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## AFTERMARKET MOTO DESIGN

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

MAR 2021

ISSUE #260

### Drag Specialties Bagger Racing League - Bragging Rights Up for Grabs at SLC in June

The end of January saw one of the "biggest news announcements to hit the Harley-Davidson and V-twin motorcycle community with the formation of the Bagger Racing League."

The announcement came at a V-Twin Only Track Day at Chuckwalla Raceway in Southern California. "The idea was to bring the V-twin performance community to a road-race track and let the world know what the upgrades are all about.

"With the help of Tony from Shred Moto Co and Eric from Jiffy Tune, the V-Twin Only Track Day hosted over 100 American big twin bikes as the series welcomed Drag Specialties as its title sponsor."

Bagger Racing League founder Rob Buydos and Chief Operations Officer John Oakes welcomed representatives "from some of the best aftermarket parts and accessory companies and race teams in the world as they all took part in signing a commitment to race

with the Bagger Racing League (BRL) for the 2021 season.

The race teams confirming their commitment to BRL included Alloy Art, Barnett, Bassani, Feuling Parts, Performance Machine, Saddlemen,



Slyfox, The Speed Merchant and Trask Performance - with more teams expected to be added.

**Additionally, Zach and Cory Ness (Arlen Ness Motorcycles) have signed a commitment to host a massive custom motorcycle show at the 2021 event.**

"With the rise of performance baggers

that we have seen over the last five years, we wanted an event that could help promote those parts that make these bikes so sought after. This is just the beginning, and I can't wait to see where it leads," said Rob Buydos, BRL founder.

"The BRL races will be 3-day events featuring the world's largest V-twin vendor village at a road racetrack, stunt shows, camping, the Arlen Ness Custom Bike Show and much more. Each event will telecast live and feature a live audience. The V-Twin Only Track Day saw over 100 riders and nine separate Harley-Davidson dealerships with staff or principals participating, with riders coming all the way from Maine.

"BRL will allow Harley-Davidson and V-twin parts manufacturers to showcase their performance parts in a competitive atmosphere. I am excited to be a part of the team and to take my passions - for events, motorcycles, sponsorship, marketing and racing -

**Continues on page 8 >>>**

### H-D Q4/2020 Results

Category	2020 Q4	2019 Q4	% Change
Total Revenue	\$112.2M	\$114.2M	-1.8%
Parts & Accessories	\$78.2M	\$79.5M	-1.6%
Service	\$24.5M	\$24.5M	0.0%
Other	\$9.5M	\$10.2M	-6.9%
Operating Profit	\$18.5M	\$18.5M	0.0%
Operating Profit Margin	16.5%	16.2%	0.3%
Net Income	\$12.5M	\$12.5M	0.0%
EPS	\$0.45	\$0.45	0.0%

### POLARIS Q4/2020 RESULTS

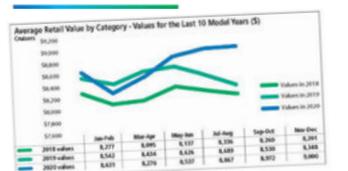


**POLARIS**  
Think Outside

### HardDrive - New V-Twin Director



### J.D. POWER



## 2019 M-8 FL5B Sport Glide

By Cory Ness

Cory Ness' 2019 Sport Glide is Drag Specialties' 'FatBook' cover bike - "bling-free and radically unobtrusive" ... see pages 32 & 33.

**DRAG Specialties**  
**ARLEN NESS**

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**COMMENT - Consumers Need to Hear Harley Roar ..... 4**

As Wall Street continues to digest Harley's Q4 and 2020 full year results, and not in a good way, Robin Bradley questions just how deep and for how long the cutbacks and negativity can be allowed to go on.



**BAGGER RACING LEAGUE - New Three-Race Series ..... 1,8**

As MotoAmerica cuts its planned five-race 2021 'King of The Baggers' race series down to three, a new Drag Specialties backed V-twin-specific series of three Bagger Racing weekenders has been announced.



**BILTWELL 100 - Fun In The Sun ..... 14**

California based Biltwell, self-confessed race fanatics and purveyors of fine helmets, parts and accessories, invites Southern Californians to a day of fun in the desert with its all-new multi-class Biltwell 100.



**BIKER FEST - Postponed to September 2021 ..... 28**

As leading Italian custom lifestyle magazine Bikers Life celebrates its 30th anniversary, the 35th annual Biker Fest, held near Venice on Italy's Adriatic coast, gets postponed to September again for this year - will they see another 90,000 crowd?



**AFT - 2021 Schedule and Sponsorships ..... 24,26**

AFT unveils a 17-race schedule for 2021 with Mission Foods as the new Super Twins class Entitlement Sponsor and contingency backing from the likes of Vance & Hines, SBS, H-D and Indian.

**PROGUIDE: The new, the best and the must-haves ..... 36-56**

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**www.amddir.com**

# Consumers Need to Hear Harley Roar

**A**nyone who thinks my take on Harley's 2020 financial performance was harsh should read what much of the Wall Street analyst community has had to say. They were not impressed - as shown by the dump taken by the share price.

As Rich Duprey (for one) said on Motley Fool: "After the motorcycle maker's third-quarter report held out hope, the company's reworked turnaround plan called The Hardwire might be gaining traction, but the latest numbers show Harley is still mired in the same quagmire it has been."

Equally, anyone who judges 2020 against 2019 or 2021 on the basis that 2020 was 'normal' is definitely being either harsh or naive.

It isn't wrong to be worried about new CEO Jochen Zeitz' actions so far, or about the long-term prospects for his new five-year plan. He really has taken Harley for a walk with 'Hardwire'. He really has 'scorched the earth' in preparing the ground for hoped for 'green shots of recovery.'

Not only has he thrown Matt Levatich and his 'More Roads' plan under the proverbial bus, but he's pretty much thrown the entire past decade or more of Harley's direction of travel under it too. The 2020 filing and the transition from 'Rewire' into 'Hardwire' are not the final stage in all this for Harley. At best it can only be thought of as that Churchillian 'End of the Beginning'. As this edition of AMD went to press, we were still waiting on the planned February 22nd formal unveiling of the Pan America and, though incredibly unlikely, it is not beyond the realms of possibility that there will be another rabbit pulled out of the hat.

That previously touted 1,250 cc Custom is still 'missing in action' and maybe I'm joining too many dots and making an entirely randomized picture, but the recent EPA filing for what appears to be a cruiser platform under the name of 'REVEAL' could be to do with another model yet to be 'REVEALED' for 2021.

Either way, the value that a nuclear grade explosion of positive hype would have to consumer brand excitement in the short-term and the balance sheet in the long-term cannot be underestimated.

Kickstarting the turnaround with something dramatic, additional and genuinely new in tandem with the Pan America (either simultaneously or later in the spring) would certainly help draw a line in the sand and buy Harley that priceless intangible known as *momentum*.

As Duprey recognized, the annual results indicated that Harley has "a much longer road to recovery than analysts previously thought. Considering Polaris Industries recently reported results that showed sharp sales gains for its Indian Motorcycle brand, investors shouldn't expect Harley to come roaring back."

Whether or not he's right to do a compare and contrast with Indian is a moot point, but he is right to worry about just how quickly Zeitz can deliver results from the place he has led the company to at this time.

Don't get me wrong, he really didn't have much choice. Without some kind of dramatic decision making, the sense of corporate drift would have been palpable, reigniting the prospects for hostile bids.

The call for Harley to consider de-listing, returning itself to private ownership, have grown from siren voices to a chorus now. However, Zeitz has definitively indicated that continuing the focus on delivering shareholder value remains as much of a priority

for him as it was for Levatich and his CFO John Olin.

Without proof of pulse, the stench of negativity surrounding the company will quickly taint the brand values that Zeitz clearly intends to use as his primary escape route. Harley needs to put iron into brand perception. It needs to "roar."

To give context on just how bad it is with Wall Street, "where Wall Street anticipated Harley would post an adjusted profit of \$0.21 per share, it actually came in with a big \$0.44 per-share loss from a \$0.20 per-share profit" in 2019.

Yes, the rebuilding of the Model Year and the deliberate reduction in inventory are vital context to the -51% decline in motorcycle revenue seen in Q4 (shipments fell 48% to under 21,000 units). Yes, those factors, plus the pandemic, are vital context to the -15% year-on-year decline in unit sales in the United States in 2020 (-13% internationally), but it must be remembered that Harley has been among the few, if not the only 'major', to end the year in such poor shape.

Yet another entirely new platform family at the same time as, or hard on the heels, of the Pan America could of course be misinterpreted as a lost cause and repeating the same mistakes. But the market is continuing to morph, and the core customer base is aging out. Harley needs to motivate and galvanize a jaded dealer network and recapture the attention of a much changed media landscape that does not consume and channel marketing efforts in the way it used to.

Above all it needs 'Halo' product that will enthrall the motorcycle-buying public at a price-point that buyers are prepared to meet. With the Street having gone, and Sportsters apparently breathing their last in 2021, there need to be initiatives, not just in the pipeline but about to gush forth!

Harley is right to continue to regard its brand as 'Premium' and to not want to compromise its status. Harley is also right to not want to directly pursue the 'Alt Moto' cohort on the basis that it is a rider group principally defined by price; it is a sector that will evolve as soon as it has enough money to do so.

Plus, in the connected world of integrated traffic management in which motorcycles will have to live alongside Level 4 and 5 autonomy, "stripped down" will no longer mean the same as cheap.

By all means, let others worry about the \$6k (and lower) market as U.S. manufacturing overheads are prohibitive there; even the \$6 to \$10k market is problematic for Harley - unless they bring in their Benelli-esque Qianjiang and Hero-made Harleys.

In the United States and Europe, they need to be dancing with the \$10 - \$15k plus Scramblers, Street Trackers and City Scratchers from the likes of BMW (R nineT), Ducati, Triumph, KTM/Husqvarna (Svartpilen 701 anybody?) and others (*including the strengthening field of Chinese and Indian made legacy brand projects*) if they want to seed their future with Boomer replacements - and doing so *real soon*.

“seed the future with Boomer replacements”

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# Challenge yourself

Our 2021 Catalog Cover Bike was designed and built by Drag Specialties brand ambassador Carey Hart. He took the racer's approach to modifying the 2020 Indian® Challenger by improving the bike's handling and suspension and trimming some of the weight for overall performance gains.



## Ready to create your own Indian custom?

The 2021 Parts & Accessories for Indian Motorcycles Catalog features just what you need to make your bike uniquely yours and keep it running for years to come. See the catalog online or contact your Drag Specialties Rep. for more information.



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# NEWS BRIEFS

The AHDRA All-American motorcycle drag racing series kicks off its second season under the stewardship of Bill Rowe on April 17-18 at Atlanta Dragway; followed by May 22-23 at Cecil County Dragway; June 4-6 at Rockingham Dragway; June 19-20 at National Trail Raceway; August 8-10 at Sturgis; September 17-18 at South Carolina Motorsports Park (eighth mile); October 1-3 at Summit Motorsports Park (Norwalk), and November 6-7 at Gainesville Raceway, with a regional event April 30-May 1 at Darlington Dragway.

Recent Harley patent filings show the company building on the radar-assisted safety features it filed in the past couple of years - such as radar-assisted cruise control. The ideas include radar-assisted automatic braking systems, with additional sensors that can measure the rider's awareness and body position to determine if rider alerts should precede braking actuation - features such as a rear-facing camera set into the instrument panel and focused on the rider's face could be used, or a helmet-mounted camera focused on the rider's eyes. If the computer decides the rider isn't paying enough attention for it to safely apply the brakes automatically, it's tied into audible, visual and haptic alert systems, potentially using vibration motors in the bars like those in games console controllers, along with warning lights and a buzzer, before going ahead with the emergency stop.

Another idea H-D appears to be working on is GPS-assisted cruise control for groups of riders - to get all the bikes to use a GPS-assisted cruise control that can make sure they're riding at precisely the same speed. Even by only making occasional GPS speed checks, the computer will know how far off its own wheel-speed sensors are from perfection and compensate, ending the constant juggling of cruise control settings as riders try to keep pace with the bike ahead.

Lurking among a recent slew of EPA-certified brand names that Harley has included in a filing was the name 'REVIVAL' - alongside the Electra Glide Standard, Road Glide and Street Glide. It has been seen there and elsewhere as a Trademarked brand name. The missing-in-action 1250 cc custom, perhaps?

<<< Continued from cover

and combine them all into one loud, fast and fun weekend," said John Oakes of BRL.

Commenting on the start that Drag Specialties and their vendors gave to the concept of Bagger Racing with the King of the Baggers last year, BRL founder Rob Buydos said: "As far as King of Baggers goes, MotoAmerica is the gold standard for Superbike racing across the U.S. Bagger Racing League wants to give Harley-Davidson and V-twin riders, racers and manufacturers that same opportunity at a V-twin focused event."

The races will feature four classes of racing - **Hooligan GP**, which will include V-twin inspired platforms, **Big Twin GP** - any large displacement big twins, **Stunt GP** - an invitational with entrants competing in a judged stunt competition on the Friday night, then taking the same bike to the track for qualifying on Saturday and the main event on Sunday.

Finally, the Premier Class is the **Bagger GP** for Harley-Davidson and Indian touring bikes to duke it out in the fight for Bagger Bragging Rights! It is hoped to be able to stage three races this first year.

**The first round will take place June 25-27, 2021, at the Utah Motorsports Complex, Salt Lake City, Utah.**



Eric Stahl on the Alloy Art #99 bike making it around the track at Chuckwalla Raceway on Monday, January 25 for the Bagger Racing League announcement exhibition. Photo by Justin George.

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



## Feuling Contingency

Among those planning to compete at Salt Lake City in June, Feuling Parts is putting up to \$5,500 in contingency cash prizes down to fourth place for riders using Feuling parts on their race bikes in all four classes. Nearly half of this goes to the Bagger GP class with the winner scooping \$1,000. The Big Twin class winner will get \$400, the same too for the Hooligan class winner, with \$750 going to the winner of the Stunt GP.

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



## Two 'King of the Baggers' Races Canceled

Originally announced as a five-race series for 2021, the King of The Baggers (KOB) races at MotoAmerica rounds have now been cut down to three.

Citing clashes with established V-twin industry

mainstays such as Sturgis and track time issues, planned races at the Barber Motorsports Park and at Pittsburgh have been dropped from the schedule.

The three-race KOB schedule will now start at the Raceway

Road Atlanta (April 30 to May 1), then be at Road America at Elkhart Lake in Wisconsin, June 11 to 13, before repeating its successful concept debut of 2020 at the WeatherTech Raceway, Laguna Seca, California, on July 9 to 11.

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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**Growth Beyond Bikes**

Harley-Davidson's complementary businesses – Parts & Accessories, General Merchandise, and Harley-Davidson Financial Services – are important pillars of the company's future success as a global lifestyle brand and provide untapped potential

to grow its customer base and add to customer lifetime value. The Hardwire targets growth and profitability of these businesses through refreshed product offerings, stronger execution, and additional digital and in-dealership purchase opportunities. Expanding global Harley-Davidson Financial Services offerings will provide greater flexibility for

customers, including a pre-owned Harley-Davidson motorcycle program, Harley-Davidson Certified, aimed at enhancing the overall customer experience and supporting growth in all complementary businesses.

**Customer Experience**

The Hardwire puts customers at the forefront of Harley-Davidson's products, experiences and investments and defines customers as people who may dream of motorcycling or just learned to ride, all the way to riders who are deeply passionate about and invested in the Harley-Davidson lifestyle. The company recognizes the different needs and expectations of customers across the purchase journey and the importance of a customer



experience that ensures each touchpoint is tailored to individual needs. Powered by integrated data, the company's goal is to seamlessly engage with customers, creating a meaningful, unique and personalized experience with Harley-Davidson each and every time.

**Inclusive Stakeholder Management**

In its approach to optimize long-term value for all stakeholders, Harley-Davidson views inclusive stakeholder management in the context of people, planet and profit, as all three are deeply embedded in the past and future success of the Harley-Davidson brand and company.

**People:** Harley-Davidson aims to foster a community reflected in its H-D #1 culture, including a highly desirable, safe and inspiring workplace that attracts and retains top talent by evolving its spaces and how its employees work. The company will strive to create an inclusive community with a strong dealer network and a supply base focused on ethical, sustainable and equity-based purchasing and sourcing practices.

**Planet:** The company is developing a path to net zero environmental impact while delivering on its mission, investing in its practices and teams to do so.

**Profit:** Through Harley-Davidson's focus on desirability, the company plans to drive profitability and shareholder returns. In order to closely align the rewards of its employees with those of its shareholders, approximately 4,500 employees will be offered an equity grant at the start of The Hardwire. With this expanded approach, all employees from factory workers to executives and all shareholders will benefit when the company succeeds.

**Financial Targets**

The company is targeting profitable growth on the top and bottom line through 2025. Financial results are expected to demonstrate progress in several critical areas, including revenue and operating margin, driven by investments, increased efficiencies across operations and leverage within SG&A as the company maintains a lean cost structure.



Much has been made of Harley's intention to reduce the number of markets it is principally active in, with the ten priorities now stated to be United States, Canada, China, Australia, New Zealand, Germany/Austria/Switzerland, United Kingdom, Italy and France.



**Key Highlights**

**"Rooted in desirability and guided by the company's vision and mission, The Hardwire aims to build the brand beyond riders, deepen loyalty, preserve value and drive engagement." The strategic priorities of The Hardwire are:**

- Target increased profitability and low double-digit EPS growth through 2025
- Broaden view of its customers, inclusive of non-riders, tailoring each step of the journey in new ways and through multiple channels, including enhanced digital touchpoints**
- Invest in core segments of Touring, large Cruiser and Trike to strengthen and grow its position
- Expand into Adventure Touring and within the Cruiser segment to unlock untapped volume and margin**

-Launch Harley-Davidson Certified, a pre-owned motorcycle program supporting growth expected across all complementary businesses

**-Strengthen commitment to electric with the creation of a dedicated division focused exclusively on leading the future of electric motorcycles**

-Fuel power of Harley-Davidson as a global lifestyle brand through reinvigoration of parts, accessories and riding gear and global expansion of financial services

**-Extend employee ownership to all employees by offering an equity grant to approximately 4,500 employees, aligning with new approach to Inclusive Stakeholder Management**

*"We launch The Hardwire with capabilities, assets and a legacy unmatched by any competitor. Harley-Davidson is the most desirable motorcycle brand in the*

*world, backed by leading positions in the most profitable segments and a reinvigorated culture of performance, efficiency, focus and speed. By unlocking our full potential, prioritizing profit through leadership and fueling our lifestyle brand with an enhanced product offering and leading digital capabilities, our strategic plan will drive the desirability of Harley-Davidson for all," said Jochen Zeitz, Chairman, President and CEO, Harley-Davidson. "I am proud to announce our first commitment as part of our Inclusive Stakeholder Management priority, an equity grant to thousands of our employees, including every hourly factory worker. It is only fitting that this inaugural action is for our own Harley-Davidson community who continue to deliver our iconic products and experiences with great pride and craftsmanship every day."*

**The Hardwire financial targets 2021-2025:**

- Mid-single-digit revenue growth in Motorcycles segment, with solid growth expectations across all businesses**
- Steady improvement in Motorcycles segment operating margin from 2019 (most recent comparable year)
- Double-digit growth in Financial Services segment operating income behind growth in the Motorcycles segment and optimization of the company's digital platform**
- Low double-digit EPS growth
- Capital investments between \$190m to \$250m annually**
- Cash allocation priorities are first to fund growth through The Hardwire initiatives, then to reward shareholders through dividends. Harley-Davidson, Inc.'s Board of Directors approved a first quarter 2021 dividend of \$0.15 per share, payable March 19, 2021 to shareholders of record of the company's common stock as of March 2, 2021.



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NEWS BRIEFS

Hero MotorCorp, following closure of Harley's Indian factory and ending of direct involvement there, has announced former Ducati India Managing Director Ravi Avalur as the head of the division that will handle its relationship with Harley-Davidson. Hero, originally established as a Honda joint venture, and the former owner of Buell, is the largest PTW manufacturer by unit volume in India and has taken over all 11 of the dealerships that Harley had in India. Hero is expected to start production of key Harley models in India shortly.

**Following its AIMExpo Connect virtual trade show in January, MIC Events has released data that confirmed 86 exhibiting companies; 12,949 virtual 'booth visits'; 677 products being shown; 140 videos being watched; some 51 'Show Specials' being available; 389 education attendees and 680 total 'attendees', including 318 retailers, 319 manufacturers and suppliers, and 41 media outlets.**

PSB says that one of the "most beneficial aspects of the 2021 Powersports Business Online Learning Series is the ability to poll the live webinar audience in real time." Attendees were asked how they would characterize their January and early February business performance relative to plan. Some 43% of respondents said it had been "above plan", 49% "on plan" and only 8% "below plan."

**As unlikely (and unrealistic) as it may seem, recent patent filings appear to suggest that H-D may be exploring the use of superchargers in stock builds again.**

The advantages of Hydrogen as an alternate fuel have been well understood for decades. The prohibitive issues have remained the expensive, energy intensive production at anything short of huge scale and its subsequent storage under very, very high pressure. Now a German research team at the Fraunhofer-Gesellschaft Institute for Manufacturing Technology and Advanced Materials (IFAM) in Dresden has come up with a product it is calling 'PowerPaste' that acts as a Hydrogen storage medium - it sounds like a paste, it looks like a paste, it is a paste! The researchers claim that it would be an excellent emissions elimination solution for motorcycles and scooters.

# H-D: \$96m Q4 Net Loss; Full-Year Shipments -32%, Year-End Inventory -59%



Harley-Davidson chairman, CEO and president Jochen Zeitz knew the job wasn't going to be an easy one when he took it - but nobody could have anticipated just what a 'Year of Years' 2020 would turn out to be. "2020 was an extraordinary year in many ways and our team navigated many challenges. We managed COVID-19 impacts, kept our community well-being at the forefront, protected liquidity and delivered \$250m in cash savings [compared to planned 2020 full-year spending]. "We also successfully overhauled the entire company through The Rewire, building a strong foundation to successfully implement our new 5-year strategic plan, The Hardwire. The entire Harley-Davidson team put forth tremendous effort in 2020, and we now have the right organization, structure and strategy in place to make step changes in our performance and enhance our position as the most desirable motorcycle brand in the world."

Only time will tell whether Zeitz is now

setting the company on the right track, whether it will prove to be too little too late, or whether, to channel Donald Rumsfeld, the "unknown unknowns" are still likely to bite Harley's ankles. Q4 revenue dropped 32% to \$725m, as motorcycle revenue fell 39% to \$531m; motorcycle gross margin fell to 21.6% from 25.2%.

The H-D stock price had improved by some +21.5% over a prior three

**"Q4 motorcycle revenue -39% to \$531m"**

months during which the S&P 500 gained 14.0%. However, the announcement of a loss sent Harley's shares into reverse.

The company says it maintained sufficient cash and liquidity and that the overhaul and reset of the cost structure of the business through The Rewire

actions has effectively lowered their cost base by approximately \$115m. Cash and cash equivalents were \$3.3bn at the end of the year, compared to \$834m at the end of 2019. Harley-Davidson generated \$1.2bn of cash from operating activities in 2020 compared to \$868m in 2019.

Consolidated revenue was down 32% in and down 24% for the full year over 2019. "Bottom-line results reflect a loss for the quarter and nominal net income for the full year with Financial Services segment operating income offsetting Motorcycles and Related Products segment operating losses for the year. "Revenue from the Motorcycles and Related Products segment was down during Q4 primarily due to lower wholesale shipments versus prior year as the company continued its aggressive approach to supply and inventory management and reset the timing of delivery of new model year motorcycles. Q4 global retail motorcycle sales also reflected the impact of tight inventory and the model year shift."

## Harley-Davidson sales revenue and production data... 4th quarter 2020

Income statements in \$1,000s (except share)	THREE MONTHS ENDED		TWELVE MONTHS ENDED	
	2020 Q4	2019 Q4	2020 Q4	2019 Q4
Net sales revenue	\$530,963	\$874,095	\$3,264,054	\$4,572,678
Gross profit	\$114,528	\$220,639	\$828,309	\$1,342,880
Total operating income	(\$119,619)	\$12,395	\$9,679	\$555,608
Net income	(\$96,398)	\$13,496	\$1,298	\$423,635
Diluted earnings per common share	\$(0.63)	\$0.09	\$0.01	\$2.68
<b>NET SALES REVENUE</b>				
H-D Motorcycles	\$319,959	\$666,287	\$2,350,407	\$3,538,269
Parts & Accessories	\$146,431	\$129,266	\$659,632	\$713,400
General Merchandise	\$49,749	\$57,187	\$186,070	\$237,566
Other	\$6,900	\$12,537	\$38,195	\$47,526
<b>PRODUCT MIX</b>				
Touring	8,256	15,147	56,067	91,018
Cruiser	7,724	16,685	55,229	76,052
Sportster/ Street	4,941	8,622	33,950	46,869
<b>Total</b>	<b>20,921</b>	<b>40,454</b>	<b>145,246</b>	<b>213,939</b>
<b>RETAIL SALES OF H-D MOTORCYCLES:</b>				
United States	17,274	20,204	103,650	125,960
Canada	809	1,159	6,477	8,946
EMEA Region	7,028	7,187	36,906	44,086
Asia Pacific Region	6,949	7,691	27,220	29,513
Latin America Region	1,235	2,513	5,995	9,768
<b>Total</b>	<b>33,295</b>	<b>38,754</b>	<b>180,248</b>	<b>218,273</b>

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

The Federal Tax Incentive for buying electric vehicles in USA has been extended through 2021. It was planned for it to end in December 2020, but will now be available, theoretically, for another year. It is not thought likely to apply to electronic assist bicycles - the vehicle must be capable of at least 45 mph. On qualifying vehicles, it could represent a tax credit refund of 10% of the new unit purchase price.

**H-D closed out 2020 with 17th place in market share terms in the Austrian total PTM market with 709 units sold; down by -5.02% from the 872 units they sold there in 2019. Harley plans to remain active in Switzerland, with Austria and Germany being combined as one sales area. Overall PTW market leader in Austria is Vespa, with KTM the top selling motorcycle brand in its home market.**

Data from JAMA shows that Japanese made motorcycle exports to USA were -27.63% for 2020 (42,931 units) and worldwide PTW exports -21.29% (311,998 units). Motorcycle shipments to Europe from Japanese factories declined by -26.53% in 2020 (130,038 units; down from 177,005 in 2019). After a strong start to the year (Jan-March, 65,744 units exported), exports declined heavily from April to December (just 64,294 units). In total PTW terms, shipments to Europe were -24.60% for the year (144,127 units).

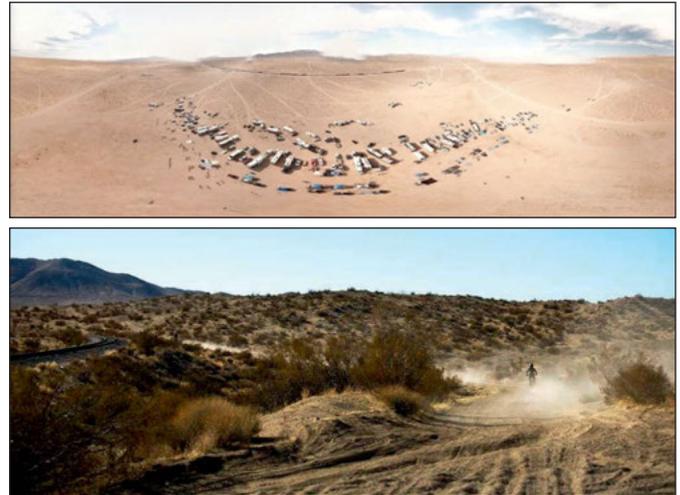
**Öhlins USA has announced that it is to support Royal Enfield's 'Build, Train, Race' programs in 2021. The suspension manufacturer says it will offer its "top-of-the-line" components to BTR participants for their Royal Enfield builds. Royal Enfield launched the BTR program in 2019, challenging professional road racer Melissa Paris and three other women to build flat track motorcycles and compete in select exhibitions during AFT races. Paris scored two second place finishes and a win in the BTR exhibition races. This year Royal Enfield is taking the BTR program road racing.**

# The Biltwell 100 - April 10, 2021

After years of taking any opportunity to go racing or get out into the desert, for the Biltwell team the 2021 'Biltwell 100' is not just an idea whose time has come, but, the issues surrounding the present health emergency notwithstanding, it is probably an idea that is long overdue for them! Indeed, what could be healthier than getting out into the open air and putting vast expanses of empty between you and the next person. Yeah, I know - any excuse! Slated for April 10 near Ridgecrest, California, the start/finish line is along U.S. Route 395 in the Indian Wells Valley in north eastern Kern County. The 395 is known as "California's



Backbone," running east of the Sierra Nevada mountain range. A road of superlatives - the highest, lowest, hottest, deepest, oldest - it



runs all the way from the Mojave Desert near Hesperia in southern California to the Canadian U.S. border near Laurier, Washington State. But you don't have to go nearly that far to see some great Californian desert landscape and sites to watch the Biltwell 100. The area is BLM land and the town of Randsburg sounds like a must-see to us - "a great little hippy ghost town about 12 miles south, with bars, restaurants, etc." "Everything you need to know is online, but if you fancy entering? Start planning for 2022 now - because the limited number of available race permits for this year sold out within 48

hours"! There are multiple classes based on era of bike, and on modern bikes the classes are determined by age group. Men and women have the same exact class breakdown, but are scored separately. All classes get a trophy for 1st, 2nd and 3rd. Racing starts at 9:00 a.m. sharp, Saturday, April 10, 2021. There is rubber band Grand Prix style starting, by class, with the fastest classes first. The course closes at 3:00 p.m., and all riders have to be off the trail by 5:00 p.m.; scoring is by helmet transponder and traditional "fender card." [www.biltwell100.com](http://www.biltwell100.com)

## Tucker Postpones Road Shows; Extends Training Deadline

Fort Worth, Texas based Tucker Powersports has announced that the series of four Tucker Road Shows it had planned for the spring has had to be postponed until the fall of 2021. The series was originally slated for the Las Vegas Motor Speedway in February, Texas Motor Speedway in March, Charlotte Motor Speedway in April and the Kentucky Motor Speedway at Sparta, KY., in May. "The locations of the four events will remain the same. The exact dates are expected to be announced in the next few weeks." However, the online training portion of the Tucker Road Show, the Virtual Road Show, has been extended through the end of February - the company says that "many of the participating dealers have already exceeded our expectations for completion of the



product-focused online courses." In addition, Tucker is adding several additional rewards for dealers who have aggressively engaged in online training and is also allowing dealers to earn credits toward lodging and on-track racing experiences at the Road Show events. "This change to the Road Show schedule is disappointing, as we are planning the events to be a huge 'thank you' to Tucker dealers," said Brad Turner, Tucker's VP of Sales. "Our hope is that by moving the events to fall of this year, we'll avoid local limitations on gatherings and encourage even more dealers to attend. "Our dealers and our suppliers have had a tremendous response to Tucker University and our online training programs," he continued. "We're



**Brad Turner, Tucker's VP of Sales:** "Our hope is that by moving the events to fall of this year, we'll avoid local limitations on gatherings and encourage even more dealers to attend."

confident that hundreds of dealer employees completing thousands of hours of training will improve the experience of every customer who shops at a Tucker dealer this year. In that way, the Tucker Road Show has already had an impact."

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

Revival Cycles, Austin, Texas, had intended to stage its popular and influential Handbuilt custom bike show in April 2021 on the same weekend that the Circuit of The Americas was slated to host the USA MotoGP. However, with the race having been postponed, Revival has taken the understandable decision to postpone 'The Handbuilt Show' until a future date to be determined - "this pandemic will pass, and we will see you all as soon as it does."

After 44 years, Denney's Harley-Davidson in Springfield, Missouri, has been sold by the Denney family (Mark Denney, his brothers and Amanda Stehle and her husband Brian) to Steve and Jeff Hinchcliff. The Denneys have a long history with Harley-Davidson. Their legacy began in Fort Smith, Arkansas, when they opened their first dealership in 1976. In 1989, they opened their second location in Springfield, Missouri, and later sold the Arkansas location. The Hinchcliffs already own dealerships, including Frontier H-D in Lincoln, Nebraska. Denney's will be renamed Renegade H-D, remaining at its present location before eventually moving to a brand-new state of the art facility.

Irvine, Ca. based MIC has named Rick Alcon, of Team R&S Powersports Group in New Mexico, as chairman of the Dealer Advisory Council. Alcon was selected by the members of the DAC, including Curtis Sloan, Sloan's Motorcycle ATV; Kim Harrison, Coleman PowerSports; Bob Althoff, Farrow H-D (and owner of Dealernews) and Kevin Lackey of Freedom Powersports, Tx.

NHTSA has issued a regulation permitting low volume motor vehicle manufacturers to begin selling replica cars in the United States that resemble vehicles produced at least 25 years ago. Subject to federal regulatory oversight, replica car businesses will now be able to produce and sell up to 325 such replica vehicles a year. The new program recognizes the unique challenges faced by companies that produce a small number of custom cars. "Regulatory barriers have previously prevented small automakers from producing heritage cars. The roadblocks have now been eliminated."

Midwest Motorcycle Supply 2021 Catalog



The 2021 catalog from Pevely, Missouri based Midwest Motorcycle Supply "has all the essentials that matter most - at affordable prices - plus our own proprietary Ultima products." For 2021, the Ultima engine family that powers custom bike builds such as Rods & Rides Custom Motorcycle's trophy-winning Derakes, Bobbers, Choppers and Trikes. "Our dealers receive a weekly sale flyer featuring these bikes as well as any builds that they want to contribute and share. "Our Ultima Twin Cam replacement engines are now available polished and in a stunning 'Blackout' finish in addition to regular natural and regular black. These finishes are also available on our Ultima Evo style Competition

Series engines as well as our Ultima Shovelhead style engines. "We have a rebuild program for Twin Cam and Evo engines, and engine parts like flywheels for early and late Twin Cams and Evos are available, right up to new replacement and performance M-8 parts. "Our Ultima 2" late model primary belt drives are available for '06 and up Dyna and '07 and up Softails, with our black 2" and 3.35" Ultima belt drives all available in black. "Our wheel line includes 'Vortex', 'Manhattan', 'Kool Kat' and King Spoke aluminum wheels, including 23" and 26" sizes. New this year are 30" King Spokes - all available in black cut series or polished. "All our drivetrain products, such as our Ultima 3.35" and 2" belt drives

and transmissions are rugged, long lasting units and available for Evo Softail and Twin Cam and Evo Dynas. Complete drivetrain packages are available, including the Ultima 6-speed RSD or LSD transmissions, powerful ThunderFire starter motors and ThunderVolt AGM batteries. "Also in the Ultima family of products are a line of ignitions, throttle and idle cables, gaskets, polished or black anodized forward controls, handlebars, Springer front ends, calipers and brackets, gas and oil tanks, exhaust systems and much more." The catalog art is designed to recognize Midwest's support for the "Red White and Blue line" (firemen, health care workers and police). [www.midwestmc.net](http://www.midwestmc.net)

Free Road Hazard Warranty from Vee Rubber

Exclusive domestic U.S. Vee Rubber tire distributor Metalsport is extending its road hazard warranty on its 302 series black and whitewall tires. Dealers buying a new Vee Rubber 302 tire for a customer from Metalsport will be able to cover their customer with the road hazard warranty for free. "During the first year they own a 302 tire from Vee Rubber, they are covered for road hazards - whether the tire needs to be returned due to road hazard damage or just poor maintenance related issues, Vee Rubber will replace the tire without discounts on tread wear. "Vee Rubber stands behind the quality of its tires, and no other tire company offers this 100% replacement warranty.

"As the exclusive importer for the 302 range, Metalsport Wheels is fully stocked and ready to supply you with the best quality motorcycle tires on the road today." Engineered and constructed for heavyweight touring and cruiser motorcycles, the Vee Rubber white wall tire "brings a classic look to a modern design." It is designed to fit O.E. and custom wheels, handles well in wet and dry conditions and is available for most American and metric motorcycles. "It has a heavy load rating for superior two-up riding and exceptional handling and a distinctive tread



pattern that permits remarkable wet and dry operation." Metalsport offers a full line of 3D, 2D and now hybrid finished wheels featuring over 25 designs including the Chip Foose Signature Series. "We have one of the largest selections of wheel sizes in the USA." Its wheel sizes start from the 16 inchers, right up to its monster 34" wheel. All Metalsport wheels come with options to add matching rotors, pulleys or sprockets. [www.metalsportwheels.com](http://www.metalsportwheels.com)

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

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NEWS BRIEFS

Having had to cancel the event entirely in 2020, the 40th annual NHRA Southern Nationals at Atlanta Dragway have been rescheduled to April 30-May 2. The 22-race 2021 NHRA Camping World Drag Racing Series season kicks off at the Gainesville Raceway at the Amalie Motor Oil NHRA Gatornationals, March 11-14.

The Polaris Inc Board of Directors has approved a 2% increase in its regular quarterly cash dividend, payable on March 15, 2021 to shareholders of record at COB on March 1. This will be the 26th consecutive year of dividend increases for Polaris shareholders.

Final proof that 2020 was a really, really bad year for motorcycle events - the New Hampshire offices of Laconia Motorcycle Week were destroyed by fire on Christmas Day with over 100 years' worth of records, archives, memorabilia, photographs lost, and the office cat killed in the blaze. The organizers are still hoping to be able to stage the 2021 rally - June 12 through 20.

Meanwhile in Europe, some 230 or more classic motorcycles (mostly rare or very rare) have been destroyed in a fire that reduced the world's highest motorcycle museum to ashes. Located more than 8,000 ft (2,000 m) high in the Austrian/Italian Alps, Austria's 'Top Mountain Motorcycle Museum' at the crosspoint where Austria and Italy meet high in Timmelsjoch Pass - a popular riding route with motorcyclists. The museum was founded in 2016 by twin brothers Alban and Attila Scheiber as a way to show off their personal collection of mostly European marques, though in 2020 it hosted a well-received exhibition of important and rare Indian motorcycle examples.

Parts Europe has started selling the Tazer MX Pro e-MTB that is sold in Europe by Intense Europe. The range is made in the USA and this deal is an extension of the one between PE parent company LeMans that sees Parts Unlimited selling the range in the USA. Based on Intense's popular Tazer e-bicycle, the MX Pro has added MX pedigree with components from the likes of Öhlins, Renthal, Magura, ODI and Shimano's new EP8 motor and drivetrain.

# Indian Motorcycle Up "Low-30s" Percent in Q4; Polaris Sales +4% for 2020 Full Year

Polaris has reported fourth quarter adjusted sales increased by +24% to \$2,156m, with full year sales +4% to \$7,028m. North American retail sales increased +28% for the quarter compared to 2019, led by strength in Off Road Vehicles (ORV), Motorcycles and Snow. "Boats retail sales were also strong during the quarter."

**Motorcycles segment sales**, including PG&A, totaled \$147m, up +23% compared to the fourth quarter of 2019, driven primarily from increased sales of Slingshot and PG&A. Gross profit for the segment in the fourth quarter of 2020 was \$1m compared to a \$5m loss in the fourth quarter of 2019. "The increase in gross profit margin was driven by improved quality driving lower warranty costs, along with a decrease in promotional costs offset somewhat, by negative product mix as more mid-sized vehicles were sold during the quarter and increased costs from supply chain constraints."

"North American consumer retail sales for Indian Motorcycle increased low-thirties percent during the fourth

"weak mid to heavyweight two-wheel motorcycle industry"

quarter of 2020 in a weak mid to heavyweight two-wheel motorcycle industry that was down mid-single digits percent. North American consumer retail sales for Polaris' motorcycle segment, including both Indian Motorcycle and Slingshot, increased high-thirties percent during the fourth quarter of 2020, while the North American motorcycle industry retail sales for mid to heavyweight motorcycles including three-wheel vehicles, was down low-single digits percent in the fourth quarter of 2020. **Adjusted gross profit margin** was 25.6%, up 95 basis points versus last year, primarily due to positive product mix and lower promotional costs, offset somewhat, by costs related to supplier constraints. Full year operating cash flow finished at a record \$1.019bn.

Gross profit increased 30% to \$550m for the fourth quarter of 2020 from



CONSOLIDATED STATEMENTS OF INCOME (LOSS) (in thousands US \$)				
	Three months ended December 31		Twelve months ended December 31	
	2020	2019	2020	2019
<b>Sales</b>	<b>2,156.3</b>	<b>1,735.9</b>	<b>7,027.9</b>	<b>6,782.5</b>
<b>Cost of sales</b>	<b>1,606.3</b>	<b>1,312.5</b>	<b>5,317.7</b>	<b>5,133.7</b>
<b>Gross profit</b>	<b>550.0</b>	<b>423.4</b>	<b>1,710.2</b>	<b>1,648.8</b>
<b>Operating expenses:</b>				
Selling and marketing	139.0	139.5	544.3	559.2
Research and development	73.2	72.1	295.6	292.9
General and administrative	92.2	96.1	359.2	393.9
Goodwill and other intangible asset impairments	--	--	379.2	--
Total operating expenses	304.4	307.7	1,578.3	1,246.0
Income from financial services	17.2	20.7	80.4	80.9
Operating income	262.8	136.4	212.3	483.7
<b>Net income</b>	<b>198.8</b>	<b>99.0</b>	<b>124.9</b>	<b>323.9</b>
<b>Diluted Net income per share:</b>	<b>\$ 3.15</b>	<b>\$ 1.58</b>	<b>\$1.99</b>	<b>\$5.20</b>

\$423m in the fourth quarter of 2019. Reported gross profit margin was 25.5% of sales for the fourth quarter of 2020, up 112 basis points compared to 24.4% of sales for the fourth quarter of 2019. The improvement in gross profits was primarily driven by positive product mix and lower promotional costs incurred during the quarter, offset somewhat by costs related to supplier constraints.

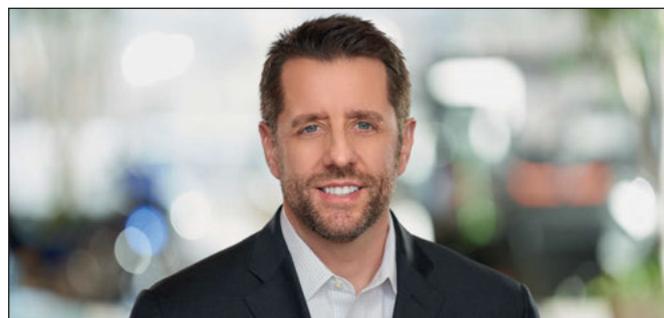
**Off-Road Vehicles and Snowmobiles** segment sales, including PG&A, totaled \$1,468m for the fourth quarter of 2020, up 29% compared to \$1,140m for the fourth quarter of 2019 driven by broad based strength across ATV and side-by-side sales.

**ORV wholegood sales** for the fourth quarter of 2020 increased 33%. Polaris North American ORV retail sales increased low-thirties percent for the quarter, with side-by-side vehicles up high-thirties percent and ATV

vehicles up high-teens percent. **Snowmobile wholegood sales** in the fourth quarter of 2020 were \$183m, up four percent compared to \$176m in the fourth quarter last year. *The Company announced its sales and adjusted earnings guidance for the full year 2021. Sales are expected*

"Q4 Polaris profit increased 30%"

*to increase to the range of \$7,950m to \$8,150m, an increase of 13% to 16% over 2020 adjusted sales of \$7,025m, and adjusted net income is expected to be in the range of \$8.45 to \$8.75 per diluted share for the full year 2021 compared to adjusted net income of \$7.74 per diluted share for 2020. The full year 2021 earnings guidance includes an increase in tariff costs of approximately*



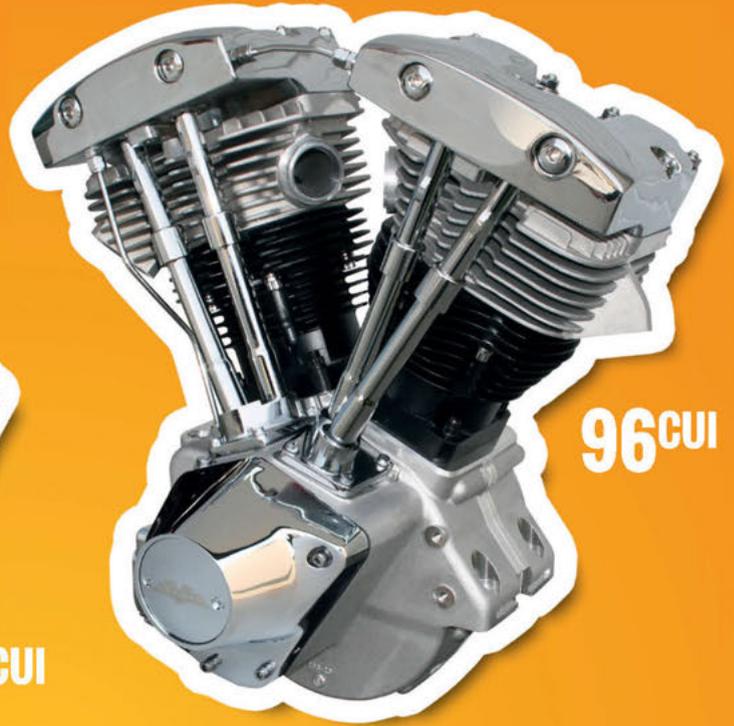
Interim Chief Executive Officer of Polaris Inc. Mike Speetzen: "The Polaris team once again demonstrated its strength and agility to deliver a strong finish to an exceptionally unusual year."

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

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World's Finest Products For Harley-Davidsons

NEWS BRIEFS

Battery electric vehicles took 54% of total new car sales in Norway in 2020 - making it the first country in the world in which EVs have outsold ICE units in a year and putting the nation well on track to meet its previously announced objective of eliminating all new combustion engine vehicle sales by 2025 and a zero emissions nation by 2050.

**December 2020 saw the motorcycle market in India achieve record growth for new motorcycle sales, with most manufacturers seeing double digit growth there. India is already the largest motorcycle market in the world. Despite the implementation of the new B26 standard in April 2020, among the successes India's 1.353 billion population gave Royal Enfield +35% (65,492 units in December), Yamaha +33% growth (39,224 units) and TVS (who bought Norton in 2020) +13% for a 285,000 unit annual total.**

Newark, California-based EV start-up Lucid (formerly ATIEVA) has revealed the production version of its Air saloon, an electric performance saloon with the top of the range 4WD 'Dream' Edition making up to 1,065 bhp equivalent with a claimed maximum range of 517 miles, 235 mph unrestricted top speed and a \$161,500 price tag. Founded in 2007 and headed by the former VP Engineering at Tesla, Lucid has a factory under construction at Casa Grande, Arizona, that will eventually have a capacity of over 380,000 vehicles a year.

Recent reporting suggests that Ducati has filed papers with the United States EPA (Environmental Protection Agency) for another Pikes Peak special edition. Although motorcycles have been removed from the event for the time being following the death of Carlin Dunne on a Ducati Streetfighter V4 in June 2019, the company appears to be looking to sell an updated Pikes Peak Special Edition, based on the 170 hp/92 ft-lb of torque 2021 iteration of the Multistrada V4.

Royal Enfield continues to extend its global footprint and is now "taking it to the Man" with the opening of its latest standalone flagship store in Tokyo. Its local distributor PCI Co. Ltd. will introduce five models into a Japanese market in which there are emerging signs of growth ahead for low-cost lightweights - the Bullet 500, Classic 500, Himalayan and the Continental GT and Interceptor 650 twins.

# Vance & Hines Launches New Four-Valve Suzuki Racing Engine

Santa Fe Springs based Vance & Hines has finally launched its long-anticipated four-valve motor for Suzuki GS-based drag racers - for Pro Stock, Pro Mod and Pro Street classes. The new powerplant will debut at the NHRA Gator Nationals in Gainesville, FL, in mid- March. Several teams will be competing with the new Suzuki-based motor and a new Vance & Hines-designed chassis at that event. "The scale of this launch is unprecedented in the drag racing world and it highlights our company's technical capabilities," said Vance & Hines President Mike Kennedy. "This engine and the cylinder head design are applicable to several racing classes and easily adaptable to every team that is currently running a two-valve Suzuki GS.

"This launch is a proud moment for Vance & Hines and hopefully will net many victories for our Suzuki riders in 2021 and beyond."

The new four-valve head modernizes the technology in Suzuki drag racing motors to provide increased valve lift and reduced mass in the valve train. It replaces the two-valve design, which was introduced in 1998, and it retains the 1,850 cubic centimeters engine displacement.

"For the first time, Vance & Hines has



integrated finger follower technology rather than a shim-under-bucket design in a drag racing cylinder head, which allows for less mass in the valve train and increased rpm," says ex-Harley man Kennedy.

"The intake and exhaust port spigots are modular, so they can be adapted to different air boxes and exhaust pipes without redesigning or remanufacturing the head itself. This allows the new head to be used not only in NHRA's Pro Stock Motorcycle class, but also in the Pro Mod and Pro Street classes."

Design credit for the motor, code-named "VHIL18504V," goes to six-time NHRA champion Andrew Hines. The head was completely developed in Solid Works CAD design and was a fully functional running model prior to production.

"The 1,850 cc motor is approaching nearly 400 hp, and we believe that this is just the start of a new era of Suzuki drag racing championships," said



Andrew. "Right now, this four-valve design is more powerful than the best of our two-valve motors. And there's room to get better and faster with this architecture."

Vance & Hines is the preferred provider of racing equipment for many teams in drag racing. The company is known for fully supporting customers by having all the necessary components in stock and available for racing teams. Currently Vance & Hines is taking orders for complete motors or individual cylinder head packages. The new chassis is also available and leverages the experience and data gained from thousands of runs in NHRA competition.

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

## Vance & Hines Launches NHRA Motorcycle Race Team

Vance & Hines has additionally announced that the NHRA's winningest female, Angelle Sampey, will ride the company's new four-valve Suzuki-powered race bike in the 2021 NHRA Camping World series.

The team's quest for the championship in 2021 is a partnership between Vance & Hines and global food producer Mission Foods.

A three-time NHRA Pro Stock Motorcycle (PSM) champion, Sampey's 43 NHRA Pro Stock Motorcycle wins make her the NHRA's top female athlete. She has the fourth most wins in NHRA PSM history. In 2019 and 2020, Sampey was a member of Vance & Hines' Harley-Davidson-sponsored team.

Sampey will be among the first to ride Vance & Hines' new four-valve Suzuki-powered machine. "I'm so excited to be part of the Vance & Hines team again this year," said Sampey. "This is a first-class company that gives me the best bikes I've ever ridden. I'm feeling really good about what we can accomplish together this year."

Vance & Hines President & CEO, Mike Kennedy, is a big admirer of Sampey. "We're happy to be working with Angelle once again. Vance & Hines is in a wonderful position right now. We've got one of the top riders in the



sport aboard our outstanding new equipment, and we have Mission Foods as our new team partner. I couldn't have hoped for anything better as we go into the 2021 season."



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



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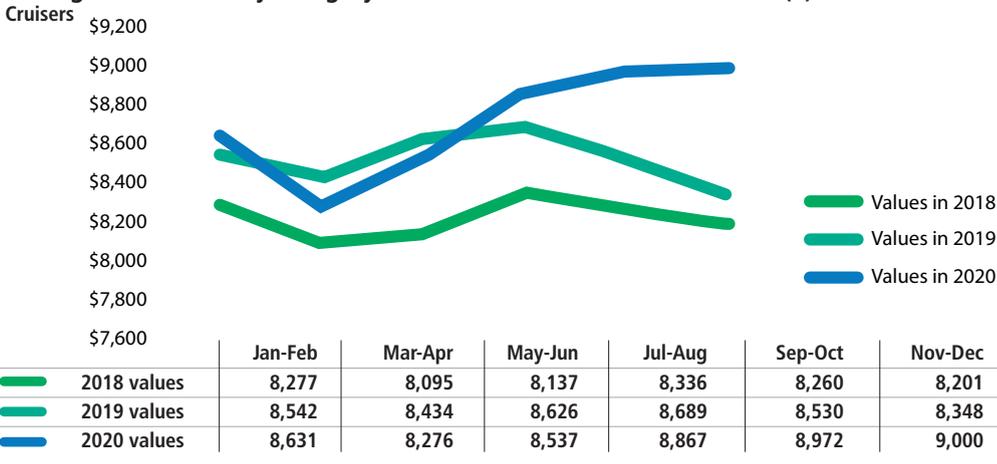
# Domestic U.S. Cruiser Dealer Pricing Rises by +2.2% in 2020; Used Values Also Increased

Formerly known as NADAguides, in Troy, Michigan based J.D. Power Specialty Valuation Services' 2020 Year-End Review - Powersports Market Insights, analysts note that used powersports prices began increasing in the second quarter of 2020 "as the pandemic shifted consumer focus to more outdoor recreational activities. "Similarly, dealers said they had record



sales and very little inventory. In the motorcycle segment, cruiser and sportbike values increased steeply once the warmer months arrived,"

**Average Retail Value by Category - Values for the Last 10 Model Years (\$)**



said Lenny Sims, Vice President Business Development and Strategy at J.D. Power SVS. "Pricing on cruisers finished the year +2.2% ahead of 2019, but that difference was much greater if we compare it to the 2nd half of each year. "Side-by-sides really took off in the second quarter - Utility SXS brought +8.7% more revenue year over year. Sport SXS units brought +6.5% more revenue year over year." In other findings, the quarterly report also found that there was a significant

used price increase in Q2 through Q4 among powersports categories; a surge in traffic views for the motorcycle segment in May 2020; and a surge in traffic views for the SXS segment in April through May 2020. The company says that powersport values across-the-board had a strong year as new enthusiasts entered the market and existing riders shopped for new bikes and SXS. "Starting in the 2nd quarter, the pandemic shifted discretionary funds from restaurants and vacations to recreational

equipment and vehicles." The beleaguered sportbike segment is said to have seen an even greater uptick, finishing the year +4.8% ahead of 2019, with similar acceleration in the second half of 2020. "Demand could start to look more typical once the pandemic recedes and consumers start spending more on travel, but the events of 2020 attracted a new crop of enthusiasts to our industry, which should support the market going forward."

## Cometic Acquires Klotz Lubricants

Concord, Ohio based Cometic Gasket, one of the world's leading suppliers of gaskets and engine sealing solutions for the automotive, powersports, original equipment and remanufactured engine industries, has announced the acquisition of Klotz Synthetic Lubricants. Based in Fort Wayne, Indiana, and founded by John C. Klotz Jr. in 1959, Klotz specializes in providing "superior lubricants to racers, performance enthusiasts and traditional end users who won't settle for anything less than the best available lubrication products on the market today. "For over 60 years, Klotz has proudly serviced the high-performance needs of the automotive, kart, marine, motorcycle, RC scale model, personal watercraft and snowmobile markets." Cometic founder and CEO Bob Gorman said that "Cometic Gasket is exceptionally proud to announce the acquisition of Klotz Synthetic Lubricants and to add one of the most recognizable and trusted lubricant brands in the industry to our portfolio.

I've known John Klotz since I was a teenager and we've become far more than friends. "John is one of the most genuine, passionate and caring individuals I've ever met, and he's built this company from the ground up with his own hands. Becoming the caretaker of a brand as rich in history and proud as Klotz is a humbling moment for the entire Cometic family. We're grateful to the Klotz family for allowing us to lead this iconic company."

Brad Kruckenberg, a powersports industry veteran who comes to Klotz from the LeMans Corporation with over 30 years of experience, will serve as president while Mr. Klotz has been named Chairman Emeritus and will continue serving in a leadership role. Klotz will remain at its Fort Wayne headquarters, where all products are proudly engineered, formulated and packaged in its purpose-built, state-of-the-art facility. "After sixty-plus years, it's time to turn



over the reigns," stated Klotz. "The Gorman and Klotz families have been very close for many, many years. Bob and I have watched each other's families grow and blossom. I think that's a very important component of what makes this a good fit. "Secondly, I've always been very impressed with how Cometic Gasket has grown over the years into perhaps the most reputable and nimble gasket company in the industry. They have the skills, the product knowledge and the resources to carry the Klotz name well into the future. I'm not going anywhere, but it's time to leave the heavy lifting to a team with a fresh set of eyes and great expectations. I know that Klotz is in the very best of hands."

**Left to right: John Klotz, Helen Klotz, Bob Gorman, Bindy Gorman, Kristen Damberger, Jeff Gorman**



[www.cometic.com](http://www.cometic.com)  
[www.klotzlube.com](http://www.klotzlube.com)



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# RACE NEWS

Progressive AFT has confirmed that The Cat Rental Store will continue as the series' Official Heavy Equipment Rental Store for a third consecutive season. "Caterpillar's best-in-class earth-moving equipment plays an invaluable role in creating and maintaining the racetracks for the world's preeminent two-wheeled dirt track racing series."

**AFT and Öhlins have confirmed a sixth consecutive year of partnership in 2021. Formerly a division of Federal Mogul and now a part of the giant Tenneco group (which includes Ferodo and Monroe Shocks), the "Official Suspension" of AFT has a serious motorcycle race pedigree, having earned more than 300 world titles. Öhlins has been working with several of AFT's most successful riders, including heavy-hitters Jared Mees, Brandon Robinson and James Rispoli.**

Falken Tires (part of Southern California based Sumitomo Rubber North America) is back as the "Official Light Truck Tire" of AFT following what it judges to have been a successful initial partnership in 2020. First launched in Japan in 1983, Falken has established itself as a global technology leader via a full range of tires for cars, trucks, SUVs and crossovers.

**Royal Enfield has extended its relationship with Johnny Lewis' Moto Anatomy organization and will continue to campaign the Twins FT in AFT with them through 2021. After the program's successful first season, which saw Lewis win during the AFT Finale at Daytona, the team will continue developing the Twins FT package for the AFT Production Twins class. Veteran flat track crew chief, former team owner and tuner David Lloyd will join Lewis to add depth and experience to the Moto Anatomy x Royal Enfield team.**

Progressive American Flat Track has announced Mission Foods - "the nation's top manufacturer of tortillas, tortilla chips, flatbreads and other baked products" - as the official partner of its premier class, now known as the Mission SuperTwins class, as well as the "Official Tortillas and Chips" of AFT.

# AFT 2021 Schedule



Progressive American Flat Track has released a 17-event race schedule for 2021. The season will launch with a reprise of the Volusia Half-Mile I & II doubleheader on Friday, March 12 and Saturday, March 13, during Daytona Bike Week and will culminate at the racing mecca of Charlotte Motor Speedway on October 8.

New to 2021 is Progressive AFT's premiere event at Atlanta Motor Speedway. "One of two TT events for 2021, the inaugural Atlanta Super TT will be an event unlike any other on the calendar, with a custom-designed TT track built inside one of the country's premier sports entertainment facilities. "A long-standing staple to the circuit, Progressive AFT roars back into the Lonestar State on Saturday, May 22, for the return of the Texas Half-Mile at Texas Motor Speedway. **A particularly exciting weekend at TMS, the Texas Half-Mile will run in conjunction with a soon-to-be-announced motorcycle festival that will be a destination for two-wheeled enthusiasts from all across the nation.**

"There are multiple historic favorites making their return to the circuit after popular demand. After nearly a decade and a half away, Progressive AFT will be bringing the thunder back to Dirt Oval Route 66 for the Chicago Half-Mile in Joliet, Ill. on Saturday, May 29, during Memorial Day Weekend festivities.

"Fans can also mark their calendars for the OKC Mile I & II, a mid-June doubleheader at Remington Park. A consistently sold-out race, this Father's Day weekend doubleheader will

## 2021 Progressive American Flat Track Schedule:

1. March 12: Volusia Half-Mile I – Volusia Speedway, Barberville, FL
2. March 13: Volusia Half-Mile II – Volusia Speedway, Barberville, FL
3. May 1: Atlanta Super TT – Atlanta Motor Speedway, Hampton, GA
4. May 22: Texas Half-Mile – Texas Motor Speedway, Fort Worth, TX
5. May 29: Chicago Half-Mile – Dirt Oval Route 66, Joliet, IL
6. June 18: OKC Mile I – Remington Park, Oklahoma City, OK
7. June 19: OKC Mile II – Remington Park, Oklahoma City, OK
8. June 26: Lima Half-Mile – Allen County Fairgrounds, Lima, OH
9. July 17: DuQuoin Mile – DuQuoin Fairgrounds, DuQuoin, IL
10. July 24: Port Royal Half-Mile – Port Royal Speedway, Port Royal, PA
11. August 14: New York Short Track – Weedsport Speedway, Weedsport, NY
12. August 21: Peoria TT – Peoria Motorcycle Club, Peoria, IL
13. September 4: Springfield Mile I – Illinois State Fairgrounds, Springfield, IL
14. September 5: Springfield Mile II – Illinois State Fairgrounds, Springfield, IL
15. September TBD: TBA Doubleheader I, California
16. September TBD: TBA Doubleheader II, California
17. October 8: Charlotte Half-Mile – Charlotte Motor Speedway, Concord, NC

certainly be an unmissable event for any race fan. Progressive AFT will continue to implement its precautionary race-day procedures and COVID-19 safety protocol. These guidelines will

continue to be examined and updated to follow specific guidelines set by the Centers for Disease Control and Prevention (CDC) and local event area authorities.

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

# SBS Brakes Continues as Official AFT Brake Pad



Progressive American Flat Track renewed its partnership with SBS Brakes to remain the series' Official Brake Pad through the 2022 season.

"A global market leader and established motorsports powerhouse, SBS Brakes first united with Progressive AFT in an official capacity ahead of the 2018 season. Its intense focus and commitment to the sport of dirt track racing has been reconfirmed with the signing of a new two-year agreement.

"Originally founded in Denmark almost six decades ago, Scandinavian Brake Systems A/S became the first company to produce aftermarket disc brake pads. Renowned for its innovative approach to research and

development, including ECE R90 quality certification and embedded NUCAP NRS technology securing a mechanical and indestructible bonding of compounds, SBS Brakes, which was recently acquired by the Brembo Group, continually pushes forward in its use of new materials and technologies.

"Those advancements have been repeatedly proven out in the unforgiving realm of motorsport competition, as SBS Brakes has scored dozens of world championships across a wide range of two-wheeled disciplines, including WorldsBK and MXGP, in the process."

Christel Munk Pedersen, CSO of SBS Friction, said: "It means the world to

us that we can continue to support the world of powersport with this AFT sponsorship. In the light of the COVID-19 pandemic, we strive to continue bringing communities together and support riders and teams, so that we also have motorsport events to enjoy when we overcome the pandemic era and return to a somewhat new normal. Our brake pads are used by top road and off-road racers worldwide, and they have proven to be superior in performance for cross country flat track as well."

The 2021 AFT season is scheduled to kick off with the Volusia Half-Mile doubleheader event at Volusia Speedway Park on Friday, March 12 and Saturday, March 13, 2021.

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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# Vance & Hines - Over \$70,000 of AFT Sponsorship

Santa Fe Springs, California based Vance & Hines has announced a full slate of contingency sponsorship payouts for the 2021 AFT racing season. The program includes payouts for the top five riders in each class for every event and a \$5,000 bonus for each class champion. In total, the company is offering riders \$73,650 in 2021.

"Our company was born on a racetrack, so we know how hard it can

be to fund a racing program," said Vance & Hines President Mike Kennedy. "We're happy to continue to partner with AFT to support all levels of riders in this great American racing series."

Vance & Hines is also Harley-Davidson's partner for the design, manufacturing and selling of the XG750R motorcycle which competes in the AFT Production Twins class. Race teams purchase the bikes directly

through the Vance & Hines Racing Development Center in Brownsburg, IN.

The company's 2021 AFT contingency sponsorship provides cash awards to the first through fifth finishers in AFT SuperTwins, AFT Production Twins and AFT Singles at each of the 17 races on the schedule. The payouts range from \$500 for first place to \$50 for fifth place, with \$1,150 available per class at each event. At the end of the season,



Vance & Hines will offer a \$5,000 bonus to the number one finisher in each class.

To qualify for the contingency payments, riders must run an eligible Vance & Hines exhaust system, a Vance & Hines decal on their race bike and have a Vance & Hines patch on their racing leathers.

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

# Mission Foods Named 'Entitlement Partner of AFT SuperTwins'

In addition to its sponsorship relationship with Vance & Hines on the drag strips of America, known motorsport fanatics Mission Foods has dug deep into its budgets again with sponsorship of the AFT premier class - which will now be known as the Mission SuperTwins class.

Additionally, Mission has been named as the Official Tortillas and Chips of AFT. The top manufacturer of tortillas, tortilla chips, flatbreads and other baked products in the United States, a huge bonus for fans and competitors is the introduction of the Mission

'2Fast2Tasty' Challenge at each AFT event. This four-lap dash-for-cash style event will feature the riders who qualify for the front row of the Mission SuperTwins Main Event in an all-out brawl for Main Event gridding order and a \$5,000 cash prize. An additional initiative of the

partnership is the introduction of the Mission Paddock Club, a program that will provide an in-paddock hospitality area stocked with Mission products and other provisions for series teams, partners and stakeholders.

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

# S&S to Support Royal Enfield 'Build, Train, Race' Programs

S&S Cycle is to continue its technical partnership with Milwaukee based Royal Enfield North America, collaborating on projects including the Build Train Race (BTR) road racing and flat track programs.

In recent years, Royal Enfield and S&S

Cycle established a relationship in developing Royal Enfield's popular 650 cc parallel twins, the FT411 and Royal Enfield's AFT program. S&S Cycle also manufactures multiple aftermarket parts and accessories for Royal Enfield motorcycles.

This year, S&S Cycle will create parts to assist with the BTR road racing program, including exhausts, footpegs and triple clamps. S&S Cycle will also help to develop a Royal Enfield Continental GT 650 road racing package and consult on future racing opportunities in the Americas.

"Royal Enfield is a great partner for S&S Cycle and allows us to reach a

new audience of riders," said Paul Langley, president of S&S Cycle. "The programs that Royal Enfield has developed have not only provided female motorcyclists the opportunity to get involved in racing, but afforded us the chance to develop parts and accessories for the Royal Enfield Twins platform. Royal Enfield is one of the global leaders in motorcycle production, and getting access to the brand helps S&S Cycle as we look to expand our business."

After the successful debut of the flat track Build Train Race program, Royal Enfield is looking to road racing as the program continues to evolve. Seven



female motorcyclists were recently announced to build, train and race with road racing prepared Royal Enfield Continental GT 650 motorcycles.



# AFT and 'Rookies of '79' Extend Relationship

AFT has confirmed 'Rookies of '79 and Friends' as the series' Official Charity Partner for a fourth straight year in 2021.

Now in its 12th year of operation as a 501(c)(3) non-profit charity, Rookies of '79 "stands as a constant, reassuring presence that allows racers to perform at their maximum with the assurance that someone will have their back even when circumstances are the direst.

"Support from Rookies of '79 is made available to any licensed Progressive AFT competitor injured at a series event.

Since its inception, it has never turned away a rider seeking aid, providing the help necessary to allow many of them to return to the track, rather than end their careers prematurely due to injury."

The Rookies of '79 name points to its founding members, "an astonishing collection of talent who graduated to the sport's global pinnacle together in 1979. That group includes some of the greatest racers to ever grace a two-wheeled machine, boasting such legends as Scott Parker, Wayne Rainey, Ronnie Jones, Charlie Roberts, Tommy

Duma, Jackie Mitchell, Lance Jones and Johnny Wincewicz. Reunited three decades later, the Rookies of '79 decided to give back to the sport in a way that would help those who needed it the most."

When Rookies of '79 first became Progressive AFT's Official Charity in 2018, it had already raised nearly a million dollars to those ends. In the three years since, it has more than doubled that number, boasting more than two million dollars raised since 2009 to help injured riders and their families.

Parts and accessory vendors of note who have supported Rookies of '79 include Motion Pro and Memphis Shades.

This season will see 'Rookies' raffling off an all-new Indian FTR 1200 Rally donated by Indian Motorcycle. Two previous motorcycles provided by Indian Motorcycle raised a total of over \$65,000.

"We are honored to be the Official Charity of Progressive American Flat Track," said Charlie Roberts, CEO of Rookies of '79 and Friends. "We would not be able to provide the assistance to the riders that we do without this relationship."

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

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# 35th Biker Fest International Postponed to September

Lignano Sabbiadoro (Udine,) Italy, 16th - 19th September 2021

For the second consecutive year, Biker Fest International (the 35th) has had to postpone from its traditional mid-May date to September (16-19). In these times when shows and events of any kind, anywhere, especially Custom Bike Shows, have become an endangered species, congratulations to Micke Persello and the Bikers Life team for pulling off what appeared to be the impossible - a delayed but ultimately hugely successful 34th Biker Fest International in September 2020, and they will be hoping for similar luck when they descend again on Italy's Adriatic Coast (north of Venice) later this year.

Having the passionate support of a loyal and enthusiastic attendance does help, of course, and last year regional authorities put the total crowd drawn by Biker Fest at around 90,000 people - a remarkable number

under the circumstances. Italians love their motorcycle shows!

No doubt the organizers will be looking to repeat the four days of COVID-secure activities under rigid pandemic protocols that ensured their success last year, even if, by then, a significant percentage of Europeans will have been vaccinated.

Despite the impact that the pandemic could have quite reasonably been expected to have on custom bike building activity, the standard of bikes in September last year was exemplary - and although, as I write, the arrangements for the next AMD World Championship of Custom Bike Building remain a case study in uncertainty, whenever the 'AMD' tribe is able to assemble next, the quality of custom design and engineering that will be coming out of Italy will be as high, maybe even higher, than ever.

The Custom Bike Show - the Italian Motorcycle Championship - had a new location in the center of the Luna Park Strabilia with about 100 custom bikes registered and coming from all over Italy and neighboring nations.

There were eight classes in total, and those that won a place at the next AMD World Championship included: Moto Guzzi 850-T5 by Bepy Moto



Service (Turin), Buell "Visione" by Debenedetti & Fiordi (Livorno-Brescia), BMW R65E (electric) by Freesound Customs (Pisa), and the H-D "Ghisarama" by Hazard (Bergamo), which took the Italian Motorcycle Championship and 'Best in Show' win. Internationally respected former AMD stalwart Penz Custombikes (Austria) gave a debut to a new, refined Bagger called "Razzle Dazzle", and seven kilometers of track were dedicated to all off-road lovers with an Enduro, mini-Enduro and Scrambler Challenge - even garden tractor racing and mopeds had their moment! The track also saw classes and 250 and 450 cc bike rental opportunities from a flat track school.

More than 150 exhibitors of all kinds catered to all tastes and there were presentations from more than a dozen motorcycle travel, tour and adventure riding specialists - plus, of course, bands, American cars (over 400 for a 25th anniversary event), including V8s, and a Saturday evening parade through the streets of Lignano.

[www.bikerfest.it](http://www.bikerfest.it)

## USA 2020 Motorcycle and Scooter Sales +11.4%



New-model powersports sales increased +18.4% in the United States in 2020, with motorcycle and scooter sales rising +11.4%, according to the Irvine, California based Motorcycle Industry Council (MIC) retail sales report.

"Overall, the industry had a good year under difficult circumstances," said Erik Pritchard, MIC president and CEO. "The COVID-19 pandemic forced all of us to be nimble and to make the changes we needed to survive. In the end, many in the industry saw strong growth, and now our opportunity is to keep all of these new riders riding and to inspire even more people to join us on two, three and four wheels."

The MIC retail sales reporting system gathers new motorcycle, scooter and ATV retail sales data from 14 leading manufacturers and distributors in the U.S., providing a strong indicator of sales trends.

Sales of on-highway motorcycles, which include scooters and dual-purpose bikes, were steady compared with 2019, while interest in off-highway motorcycles spiked, with sales up +46.5% year-over-year. Off-highway motorcycles include dirt bikes, trail bikes, competition motorcycles and other motorized two-wheelers that cannot be used on public roads. Sales of ATVs also jumped, rising +33.8% over 2019.

"We are happy to see that more people are getting the chance to enjoy the outdoors and find new adventures with motorcycles," Pritchard said. "As many riders know, motorcycles and scooters are not only fun, efficient ways to commute, but they open up many recreational opportunities."



2020 BEST IN SHOW I.M.C., H-D "Ghisarama" by Hazard (BG)

## H-D - "Get Out and Ride" Sweepstakes

In somewhat of a 'Throwback Thursday' moment, Harley is offering a bike as a sweepstakes prize - unless we here at AMD have been blissfully unaware, it has been decades since Harley embraced such a retro piece of marketing - and a Road Glide at that! "Harley-Davidson's mission brings people together and helps riders experience freedom for the soul. Harley-Davidson is celebrating its mission with the 'Get Out and Ride' sweepstakes. There are 80 prizes to win in honor of the 80th anniversary

of Daytona Bike Week, and one custom grand prize motorcycle to celebrate the start of a new year of riding.

"Following Harley-Davidson's global celebration of riding at the virtual H-D 21 event, we're excited to get riders rolling into a great year ahead," said VP Marketing Theo Keetell. "The 'Get Out and Ride' sweepstakes is Harley-Davidson's invitation to kick off the riding season and rediscover the road."

Don't get us wrong, there is nothing

wrong with it, especially in connection with trying to generate footfall at a rally such as Daytona. In fact, it is quite reassuring to see Harley re-entering 'the realm of normal men (and women).'

"From February 8 to April 16, Harley is giving riders reason to celebrate with a sweepstakes that everyone in the U.S. can participate in. Through riding-related activities and visiting your local dealer, participants earn

entries for a chance to win prizes celebrating the community and spirit of two wheels. This includes a custom 2021 Road Glide motorcycle and weekly drawings for 80 additional prizes."



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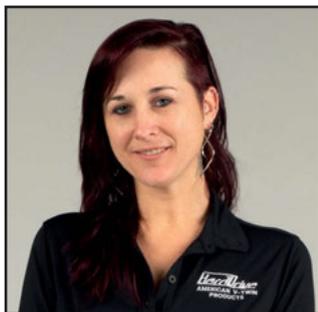
# Krys Brown - HardDrive V-Twin Product Director



Western Power Sports' specialty V-twin division, HardDrive, has a new Product Director, with 22-year V-twin industry veteran Krys Brown bringing her extensive market experience and knowledge to management of the custom parts sector of the WPS business.

The Boise-based company announced that after having worked in Inside Sales since 2015 for the V-twin/HardDrive products division, Krys Brown has been promoted to V-Twin Product Director. She takes over the role previously held by Gunnar Heinemeyer.

"Brown has consistently demonstrated a tremendous depth of product knowledge, gained through her own hands-on experience, and she has very successfully developed solid dealer sales relationships that have given her an invaluable insight into market needs and product development



opportunities," according to WPS.

Gunnar Heinemeyer is taking his extensive V-twin/HardDrive product knowledge out on the road in a sales focused role, as the new HardDrive Brand Sales Manager.

Gunnar joined WPS in 2013, working to both develop the HardDrive team and expand HardDrive product offerings.

"He has provided a steady hand to manage internal processes across all facets of the V-twin/HardDrive segment.

"In his new role, Gunnar will be working to bring a dedicated focus to HardDrive sales efforts, actively working in the field to capture new vendors while further cultivating existing vendor relationships. He will also be uniquely positioned to provide invaluable direct-from-market insights to Krys Brown and the V-twin/HardDrive team, ensuring that WPS continues to meet and exceed the expectations of the market and our valued customers."

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



# H-D Replaces CCO Larry Hund

H-D has appointed Edell O'Sullivan as Chief Commercial Officer (CCO) to replace existing CCO Larry Hund, who retires from the company following 18 years of service.

O'Sullivan will join Harley-Davidson "with extensive experience in omnichannel retail and durable goods, focusing on commercial excellence and organizational change. She served as a partner at Bain & Company for the past five years of her 14-year tenure, where she led the development of major corporate transformations including the strategic delivery of profitable growth initiatives across multiple industries, with an emphasis on retail, advanced manufacturing and OEMs."

Previously, O'Sullivan worked in financial planning and analysis for a division of Procter & Gamble. She holds a Bachelor of Chemical Engineering from the Universidad Simon Bolivar in Caracas, Venezuela, and an MBA with distinction from Harvard Business School.

"Edell has an excellent track record of effectively building commercial and organizational strategies, based on



# BMW to abandon INTERMOT and EICMA permanently

Described as a realignment of its strategy for product launches, BMW Motorrad has announced that it will no longer exhibit at the two major international European trade fairs that it has historically supported from its head office corporate communications budgets - INTERMOT and EICMA.

"New live and digital formats will increasingly take the place of traditional trade fair appearances at BMW Motorrad in the future. In particular, this means that the traditional commitments at the two leading motor shows EICMA in Milan and INTERMOT in Cologne, which were previously organized centrally by BMW Motorrad, will no longer apply.



in-house BMW Motorrad and BMW Group formats as well as external formats - both live and digital - taking into account the respective defined requirements of the different target groups and media genres."

Dr. Markus Schramm, Head of BMW Motorrad, is quoted as stating: "Our strategic communication realignment in which we make use of increased live and digital formats will enable us to inspire even more people worldwide for BMW Motorrad products and offers in the future and to approach them in an optimally targeted manner. "By using our own trade fair-independent live and digital formats, we cannot only time world premieres and product launches more flexibly, but it also enables more intensive interaction with all target groups as well as an increased information reach."

The company says that it will "continue to present its product range to visitors at selected regional motorcycle shows and will be open to new formats," but not ones where it would actually mean meeting, you know, people!

"This realignment of the communication strategy for new BMW Motorrad products and offers includes

clear market and consumer insights, that deliver strong financial and operational results," said Jochen Zeitz, Chairman, President and CEO of Harley-Davidson. "She will bring new perspectives and capabilities to our leadership team as we execute the priorities of our 5-year strategy, The Hardwire."

Hund, 64, will work closely with O'Sullivan through the transition ensuring a consistent handover. Prior to taking on the CCO role, Hund was President of HDFS for 11 years. The company will continue to leverage Hund's knowledge and experience as he will remain chairman of the H-D Financial Services Board of Directors.



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# Cory Ness Go

The annual Drag Specialties 'FatBook' catalog bike build has been an industry mainstay for years. Rooted firmly in the real world of what any rider could aspire to, its 'FatBook' builds are, of course, a rolling showcase for highlights from that season's parts and accessories program.

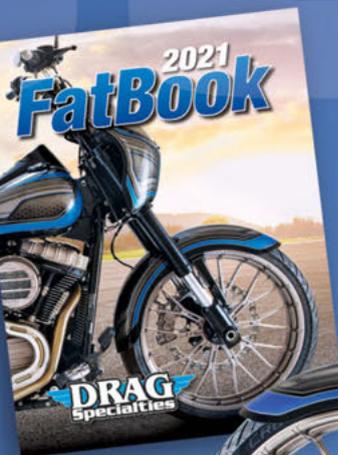
More than that though, if you look back at the several decades of the makeovers that Drag's collaborators have been coming up with, they really are a bellwether of the market's direction of travel.

This year Drag Specialties asked Cory Ness to mastermind the project, and the result is a 'mile eater' that says practicality, handling, comfort and performance in equal measure. The clean, classic styling just looks the way it should - each decision sits in perfect harmony with every other solution, and Cory's decision to mainline with the matte finish of the Ness 10-Gauge Titanium cover line has resulted in a bling-free zone whose very conservatism is radical.

Noted as a versatile platform, one that is equally at home on the Interstate as it is negotiating the urban jungle, in Cory Ness' hands, the M-8 Sport Glide (a 2019 example is used here) is as discreet as it is demanding of attention, as calm as it comfortable and as capable as any Sport Glide can ever have been.



# oes 'FatBook'



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## 2019 M-8 FLSE Sport Glide By Cory Ness

### Chassis

**Arlen Ness:** original fairing kit w/smoked shield; 21 x 3.5 Front "Y" spoke titanium wheel; 18 x 5.50 Rear "Y" spoke titanium wheel; cartridge black front hub kit; cartridge black rear hub kit; titanium MX foot pegs (2 pairs); splined driver MX foot peg mounts; splined passenger MX foot peg mounts; Profile 21" front fender

**Metzeler:** Cruisetec 120/70B21 front tire; Cruisetec 180/55B18 rear tire

**Russ Wernimont Designs:** 9" Long Shot rear fender; LED tail light assembly

**LePera:** Kickflip diamond stitch seat

**Speed Merchant:** black skid plate

**Kuryakyn:** Road Thunder sound bar plus

**Legend Suspension:** Air-A M-8 Softail air suspension; AXE043 inverted front suspension

### Motor

**Arlen Ness:** Titanium 10-Gauge rocker box top covers, cam cover, lifter block cover and pushrod tub kit; Titanium sidekick air cleaner

**Vance & Hines:** stainless steel Hi-Output 2-into-1 short exhaust; Fuelpak FP3

### Transmission and Drivetrain

**Arlen Ness:** Titanium 10-Gauge transmission top cover and hydraulic clutch actuator; Titanium knurled shift peg; black Retro shifter rod

**Feuling:** black vented dipstick

### Brakes:

**Arlen Ness:** Titanium 6-piston differential bore front left brake caliper, black Big Brake full floating front left rotor kit; black rotor adapter kit; 11.5" jagged front/rear floating brake rotor

### Handlebars and Controls

**Arlen Ness:** stainless moto handlebar; Titanium knurled grips; 10" method riser & top clamp kit; Titanium mini stocker left mirror; Titanium mini stocker right mirror

### Lighting

**Custom Dynamics:** 5.75" True Black ProBEAM LED headlamp

**Paint by:** Mazz Custom Paint, Glendale, AZ





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## Kodlin 'Neowise' LEDs



'Neowise' mini fender strut indicators



'Neowise' custom LEDs

These Kodlin 'Neowise' custom LEDs are described as "tiny, classy and amazingly bright." 3 into 1 bullet rear lights (run, turn, brake) with tinted glass are universal for 12 volt applications with M-8 thread and available in chrome or black in grooved or smooth finish.

Kodlin 'Neowise' mini fender strut indicators have run, turn and brake function, also with tinted glass (and E-approval), for all M-8 Softails and most 2002 and up Sportsters, Dynas and Softails (some applications may require the use of a load equalizer).

Kodlin products are now additionally available through HardDrive in USA, and from the Kodlin USA headquarters in Morgan Hill, California. Internationally they are distributed by Rollies in Australia, Suzuki & Associates in Japan and in Europe through Motorcycle Storehouse, Custom Chrome Europe and Parts Europe, as well as from F. Kodlin Motorcycles in Germany.

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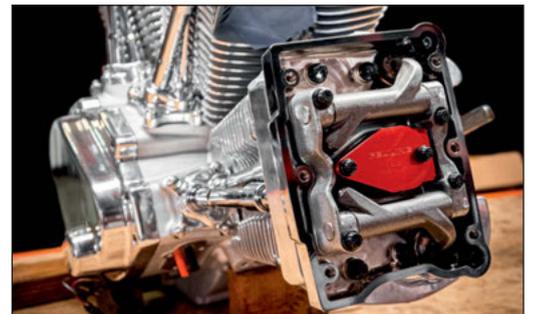
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## Rocker Box Breathers



Noted Oceanside, California based Feuling Parts' rocker box breathers for Twin Cam engines, '99-'16 Touring and '99-'17 Dyna and Softail models, give the engine properly sized breather holes for optimum engine breathing. Machined from billet 6061 aluminum, with the



square surfaces promoting excellent gasket and breather system sealing. Anodized in Feuling red, the kits include billet breather housings, gaskets, breather filter elements, umbrella valves and high-grade ARP hardware. New rocker cover gaskets are available separately.

### FEULING PARTS

Oceanside, California, USA

Tel: 619 917 6222

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

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



## Predator III for Indian Big Twins

Designed to fit with most sissy bars, this new two-up Predator III seat from Drag Specialties fits late model Indian Chiefs and Chieftains (Standard, Classic and Limited), Springfields, Chief Dark Horse models and Roadmasters.



Manufactured with a durable automotive grade vinyl cover and molded polyurethane foam for comfort and styling, there is a 3/16" ABS thermoformed seat base for a perfect fit with rubber bumpers and a paint-protect fully carpeted bottom. It has a black base color, black/silver finish and classic double diamond stitch pattern. The overall seat length is 32" with a 16 3/4" driver seat length and 12 1/2" driver seat width.

### DRAG SPECIALTIES

Janesville, Wisconsin, USA

Tel: 608 758 1111

[drag@dragspecialties.com](mailto:drag@dragspecialties.com)

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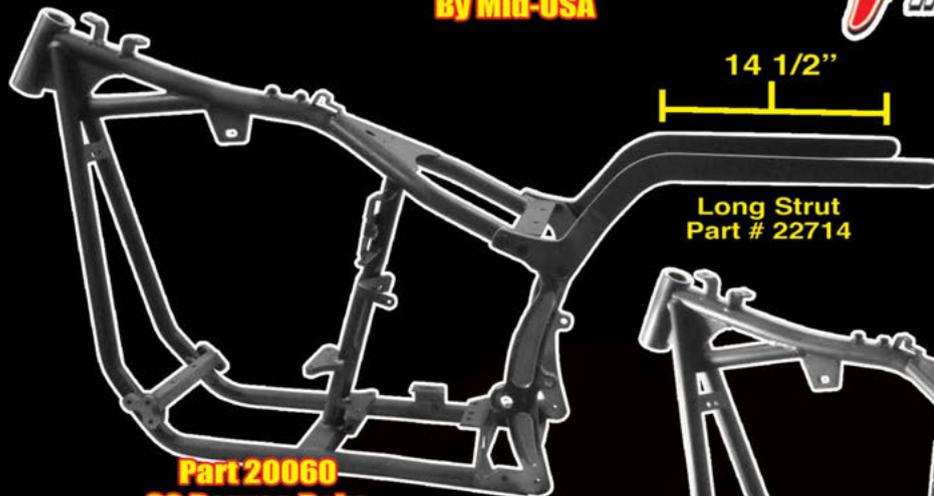


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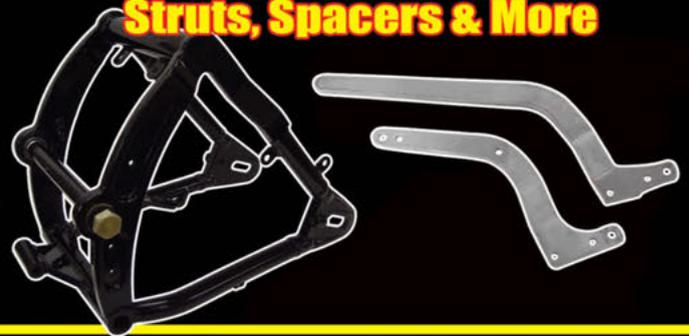
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## Motion Pro - Steering Stem Bearing Tool Designs

Californian tools, cables and controls specialist Motion Pro, founded in 1984 by legendary off-road racer Chris Carter, has added to its growing V-twin tools program with a Motion Pro steering stem bearing tool.

"A motorcycle's steering stem bearings are important components which can affect the feel and handling when riding. Often these components freeze up or break down due to excessive wear or

corrosion.

"Our new steering stem bearing tool design can easily handle the removal and installation process when replacing these components. Motion Pro now offers two versions to fit various H-D models, the 08-0558 built to work with earlier Harleys (Motion Pro recommends using our 'search by vehicle' function on [motionpro.com](http://motionpro.com) for correct application fitment) and, most recent, the new 08-0667 steering head bearing tool - now available for use on Touring models 2014 and up.

"Similar in design to the version offered for earlier models, this new design is for use with the larger bearings and shorter stem found on the 2014 and up baggers.

"Unique to these

applications, both top and bottom bearings are pressed onto the stem and require this tool for removal and installation. What used to need a press or a torch can now be done easily with basic hand tools, in a matter of minutes.

"Whether for shop technicians or home wrenching, this tool will help make swapping the bearings on your steering stem a breeze."

In other news, as Motion Pro gets set for another year as the Official Tools, Cables and Controls vendor and as a contingency prize fund sponsor of American Flat Track racing, the company is also giving support to Rookies of '79 and Friends - the series' Official Charity Partner, a partnership extending into its fourth year in 2021.

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# Ergonomic Remote Reservoir Mounting Bracket Kits for Touring Models

Californian suspension specialist Progressive Suspension has released this remote reservoir mounting bracket kit. Designed to allow you to mount Progressive Suspension 990 Series or 970 Series shocks with remote reservoirs onto a H-D Touring model, the brackets mount on the top rear

fender strut covers "to give the bike an aggressive performance look." The bracket has been designed for function as well as form, allowing easy access to the compression adjustment knobs on 2009 and up



H-D Touring models. All the necessary hardware is included. The brackets mount with or without most H-D docking kits, but may prevent the use of other aftermarket accessories.

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# Drag Specialties Additions

## Solo Seats for Indian



This solo seat is made narrow up front for better leg clearance to ground contact - it moves the rider back 1" and 1/2" lower compared to the factory seat and features a 3" tall back for support. The seat base is made of 3/16" thermoformed ABS for a "perfect fit and comes with a carpeted bottom and rubber bumpers to protect the bike's paint."

Molded polyurethane foam and a high-quality automotive-grade vinyl cover "provide comfort and styling." The seat is available in smooth, linear stitch with black thread or Double-Diamond stitch with black, silver or red thread and measures 23 1/2" long overall. The seat fits '14-'21 Chief/Chieftain, Chieftain Vintage/Classic/Limited, '16-'21 Dark Horse, '17-'21 Springfield and '15-'21 Roadmaster models. All mounting hardware is included.



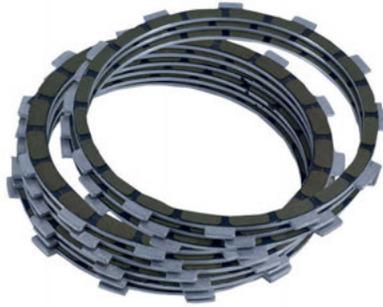
## Replacement Air Filter Element for V-Rod



This high-quality paper filter meets or exceeds OEM specifications. It is for use with OEM stock air filter housings on '02-'17 V-Rod models and replaces OEM #29437-01A.

## Clutch Plate Kits

Designed to perform under extreme heat conditions, these clutch plates are said to allow "smooth, precise shifting and can be run wet or dry." The Aramid fiber friction kit includes ten plates that have "higher-density compound for increased durability. The steel 9-plate kit is manufactured under strict quality control standards." The kits are sold individually and they fit '18-'20 M-8, '13-'17 Twin Cam CVO/SE and



'14-'20 HD FL Trike models (with slipper/assist clutch).

## DS3 Premium Synthetic 20W-50 Motorcycle Oil

This all-new premium full synthetic oil "provides the ultimate in long-lasting protection against engine wear, protects engines from sludge build-up and aids in providing maximum power output." It can be used in H-D V-twins, including engine, primary and transmissions. "With its carefully selected additive package, this oil yields exceptional viscosity, stability and lasting anti-oxidation qualities of the kind that cannot be derived from conventional base oils."



It is "extremely shear stable, so the oil will stay consistent, even with gear and engine forces, extreme pressure additives protect gears and other engine parts. Excellent sealing characteristics provide maximum power output. Meets all warranty performance criteria for H-D engines and does not void new vehicle warranties." The oil meets or exceeds API CI-4/SL service rating and is available in quart and gallon bottles.

## Forward Control Extension Kits



This aluminum forward control extension kit extends the OEM forward controls by three inches; available in either chrome or black. All necessary hardware is included in each kit, and the kit fits '18-'20 FLSB, FXBR/FXBRS, FXFB/FXFBS models. An extended length custom rear brake line is required when installing.

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## Magnum Shielding 1" Handlebars - "Big Value, Small Price"



For those who don't want to overspend on new handlebars - for older bikes maybe - Pittsford, New York based handlebar kit specialist Magnum Shielding's budget friendly 1" handlebars are a "great looking option, delivering all the comfort the rider wants, but without the big price tag."

Magnum 1" handlebars are available in 10, 12 and 14 Bagger and ape hanger styles. Both styles are available with high luster chrome or gloss black powder-coat finishes. "The 1" diameter handlebars are CNC-bent for an accurate fit and incorporate comfortable but aggressive looking wrist angles. Bagger style bars are designed to have the correct clearance on Batwing models.

"Aside from their great looks and comfortable design, Magnum's 1" handlebars have that built-in quality they are famous for. Magnum Shielding 1" handlebars are made with a premium construction that includes holes for internal or external wiring and slots for electronic throttle control that are all burr-free. All handlebars have 3 1/2" on-center knurling."

Magnum has complete handlebar installation kits for most Harley models from 1996 and up for every budget. From economically priced XR Stainless kits to their premium Designer Series, "Magnum has you covered. Pair up XR Stainless installation kits with Magnum's 1" handlebars and you have a recipe for quick installation turnarounds with wallet-friendly consumer pricing." Magnum Shielding has been a Tier-1



manufacturer of premium, matching, braided products for over 38 years, including brake lines, control cables and ignition wires. Every Magnum Shielding brake line is pressure tested and fully compliant with all DOT FMVSS-106 specifications and is assembled in the USA.



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## "Double the power, double the features" - OptiMate Lithium 4s 10A



Lithium batteries have made the jump from being a novel aftermarket accessory to becoming a commonplace essential for performance and adventure motorcycles.

Their use has created the need for fast and safe charging and for providing support during PDI and service diagnostics.

A relatively unknown advantage of lithium starter batteries is that they can be charged up to three times faster than AGM lead-acid batteries, the current popular 'stock' battery choice. As a direct comparison, the fastest charge an 8Ah AGM battery (e.g. YTX10) can accept is around a third of its true rating, therefore 2.66 amps, but a lithium ferrous phosphate (LiFePO4, the technology used for lithium starter batteries) rated at a true 8Ah can accept 8 amps!

OptiMate has recognized this in the architecture of its OptiMate Lithium 4s 10A (part no: TM-274 in

Europe, TM-275 in North America, TM-276 in the UK). It can deliver up to 10 amps of fast charge but can also automatically adjust its charge rate down to what a smaller battery can accept; its AmpMatic (lithium tuned) charging method takes care of that - bigger batteries get more, smaller batteries get less, all automatically.

"But that's not all," says TecMate CEO/CTO Martin Human, "like every OptiMate battery charger, there is always more built into the advanced circuitry.

"Firstly, and obvious for any OptiMate battery saving charger, it will safely and effectively save lithium starter batteries from as low as 0.5 volt. Its smart algorithm actively tests and confirms battery health until it has recovered sufficiently to receive a fast charge - very important for such dense energy technology.

"Secondly, it offers battery management system reset at the press of a button. Increasingly, lithium battery manufacturers are adopting vital protective measures for their performance batteries. The most important being deep discharge protection, or, in simple terms, low voltage cut-off, i.e. the battery turns off if discharged too low. When that happens it then needs a special reset signal to turn it back on - delivered at the push of a button by the OptiMate 4s 10A.

"Finally, the new 4s 10A includes a TUNE mode - a stable 13.6V that supports the lithium battery during diagnostics and troubleshooting when the engine is not running."

A 10 amp battery charger for motorcycle starter batteries might have sounded over the top even as recently as two years ago, but in 2021 it suddenly makes a lot of sense, especially when it comes to the lithium (LiFePO4) technology that is increasingly being embraced by motorcycle manufacturers.

TecMate is not new to this technology, its first



OptiMate Lithium 4s 5A was introduced in 2010, in response to the "at the time" exotic new lithium starter battery technology that was beginning to be embraced by a handful of leading-edge custom bike builders and racers.

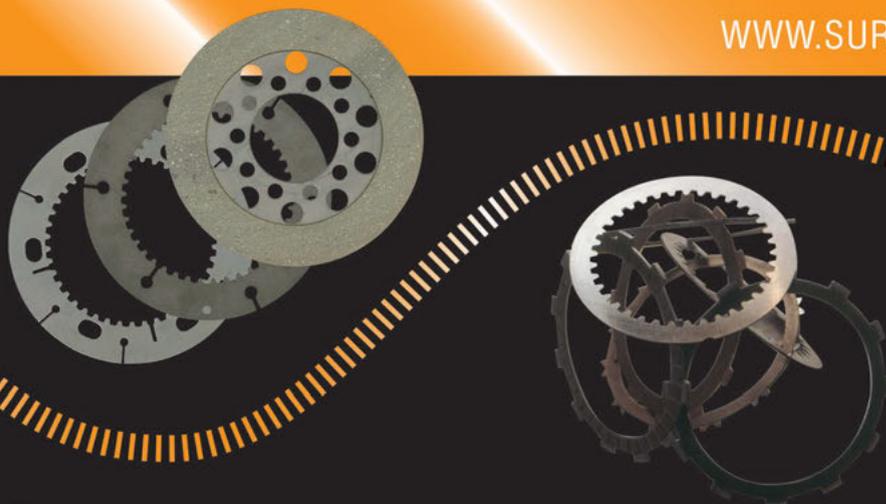
"Lithium starter batteries have come a long way since then, and quickly," says Martin. "They have become 'mainstream' and OptiMate Lithium already has over ten years of experience in how to charge them fast and right."

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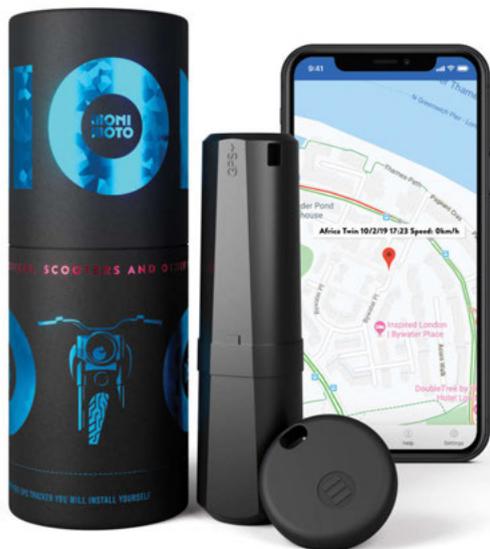
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Specialties

# Monimoto Smart GPS Tracker



Texas based Tucker Powersports has become the exclusive U.S. distributor for the Monimoto GPS tracker - a wireless 3G self-install tracker that "alerts your customers' cell phone when their bike is moved and provides GPS location updates to assist in recovery," said Abel Beltran-del-Rio, Director of Street & V-Twin portfolios at Tucker.

"Your customers get the peace of mind that if their motorcycle, UTV or ATV are moved in their absence, Monimoto will let them know right away and track its location."

The Monimoto is easy to install - no wiring or special tools are required, "just download the app and attach to your motorcycle or powersports vehicle. You do not need to recharge the batteries every two weeks. Monimoto primary batteries last for a very long time - depending on the brand of the batteries and activity, they should easily last a year."

Monimoto has an international SIM card inside that works in North America and most European countries - Monimoto UAB is headquartered out of Vilnius, Lithuania.

"Monimoto doesn't drain your motorcycle's 12V or 6V battery. Your bike is guaranteed to start. Monimoto will never breach your bike warranty. The device calls your mobile phone in one minute to notify you of the unauthorized vehicle use. You will be notified immediately, where other trackers just send text messages or emails.

"The device works by reacting to the absence of the key fob when the system detects motion - riders just keep the key fob in the pocket, and that's it - good to go. Monimoto automatically arms and disarms itself."

**TUCKER POWERSPORTS**  
Fort Worth, Texas, USA  
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# NAMZ CCP - Eleven New Wiring Harness Kits

NAMZ Custom Cycle Products says it continues to "Make it easy for you to do it right" by offering dealers access to 11 new wiring harness kits - "each one of these new kits is designed to make installation of accessories a simple process."

Manufactured at its facility located at Oreland, PA, "these harnesses are built to the same quality standards you have come to expect with all NAMZ products."

For Indian Motorcycle models, the line-up includes a headlamp adapter harness (for all 2020-up Indian models with OEM headlamp, except Scout and FTR); a Y-harness for daytime running lights and warbonnet (all 2018-up Indian models) and a Y-power adapter harness (all 2014 through 2017 Indian models).

For Harley applications, there is a series of 100% plug-n-play front turn signal tap harnesses for adding additional front turn signals on a wide range of models - details from the NAMZ website.

Additionally, and also available for a wide selection of models, a passing lamp control harness that allows the use of passing lamps while high beam is on; a choice of rear fender harnesses for installation of additional lighting to the rear of the motorcycle without cutting or splicing the factory wiring, and an "Add-A-Light" harness that fits all H-D models from 1999 to current - this DIY harness features all of the wire, heat shrink and lightning splices needed to make adding an additional LED light simple, providing ground running light, brake light and turn signal wiring for a left and right-side light.

NAMZ is celebrating 21 years in business, providing 'World Class' electrical components, LED lighting



Indian headlight adapter harness, 2020-up models



DIY "Add-A-Light" harness, fits all Harley-Davidson models from 1999 to current

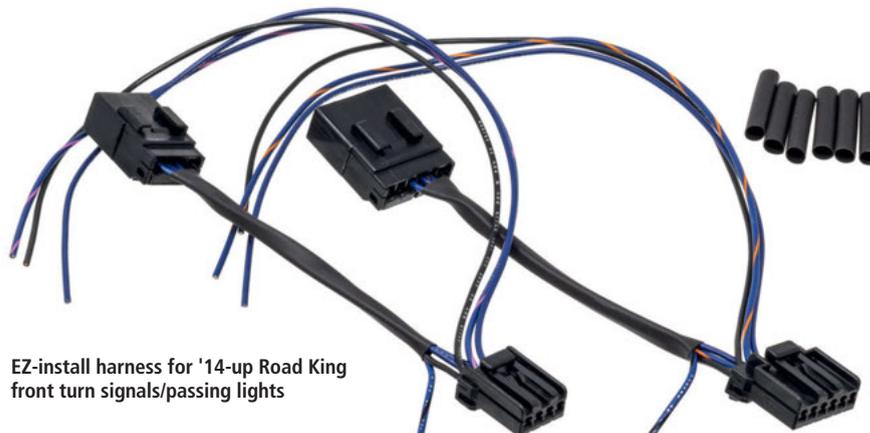
(Letric brand), Badlands lighting modules, wiring harnesses and installation supplies. NAMZ and Badlands products are available through Drag Specialties, Parts Unlimited, Tucker, Mid-USA, J&P Cycles, V-Twin, Parts Canada, Parts Europe, Custom Chrome Europe, Motorcycle Storehouse, W&W, Zodiac, Rollies Speed Shop and Performance Cycle Wholesale Limited, or directly from the company's website.

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

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EZ-install harness for 3-1 bullet LED & FL lightbars for 2010 through 2013 Street and Road Glide models



EZ-install harness for '14-up Road King front turn signals/passing lights

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# Twin Power 'Shocker' Gel Batteries - "Innovative Design and Affordable Prices"

Twin Power (Tucker Powersports) has introduced new nanogel technology batteries for V-twin and cruiser markets. These new 'Shocker' gel batteries join Twin Power's existing lines of traditional batteries in its 2021 product range.

Twin Power and Biker's Choice Brand Manager James Simonelli says: "Innovative design and an affordable price are what the motorcycle replacement battery market is all about, and these new 'Shocker' nanogel batteries deliver on both."

Also known as VRLA batteries (Valve Regulated Lead Acid), Simonelli explained that "there are numerous advantages to 'Shocker' gel cell batteries - as a design concept they could have been invented especially for motorcycles. The extra thick plates and sealed packaging for the battery cells allow the units to be leak-free, maintenance-free and vibration resistant.

"In addition, riders love the increased cycle life, resistance to sulfation (chemical changes to the battery when it does not receive a full charge), wide operating temperature range and superior cold weather performance. Because of their design, gel cell batteries can be mounted at any angle, which is great for custom bike designers and builders."

On the inside, the Shocker gel battery's nanogel technology significantly improves performance - increasing the available power from a battery and decreasing the time required to recharge it.

The surface of the electrode is coated nanoparticles. This increases the surface area of the electrode, thereby allowing more current to flow between the



electrode and the chemicals inside the battery. This technique increases the efficiency of the battery while reducing the weight.

The shelf life of a battery is increased by using nanomaterials to separate liquids in the battery from the solid electrodes when there is no draw on the battery. This separation prevents the low-level discharge that occurs in a conventional battery.

"On the outside, Twin Power included unique flush-mount battery terminals which provide consistent amperage transfer and eliminate the arcing and corrosion that can affect a traditional-style battery terminal. Shocker batteries feature a robust ABS case with a matte black finish. A unique blue top identifies the gel series batteries."

Twin Power used an independent lab to test the Shocker gel battery line-up for high-rate discharge,

ten-hour discharge, vibration, short circuit and cold cranking amps.

"We've tested the hell out of these batteries in the lab and on the road, and we love their performance," said Simonelli. "This is a true innovation in battery performance for motorcycles and we are really excited to be bringing it to the market. With nanogel technology and an affordable price, the Shocker Gel won't let you down."

Fitments are available in all popular 14, 20 and 32 amp configurations.

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## Le Pera Italian Distressed Leather Seat Options

The huge range of seat designs and styles offered by Le Pera need little introduction here, but the huge range of finish and detailing options they offer makes for a HUGE matrix of choices. We've not done the math, but you'd likely have to order zillions to the power of lots of seats before repeating!

Of course, leather always sits at the top of the tree as the ultimate motorcycle seat bragging rights choice, but unless the leather is coming from a well-known manufacturer and is suitably looked after by the rider, it can become a disappointment quite quickly - within a year or two if the bike is left outside most of the time in dry, hot or very wet environments.

However, if you want to be able to impress your customers with the care you are prepared to take to ensure that they 'feel the love', it is worth taking the time (and very profitable) to upsell if they are receptive and provide them with a care service of regular clean-your-seat reminders and access to top quality cleaners. Never being one to be off-trend, Le Pera's distressed leather options are right up there when it comes to being on-point, and with five choices of distressed brown leather for

use in 100% leather seats or in combination with other sidewall colors or materials (for example), it offers plenty of options to get riders interested.

Of course, like all leathers, they have their idiosyncrasies in terms of small scars, nicks, wrinkles and scratches throughout the hide, but they are also designed to continue to

distress with time and use. Exposure to the sun may cause fading and the natural color does change from hide to hide, so no two seats are ever 100% alike.

Such variances are not manufacturing defects, but with Le Pera the customer has the assurance that the top-quality hides have been selected based on decades of experience, and most Le Pera leathers come from Italy - internationally recognized for the high standards of its leathers.

Still handcrafting all its seats at its North Hollywood, California headquarters after more than 45 years as the market's design leader, all Le Pera seats feature a powder coated steel base plate, a specially poured, high density "Marathon" molded foam foundation and double-stitched, handcrafted cover with bonded polyester thread for durability.



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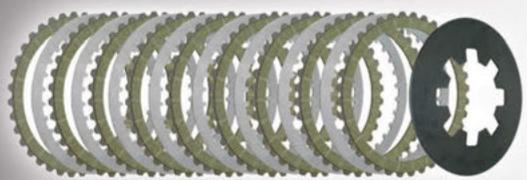
BTX-5



**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!

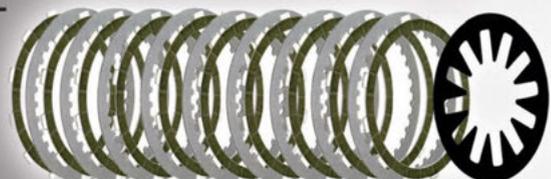
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BTX-11



**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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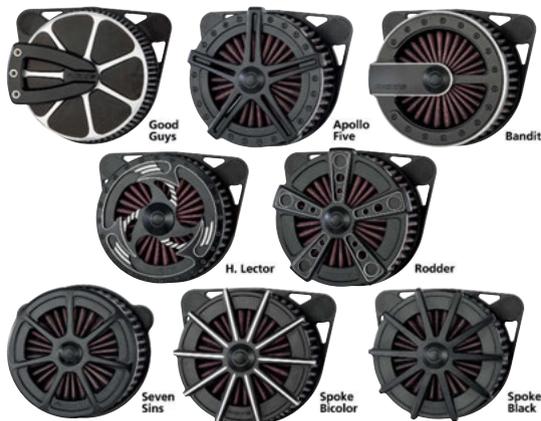
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# Zodiac International Additions

## Rick's 'Good Guys' Design Air Cleaners



Baden-Baden, Germany based Rick's Motorcycles' 'Good Guys' design air cleaner is made in Germany and features "precision, durable construction with a contemporary look. The housing and base plate are milled out of billet aluminum CNC and feature an integrated engine ventilation that leads the oil back into the intake passage, preventing uncontrolled oil leakage from the air cleaner body.

The air cleaner features integrated noise reduction, which is not visible from the outside. The noise reduction can be removed to optimize performance (but that will void the TÜV approval) and the K&N filter element and clever flow optimization in the air cleaner meet the highest requirements." TÜV approval is available for the Rick's air cleaner in combination with original exhaust systems and some adjustable aftermarket exhausts.

They are available for 1993-2000 Evolution Big Twins, 2007 to present Sportsters, 2016-2017 110 ci Softails, 2008-2016 Touring and 2016-2017 96 ci and 103 ci Softails, 2017 to present M-8, 2018 to present 107 ci M-8 Softails and 2018 to present 114 ci M-8 Softails. Design options in black bicolor, black or both include 'Good Guys', 'Apollo Five', 'Bandit', 'H.Lector', 'Rodder', 'Seven Sins' and 'Spoke'.

## DK Custom - Rocker Lockers



This is the cure for that Harley top end tapping that everyone has been looking for. Rocker Lockers do exactly what the name implies - they lock the rocker shafts and get rid of the annoying tapping sound that so many Harley owners experience. They also center the rocker plate so that it is always located in the same position, eliminating different wear patterns on the rocker arm and valve and provide a better alignment of the pushrod in the holes.

They are easy to install with the included Teflon centering tool and come complete with step-by-step installation instructions. They fit all 1986-2006 Sportsters, all 2007 to present Sportsters, all 1984-2000 Evolution Big Twins and all 1999-2017 Twin Cams - with either OEM or aftermarket rocker arm supports (seen here).

These durable, hard anodized black throttle sleeves feature an integrated Teflon sleeve for improved throttle pull and return. They fit 2018 to present Indian Challenger, Chief, Chieftain, Roadmaster and Springfield models.

## ODI Hart-Luck Signature Full-Waffle Slip-On Grips



Slim Moto design in 1" diameter for Indian, Victory and all H-D models, except XG Street. The medium-compound, full-waffle pattern reduces vibration. The durable, heavy knurled base pattern provides improved traction and control. They are made out of genuine proprietary materials which provide excellent comfort and durability and are available in black, graphite, brown, dark red and dark blue.

## ODI Fusion Alloy Throttle Sleeve for Indian



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## Custom Risers

Lowbrow Customs (Brunswick, Ohio) says "top quality and classic styling" are what these precision-machined risers deliver, with a huge range of options and parts for the 'cockpit' of any project.

Available for 7/8" or 1" handlebars, these precision CNC-machined aluminum risers are of the kind that have been popular since the 1950s and are available with smooth or finned tops.

Available from 1" to 14", they are tapered for 1/2" 13-bolts in chrome or electro plated black in tapered, slimline or standard styles. Straight and pullback risers also available in solid brass and polished or chromed aluminum; plus a huge selection of handlebar design options, cables, grips,



mirrors, throttles, switches and levers - including the likes of Biltwell Zed handlebars, Kustom Tech Italian made hand controls and 1970s inspired Lowbrow AMF style grips.

As alternative options to these riser styles, Lowbrow also offers 4-bolt mount single top clamp risers for 3 1/2" on center mounting

and classic Dog Bone risers for Springer front ends.

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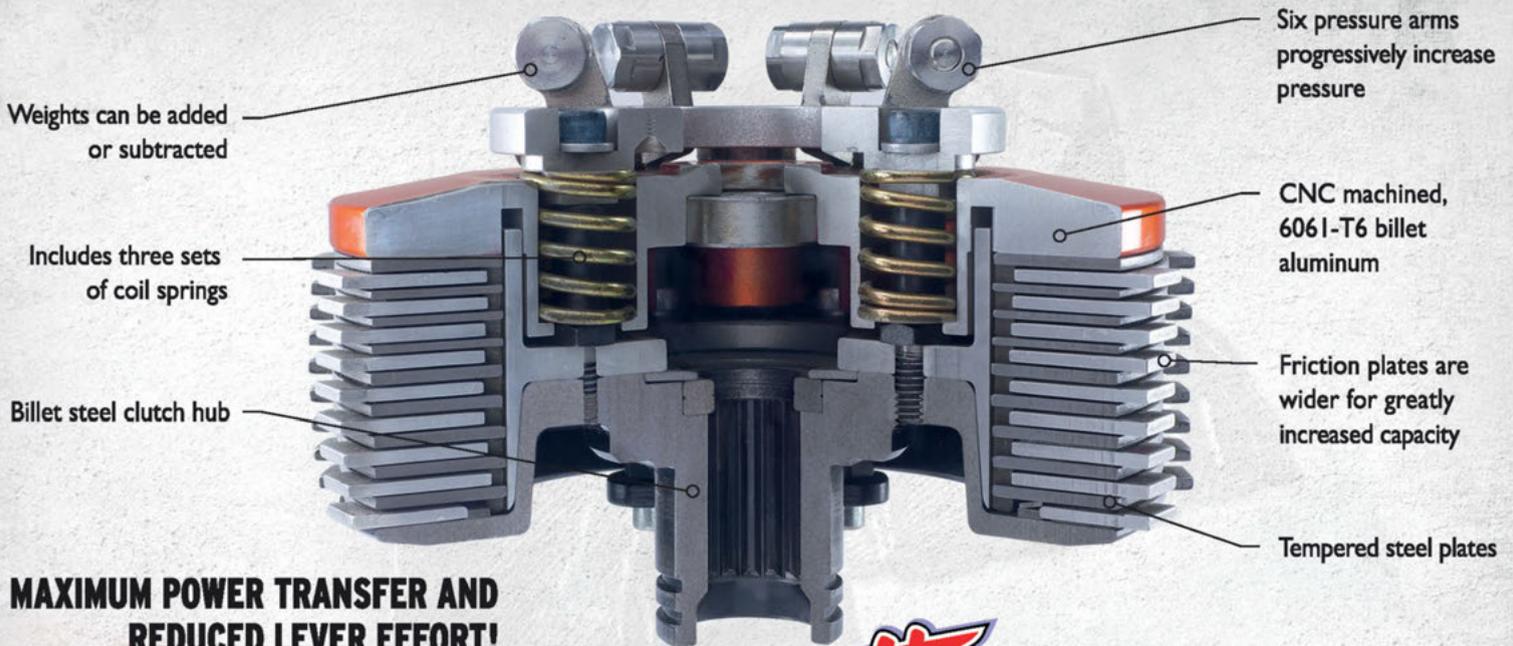


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# Vision Series Grips, Air Cleaners and Engine/Trans Covers



Vision Series grips



Transmission cover



Clutch cover



Derby cover



Cam cover

At the end of last year, we showed the new Vision Series grips from Californian manufacturer Performance Machine as part of a piece on control component options from PM.

The big picture is that they are part of a range of "sexy" Vision Series parts and accessory designs that "allow the rider to see what's going on inside their bike." The range additionally includes air cleaners and a range of engine and transmission covers as a styling make-over kit for selected Twin Cam models, late model M-8 Big Twins (Touring and Softail) and, in the case of the Vision air cleaner, for Sportsters.

The billet aluminum grips "are the perfect finishing touch to any handlebar set-up" and feature integrated end-mounted indicators with extremely bright yellow LED turn signals and durable Renthal rubber for 1" bars for cable throttle and electronic throttle applications with standard and CAN bus wiring systems (available in black anodized or chrome finishes). Sold as a pair.

Vision Series air cleaners and engine covers feature

an anti-yellowing UV and abrasion resistant polycarbonate lens, framed by a 6061-T6 aluminum bezel to add structural integrity, "providing an even distribution of clamping force to eliminate cracking." Cable throttle and electronic throttle air cleaner versions are available for Twin Cam applications. All

Vision Series air cleaners are precision CNC-machined out of billet aluminum and come complete with a low-profile K&N filter element, chrome hardware and gaskets.

As direct replacements for the stock items, Vision Series air cleaners and engine covers are offered in Contrast Cut, chrome and Black Ops finishes.

Engine covers offered include transmission, derby covers, hydraulic clutch slave, cable clutch and cam covers.

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## Barnett Hydraulic Brake and Clutch Lines

Ventura, California based Barnett Clutches & Cables has new hydraulic brake and clutch lines available for Harley-Davidson, Victory and Indian models through 2020.

Designed to match Barnett cables, they are available in classic stainless braid, Platinum Series bright silver, black with chrome fittings and Stealth 'black on black' - in ABS or non-ABS.

These new Barnett brake and clutch lines are available in stock and full custom lengths. As



with Barnett's cables, a 24-hour rush service is also available on the brake and clutch line kits. Barnett makes all its products, these brake and clutch lines included, in-house at its California headquarters.

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## Beringer 4-Piston Rear M-8 Softail Caliper

Noted French brakes specialist Beringer - a long-time favorite with high-performance engineers and customizers - has this new 4-piston axial rear brake caliper design (with adapter plate) for H-D M-8 Softails from 2018 and up (excepting for FXDR).

Compatible with the original rotor, or can be mounted with a Beringer 291 mm rotor, it is CNC-machined from an aeronautical aluminum and developed with the deep, long-term experience that

Beringer has gained in domestic, European and worldwide motorcycle competition classes and championships of all kinds, at the highest levels.

"Thanks to innovations and unique technical solutions, these calipers have the advantage of responding more quickly and providing riders with exceptional braking feel." Available in 12 colors, it features four durable and powerful 27 mm pistons and is sold with matched sintered metal pads.



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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.  
All 4 production styles available for all 4 models.

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## Vance & Hines Stainless 2-into-1 Hi-Output for M-8 Softails

California based Vance & Hines says that its stainless steel 2-into-1 Hi-Output will "reveal the secret identity of the M-8 Softail with its signature Vance & Hines sound and aggressive stance that fits forward and mid controls."

Manufactured from hand TIG-welded, high-grade 304 stainless steel (ASTM A269) with a brushed "works" (or black) finish, it uses Vance & Hines' performance building Hi-Output stepped megaphone design 3 1/2 to 4", 1 3/4" stainless headers with oversized 2-into-1 merge collector and 4" CNC billet black end cap.

"Our new 2-into-1 Hi-Output for M-8 Softails delivers performance to spare, looks great and sounds awesome," says V&H company President Mike Kennedy.



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## Koso 'Apollo' Heated Grips

Available in the United States through Kuryakyn, Koso's 'Apollo' heated grips feature its exclusive integrated thumb switch that provides the ability to power the grips on or off as well as rotate between the five levels of temperature that are clearly indicated by multi-color LEDs. Features include low battery cut-off protection and



internal memory that allows the grips to power on at the previous heat level setting. They are 4 3/4" (120 mm) long by 1 1/2" in diameter and fit 7/8" handlebars with open ends and twist throttle.

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## Rough Crafts Turn Signals by Koso

Winston Yeh, the product designer and award-winning custom bike builder behind Rough Crafts, has teamed-up with electronic parts and accessory specialist Koso for these new Rough Crafts by Koso turn signals.

"Ultra-small and bright", these ECE approved LED

lights (sold individually) are available as regular turn signals and as 3-into-1 taillight, brake light and turn signal combo units.



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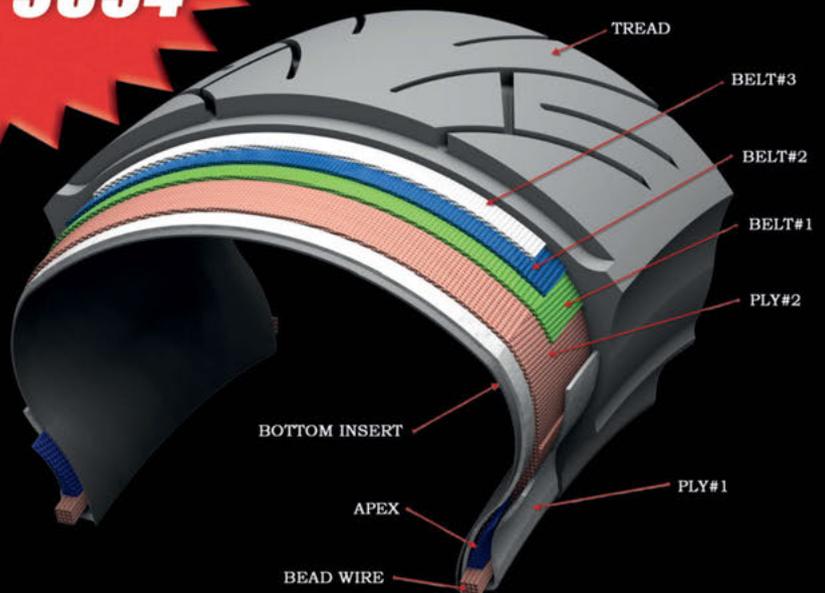
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## S&S 475 Cam and Dynojet PV-3 Kit

This bolt-in chain drive S&S 475 cam and Dynojet PV-3 kit is said to deliver a true 100+ hp of legal performance at the rear wheel "in a warranty-friendly package, without the need for expensive dyno tuning. "It displays vehicle data channels in real time and is weather-resistant for use in all conditions with a high contrast display that is viewable in direct sunlight." The kit includes both the 475 cam and the Dynojet PV-3 tuner in a convenient single source, single part number package. Applications and variants include a wide selection of 2017 - 2019 Touring models.

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## Indian Scout Bobber Accessories

German parts and accessory specialist ABM first entered the custom parts market six years ago with its WUNDERKIND-Custom V-twin accessory brand. Based on the popularity of his first range of designs, Managing Director Christian Mehlhorn has added to the line-up with further options that are characteristically "smart, ergonomic, high quality and unique products that once again demonstrate our ability to create a perfect, clean part for a good, basic motorcycle."

"By optimizing the design and functionality, we are able to offer durable, stylish, contemporary fit-for-purpose options. Our new line features a selection of over 20 parts to enhance the style and ergonomics of the popular Scout Bobber - starting with subtle improvements in the design and optimizing the



ergonomics, up to a complete conversion." "The mission is to offer something for every budget and taste," says Christian. Options include a cable cover for the area between



the risers, a stylish CNC-milled cover for the drive belt to replace the massive and distinctly unstylish original component made of plastic and new lids for the two brake fluid reservoirs.

The existing side license plate holder introduced some five years ago is now available in a "2Stripes" design variant that allows it to be combined with numerous other custom parts in the same design. Mehlhorn says that the highlight of the new portfolio is the "Newchurch Three" rear conversion kit with a refined, minimized design, including an adjustable Bobber seat that can be adjusted backwards by approx. 45 mm and offering a 40 mm wider rider seating area with the appropriate cover. To keep costs low, this can now be combined with the original rear fender.

"Anyone who previously had to replace the entire footrest system for more legroom and better ergonomics can now look to WUNDERKIND-Custom for a simple and effective solution," says Christian. "The newly added forward adjustment for the original footrest system means that in one set there are two stages of adjustment - either 40 or 60 mm. If the look of the original footrest system does not seem quite right, you can give it a more elegant look with our new footrests and pedals." All parts ship with appropriate approvals and certifications.

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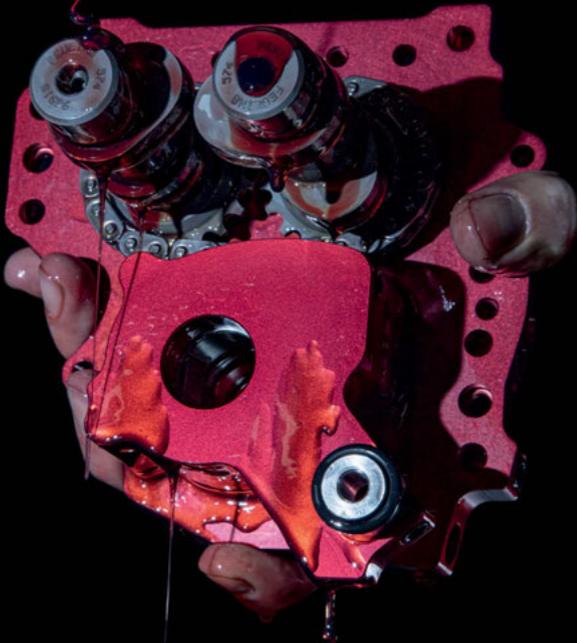


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NEWS BRIEFS



H-D has a new EMEA VP, Kolja Rebstock, the former CEO and Managing Director of Mitsubishi Motors' German business, and a former Daimler AG executive. Very much a new-era Jochen Zeitz hire, Harley's CEO stated that "since we are concentrating on strengthening our prioritized markets, including EMEA and especially the DACH region [Germany, Austria, Switzerland], a strong network of profitable retailers is essential. Rebstock has considerable experience in working with dealer networks and in implementing a specific brand experience at the point of sale. He will lead the execution of our five-year strategic plan, The Hardwire, across EMEA during these challenging times. His vast experience will be of tremendous benefit."

Testament to the success that departed CEO Scott Wine had during his decade long tenure as CEO, Polaris Inc. has been named in Fortune magazine's list of the World's Most Admired Companies for the first time.

In keeping with its long-term commitment to 'Support the Sport' at all levels of the industry, Parts Unlimited announced the return of its Racer Rewards program. 2021 will see PU offer more than \$250,000 worth of parts, accessories and apparel through its dealer network to support amateur riders nationwide.

# H-D Hardwire 5-Year Strategic Plan - "Targets Profitable Growth and Brand Desirability"

Finally unveiled on February 2nd, 2021, along with the financial results for a dreadful 2020, 'The Hardwire' is designed to chart Harley's course through 2025, "targeting long-term profitable growth and shareholder value, and aiming to enhance its position as the most desirable motorcycle brand in the world."

What follows are the principal commentaries from that February 2nd unveil, and are best considered in parallel with the combination of 2020 Q4 and Full Year and Hardware Slide Show that can be linked online via the News and Presentations in Harley's Investor Relations website pages.

**Profit Focus**

Harley-Davidson will invest significant time and resources on strengthening and growing its leadership position in its strongest motorcycle segments - Touring, large Cruiser and Trike - with a curated portfolio of the highest priority products. These segments are the most profitable in the market globally and demonstrate steady aggregate demand of new and used sales. The company believes these segments offer untapped opportunity to inspire more engagement and repurchase and also compel new customers and riders to choose Harley-Davidson. Profitable growth is expected through inspirational new products that live up to the company's vision for market-leading innovation, evolution and emotion.

**Selective Expansion and Redefinition**

The company plans to selectively focus on opportunities in profitable segments, aligned with the company's product and brand capabilities that demonstrate a clear path to market



It looks like The Livewire will live again, or at least further iterations will do so, with Harley planning to create a standalone division specifically to build its Electric offer and market position, with more details due to be unveiled later in 2021.

leadership.

Pan America, Harley-Davidson's first Adventure Touring motorcycle, is an example of the company's selective expansion into a high-potential segment that is one of the largest in many European markets and has untapped potential in the U.S. The company also intends to reinvent and increase profitability within the Cruiser segment, with highly competitive and profitable middleweight offerings that expand its relevance to a greater customer set beyond its current stronghold segments.

Harley-Davidson has redefined its geographic footprint, with a focus on ten global markets that matter most to future success. The company will strategically drive these markets to their full potential by developing custom product and go-to-market approaches. The company will continue to test further avenues for

desirable long-term growth through premium low displacement partnerships.

**Lead in Electric**

Electric motorcycles are important to Harley-Davidson's future and the company is committed to remaining at the forefront of electric motorcycle technology following its groundbreaking success with the LiveWire motorcycle, widely regarded as the leading electric motorcycle in the world. The company is investing in its long-term success by creating a separate division dedicated exclusively to electric motorcycles. The focus will be on technology development, with an approach to product and go-to-market actions that reflect the expectations of the targeted customer to deliver the most desirable electric motorcycles in the world.

Continues on page 10 >>>

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



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