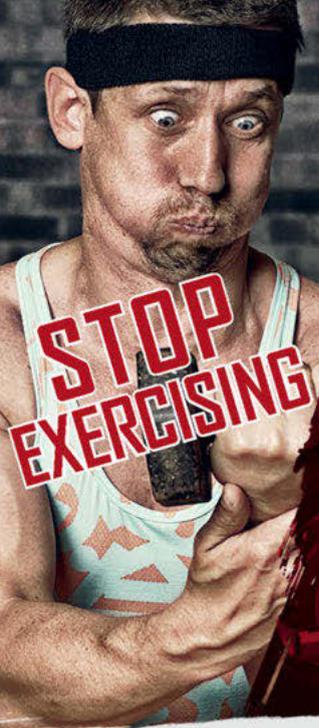
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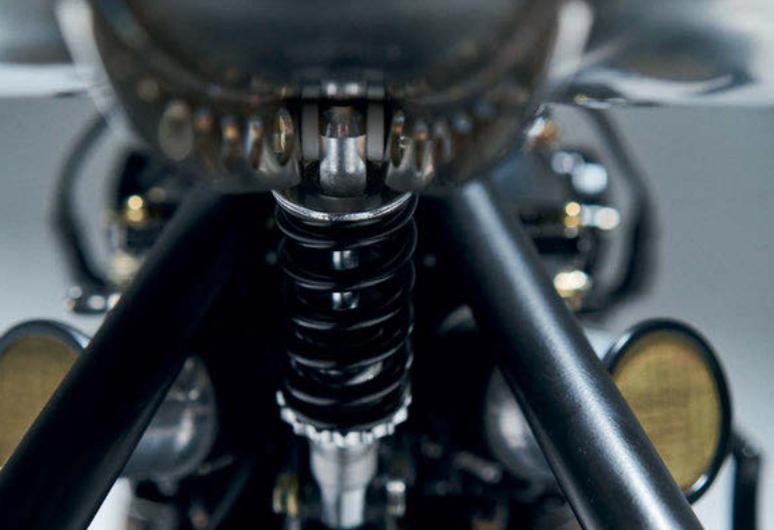
Camera di Commercio Pordenone - Udine





# Yamaha XS650 Bobber by ESG





**Eastern Sprit Garage (ESG) from Poland has mastered the art of building café racers - it showed it had nailed the formula when it broke onto the scene seven years ago and has produced consistently good results ever since.**

**B**ut the Polish shop likes to break the mold once in a while, deviating from its hallmark genre and showing that it is no "one trick pony"!

As owner Sylwester Mateusiak puts it: "It is the challenges that help you push your skills and find the creativity. That is why we chose to build a bobber on an XS base. The donor bike was inexpensive, and as a platform it brings its own heritage and challenges. The Yamaha XS650 is a 5-speed 654 cc (39.9 cu in), 4-stroke, air-cooled SOHC 2 valves per cylinder parallel twin. The standard model was introduced in October 1969 and produced through 1979; the "Special" cruiser model, which this one is, was introduced in 1978 and produced through 1985. It was said to have a 169 km/h (105 mph) top speed when introduced, with a claimed 53 bhp (40kw) @7,000 rpm, weighing in at 194 kg (428 lb) wet. Strictly speaking, ESG is a one-man business, but with regular help from his brother Kamil and their friend Lukasz they started by stripping the XS650 right down, lopping off the rear of the frame and

fabricating their own hardtail set-up.

The floating seat is completely handmade and features a very elegant suspension system that uses a mountain bike shock. "It really is surprisingly comfortable," Sylwester says. To perfect the Yamaha's stance, ESG tweaked the head angle with a set of custom-built offset yokes and shortened the forks, revalving them to be stiffer.

The stock wheels were swapped for a set of solid aftermarket 16 inchers, originally intended for a Fat Boy, with a fuel tank from a Yamaha Virago and a headlight, warning lights and ignition switch from a 1960s Polish-made WSK.

Other than the reverse levers, which are from an unnamed Russian motorcycle, just about everything else is custom. ESG fabricated its own clip-ons and rearsets, and even built a new side stand.

There's a ton of hidden work at play too. Sylwester always works with older motorcycles, and that means his motors always get a proper nuts and bolts teardown. This one needed some new bearings, rings and seals, and an almost entirely new clutch.

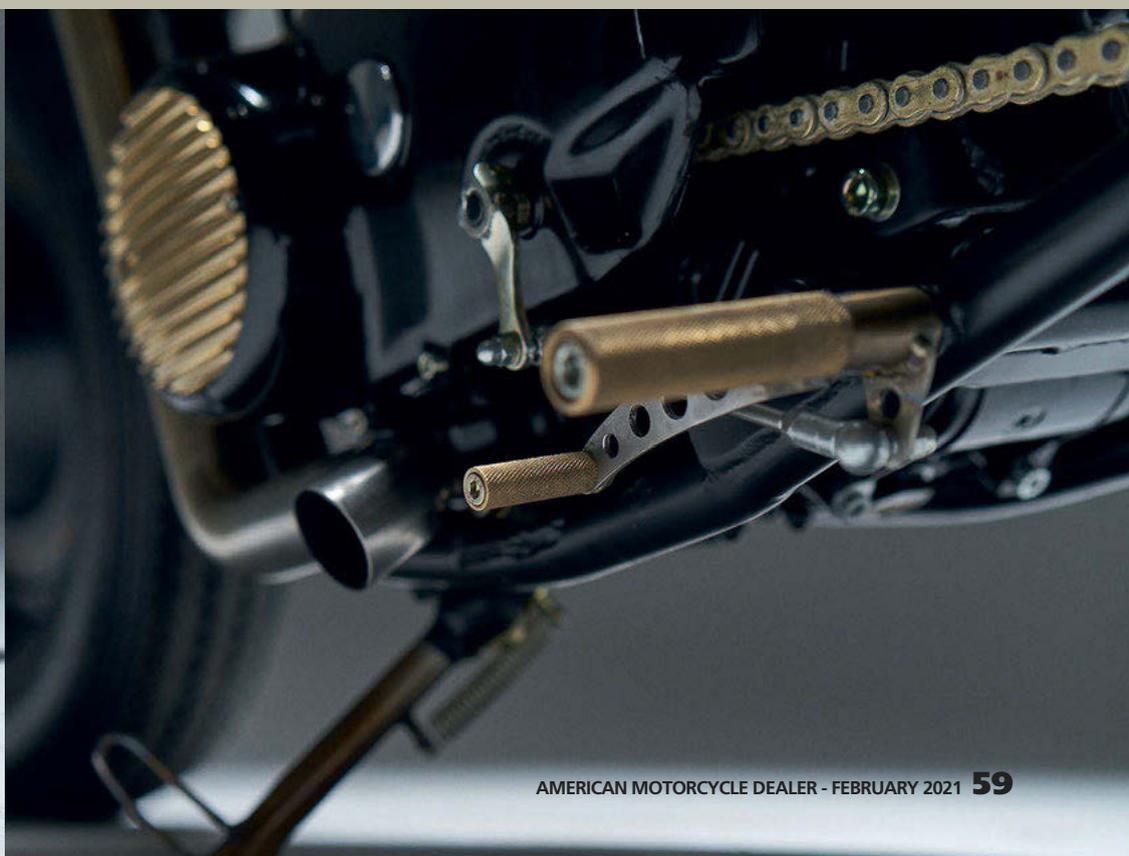
On the outside, everything was done in black or gold-plated, with a few brass and polished silver touches. ESG also made up a pair of intakes and built a slim new exhaust system with hidden silencers.

There's a plethora of small details to take in, beyond the obvious brass details, such as drilled-out brake discs that match the effect on the seat pan gussets and the foot control arms and rear turn signals that are cleverly integrated with the frame.

The tank was painted in a classic gloss black, with a subtle double gold pin stripe adding just the right accent hit. Other than the ESG graphics on the wheels, there's no loud branding.

ESG's success with café racers has always been thanks to Sylwester's sharp eye, which gives him an uncanny ability to get a silhouette just right. He's done the same here, driving the point home further with perfect proportions and a moody color palette. The result is a slick bobber that doesn't overtly scream for attention - but rewards it handsomely, once given.

[www.easternspirit.company](http://www.easternspirit.company)



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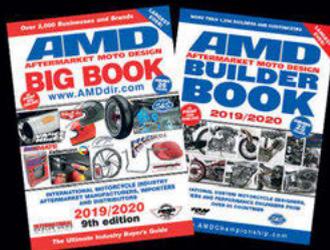
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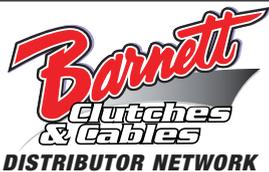
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**NEWS BRIEFS**



Indian Motorcycle remains in 12th spot in market share terms in Germany in 2020, with a new high of 1,966 units sold (up from 1,234 in 2019), for a 1.49% market share.

**We here at AMD were greatly saddened to hear the news of the passing of Don Graves. The motorcycle and motorcycle sports industry veteran and general all-round 'good guy' was everyone's friend and mentor. If the world had more like Don, it would be such a happier place!**

Triumph Motorcycles and Indian conglomerate Bajaj have announced a delay to their deal to co-develop small displacement Triumph badged, Bajaj made units from 2021 to 2023. The range is expected to include a 200 cc Bonneville single, a Daytona 250 and a "tiny Tiger" with manufacturing centered on Bajaj's Pune-based factory.



**As Asian and especially Indian manufacturers continue to add to their burgeoning portfolio of European and North American motorcycle brands, it looks like Excelsior-Henderson may be the next to be resurrected. RideApart reports, having secured the trademark for the Excelsior-Henderson name in the motorcycle design class (which includes vehicles, service and parts) in 2018, December 2020 saw KTM shareholder and Triumph collaborator Bajaj register a second Excelsior-Henderson trademark (with the EUIPO) for motorcycle apparel and gear.**

**Paul Langley to Depart S&S Cycle Spring 2021**



Innovative President Paul Langley is to leave Viola, Wisconsin based S&S Cycle after six years of successful service in which he has had a huge impact on the fortunes of the company and the direction that the industry itself is taking.

"This company has been my #1 life priority and I have dedicated most of my waking hours to its success," said Langley.

Credited with bringing Indian Motorcycle back into Flat Track racing as well as winning four championships, Paul has been a key driver for reviving the company's dominance in multiple racing efforts.

"During Paul's tenure, the company has seen strong growth, including the

addition of an exhaust manufacturing facility, an industry first focus on emissions compliant performance parts and a product diversification that now includes parts for Indian and Royal Enfield machines," stated S&S Chairman of the Board Mark Platt. Langley joined S&S Cycle in 2015 and brought with him decades of experience in both the high-performance parts space as well as multiple racing disciplines. "My family has been incredibly supportive of my non-stop work life and it's now time



to give back to them. It saddens me to leave the company, but I'm at a point in my life where I need to focus on their priorities first," stated Langley. Working with top level recruiters, S&S says it plans to consider internal as well as external candidates and will immediately begin looking for a successor. "I would like to thank all of the S&S team for their commitment and I feel the company will continue on the road to success for many decades to come," Paul said.

**EICMA 2021 - 23rd to 28th November**

Italian trade association ANCMA - the owner of EICMA, the 'Milan Show' - has announced an agreement with Fiera Milano (Rho) for dates of its 2021 expo that are two weeks later in November than usual.

The 78th EICMA will be held from 23rd to 28th November 2021, with Tuesday 23rd and Wednesday 24th (theoretically) reserved "for the press and [motorcycle industry] professionals only." Originally scheduled for 9th to 14th November, the two week postponement is "linked to harmonizing the calendar of the trade fairs programmed in the exhibition grounds."

In other words, EICMA A.p.A., the organizing subsidiary of ANCMA, had likely gone ahead and assumed it

could have its usual dates without checking with Expo Center management!

These dates were confirmed by Paolo Magri, the CEO of EICMA S.p.A. and Chairman of Confindustria ANCMA (National Association of Bicycles, Motorcycles and Accessories), who has described the decision as "an act of responsibility in the interest of the trade fair system and a real and up-to-date instrument of opportunity of growth for the market and to relaunch companies."

In a news release heavy on the importance of the long-term relationship that ANCMA has had with Fiera Milano, it would appear that Magri and the EICMA S.p.A. team had overlooked the long-term 'domino

effect' that the cancelation and rescheduling of dozens of different events planned for the Milan Rho facility has had on bookings and availability.

The new dates will likely have the OEM exhibitor and some other national motorcycle industry shows scrambling - not least the MCIA's 'Motorcycle Live' at Birmingham, England.

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