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"Get On! Moto Fest" - A New Generation of Inclusive, Family-Friendly Motorcycle Industry Events Launched by Comoto/J&P Cycles

With the market hoping to be able to leave the restrictions of the past year in its rear view mirror soon, Comoto Holdings, the parent company for "moto enthusiast brands" **J&P Cycles, Revzilla, REVER and the Cycle Gear network of stores**, has announced a major new initiative on the motorcycle industry events landscape in the United States - the Get On! Moto Fest.

Slated for the Texas Motor Speedway near Fort Worth on May 21, 22 and 23, it is a "brand new, inclusive motorcycle event" being co-staged with the Texas round of the 2021 Progressive American Flat Track race and includes an all-new AMD World Championship of Custom Bike Building Affiliate custom bike show.

Comoto says that its goal is to "educate, entertain and inspire the powersports community" and to "kick off the riding season by reimagining what motorcycle events can be." Designed to be the first of an annual

sequence of new-look opportunities for riders, The Get On! Moto Fest are the "manifestation of Comoto's commitment to serve the rider, inspire the community and fuel the industry." "With two major events planned for 2021, Comoto is answering the call of experienced, new and aspiring riders alike for a new kind of motorcycle

GET ON! MOTO FEST

event that actively seeks to break down barriers to riding and bring riders of all styles together."

Comoto is clearly looking to reach and inspire new generations of riders and potential riders as well as those who already embrace the lifestyle - "simply put, this isn't your father's motorcycle rally.

"The Get On! Moto Fest is a **family-friendly**, inclusive outdoor event that will bring together riders - and aspiring riders - of all styles, ages and genders. The event will be three days of motorcycle demos, how-to workshops, racing, bike shows, and opportunities to meet representatives from leading accessory and gear brands.

"Guests can expect to meet bike-minded people from all walks of life, learn from each other and industry leaders, and experience the thrill of life on two wheels!"

However, as stated, "Get On!" in Texas is designed to be the first of an entirely new generation of motorcycle events for new generations, and their decision to follow it up this year with an adventure focused event in August at Sturgis, but some weeks before the Rally, is genius.

"The Black Hills of South Dakota will be the basecamp for the Get On! Adventure Festival July 15-18th. Adventure bike enthusiasts can expect off-road and on-road

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Pan America



Metalsport

RACE NEWS



Golden Rule - Paul Yaffe is celebrating 30 years of his Paul Yaffe Originals and Bagger Nation businesses - see pages 31-33.



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Custom WEEK
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Congratulations Harley-Davidson!

Or maybe to be more precise, congratulations to Harley-Davidson's engineering teams and to 'corporate' (under Matt Levatich and Jochen Zeitz) for giving its engineers the freedom and space to sit at the top table of contemporary motorcycle industry technology.

No new platform is ever perfect, all design and engineering is a compromise, but the quantum leap needed to jump from Cruisers and Tourers (even the M-8 iterations) to the Pan America, genuinely is the kind of era starting initiative that isn't seen that often during even the longest of careers.

Regular readers will know that while I have been optimistic and excited at the prospects of seeing Harley 'get it right', I have also been pessimistic and fearful that they would not do so.

I guess it has as much to do with the split identity my own career has, one that sees me focussed on my 'day job' in the custom motorcycle industry, which is what I think of as 'home', and my moonlighting in the 'mainstream' (metric) motorcycle market in Europe.

Through International Dealer News I am accustomed to reporting on all the other major (and many not so major) OEMs and on most of the 'other' sectors of the international motorcycle industry - to a greater or lesser extent.

The advent of and subsequent gradual growth of the 'Dual Sport' market - or what is mostly thought of these days as being the Adventure Touring market, has been a long, gradual evolution rather than an immediate revolution.

The first real ADV to appear from one of the 'majors' and go on to sell in significant numbers was Honda's 'Africa Twin'. Initially it was born out of Honda's Paris-Dakar success as the XR650/RD-03. Those first 'Africa Twin' models were so closely based on their race bike design that they were produced by HRC - Honda Racing Corporation - rather than Honda Corporate. It made its debut in May 1988.

Within a year or two, Honda had upped its game in a market where the other principal players (certainly in race terms) were BMW, Cagiva and Yamaha, by upgrading to the four-time Paris-Dakar winning NXR750 derived volume produced XR750 (RD-04).

From then on more than a decade of sales saw frame improvements and a steady increase in what we'd think of these days as creature comforts, rather than race aids, as Honda and the other manufacturers in the sector gradually moved away from their race bike origins with their production offerings and focussed on improving and developing their bikes' road-going characteristics.

Honda ceased production of the 'Africa Twin' in 2003. At that stage, end-of-series was a relatively more commonplace response to the increasingly tight emissions regulations than it is now. In response to the clamour from enthusiasts and dealers, especially as BMW ADV sales surged, Honda brought the 'Africa Twin' back in 2016 (as the CRF1000L) and has been updating it every 24 months ever since (narrower frame, Venture Sport version etc).

The reason for using the history of Honda's place in the ADV market as a case study for Harley's entry into this space is to demonstrate just how gradual the process of evolution in the market has been, even for one of the majors, and how central race results have been.

“ a bloody good start-point ”

The market that Harley is entering is very different now. BMW and Yamaha are still there (the current Yamaha Ténéré 700 is pulling up trees in retail sales terms in Europe, and everyone knows about the GS of course) but, as a brand, Cagiva is mostly 'resting' at present.

Instead, Triumph (Tiger), Ducati of all people with its 'Multistrada', and KTM are the players eating away at the others. They are, effectively, growing the market by spreading the ADV gospel to their own brand-base. In doing so they are injecting capital into the sector and offering an ever-deepening arsenal of advanced tech in the cockpit, the engine, the chassis and the suspension. The ADV market is now mature, and contrary to the glamorous videos, is mostly to be found in urban, suburban and peri-urban environments. That's where some 80 percent of the miles get done.

The ADV market is no longer one where simply being robust enough is good enough. It is one where rugged and durable build quality have to be matched by design and engineering sophistication - with advanced suspensions, chassis tech that is so way ahead of anything we were seeing just 20 years ago and, thanks to regulatory pressure, engine technology that is just 'out there' compare to what we were seeing ten years ago. The future-facing progress that the 'mainstream' OEM community has been driven to make in the past decade has been staggering - probably more even than was seen in the prior three decades.

Hence my excitement being mixed with pessimism. The air the likes of BMW, Yamaha, Honda and, especially, Ducati all breathe is not the same that we have seen being allowed to fill the lungs of Harley's engineers in the same timescale. Despite the Rushmore touring chassis and the largely 80s/90s tech M-8, Harley's engineers have been held back in the past decade.

Could they step up? Would they be allowed to step up? As individuals, of course they could, but in the past watching Harley corporate changing direction has been like watching an aircraft carrier trying to do a 180 in a swimming pool. So, my fear was that either they wouldn't be able to do it at all, or that if they did, by the time they were ready to go to market, their target would have moved.

In contrast to Harley's historically glacial pace, European and Japanese (and even Chinese and Indian) manufacturers are lightning fast and responsive. There was potential for considerable brand damage - damage that might be generational in reputational terms.

So, to coin a phrase - "and now breathe."

Stage One has been successfully navigated. The Pan America (RA1250/S) is not just a good start-point, it is a bloody good start-point - for any manufacturer.

Robin Bradley
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NEWS BRIEFS

According to a recent patent filing, Honda is developing a bike-mounted drone - a drone with four rotors that sits in a housing in the extended tail of a motorcycle. The idea is that it's a completely autonomous flying machine that can be released on command and return automatically to the bike when needing a recharge.

Zero Motorcycles and EagleRider have formed what is being touted in USA as "the first national network of electric motorcycle rentals. The partnership with EagleRider ("the world's largest motorcycle rental, tour and membership company") has started with full sized electric motorcycles being available for rent at its Las Vegas, NV, San Francisco, CA, Los Angeles, CA, Phoenix, AZ, and Miami, FL, locations.

Annette Clayton is to retire from the board of Polaris Industries Inc. after 18 years as a non-Executive Director. Clayton's 'day job' is as CEO & President at French end-point to cloud connecting products, eco systems and sustainability management provider Schneider Electric's North American HQ near Boston.

Historically, H-D has been a reluctant collaborator with the MIC and its related group of specialty trade associations. Indeed, registration statistics apart, Harley has kept the Irvine, Ca., industry representatives at arm's length. However, H-D Government Affairs Manager Jason Tolleson has accepted appointment to the board of trustees at MIC's co-located sister organization Motorcycle Safety Foundation (MSF). Is this the start of a thaw in relations under new CEO Jochen Zeitz?

The Ranch H-D (Texas), formerly known as Independence H-D, is moving locations. Bought in August 2016 by Susan Gipson, she says that "at the time, we knew we would eventually need more space." That time has now come, and she will be moving the store from its present 15,000 sq ft to 52,000 sq ft right next door to its current location in the college metropolitan community of College Station - home of Texas A&M. The Gipson family will own its new building, having previously been on a lease. The extra space will allow them to add RV sales.

<<< Continued from cover

riding widely considered some of the best in North America.

"There will be motorcycle demos from leading motorcycle manufacturers, representatives from leading parts, accessory and gear brands, camping, seminars, food, prizes and entertainment all at one central basecamp" - the Sturgis area location of which is yet to be announced.

"Comoto's family of brands exists to provide the best riding experience for all riders all over the world, whether V-twin, adventure, off-road, street, dirt, men, women, youth - you name it," says **Ken Murphy**, Comoto CEO.

"The Get On! Moto Fest will give more riders more reasons to ride more often and provide a place for all riders to revel in their shared love of all things moto. There are already some big names converging to celebrate life on two wheels."

Vendors and brands already signed up include Vance & Hines, S&S Cycle, Klock Werks, Cardo, K&N, Dunlop, Motul, Shoei, ICON, First MFG Co., HogWorkz, BelRay, Shark Helmets and more.



The Progressive American Flat Track series will race at the Texas Motor Speedway the same weekend as the Get On! Moto Fest on May 22nd. "We're thrilled to be at Texas Half-Mile the same weekend as the Get On! Moto Fest," said Michael Lock, CEO of AFT. "We can't wait to share America's original extreme sport with new fans as well as our thousands of loyal followers." The Get On! Moto Fest will also be the exclusive US site for an all-new AMD World Championship Affiliate custom bike show. Guests will see dozens of

the world's finest custom motorcycles all vying for a chance to qualify for the next AMD World Championship finals.

"True to its name, the Get On! Moto Fest will have plenty of opportunities for guests to actually get on a bike! Licensed motorcyclists can test ride the latest new motorcycle models from leading manufacturers like Indian Motorcycle and many more. Adults and kids can ride new eBikes from **Super73** and **STACYC** on the Get On! Moto Fest test track."

May's Get On! Moto Fest tickets are \$15 presale, \$20 at the door. A SuperTicket for both the Progressive American Flat Track race and the Get On! Moto Fest is only \$39 in advance. Kids 12 and under receive free admission.

www.revzilla.com/moto-fest

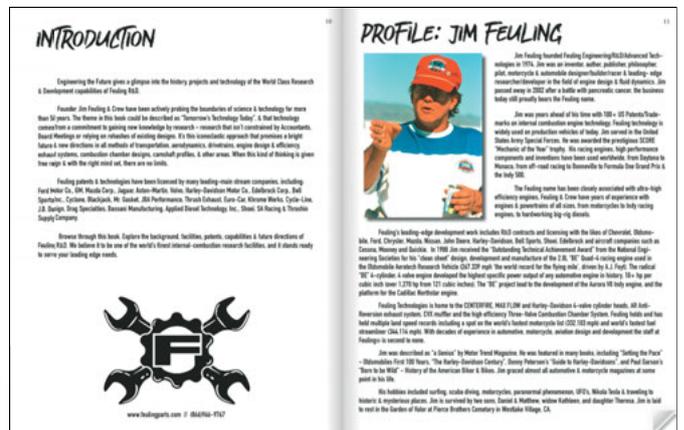
"Engineering the Future"



Oceanside, California based Feuling Parts, the continuing iteration of industry legend Jim Feuling's business, has this hardcover book available - 'Engineering the Future' - detailing the history of the business and of Jim Feuling's enduring legacy to the performance motorsport industry.

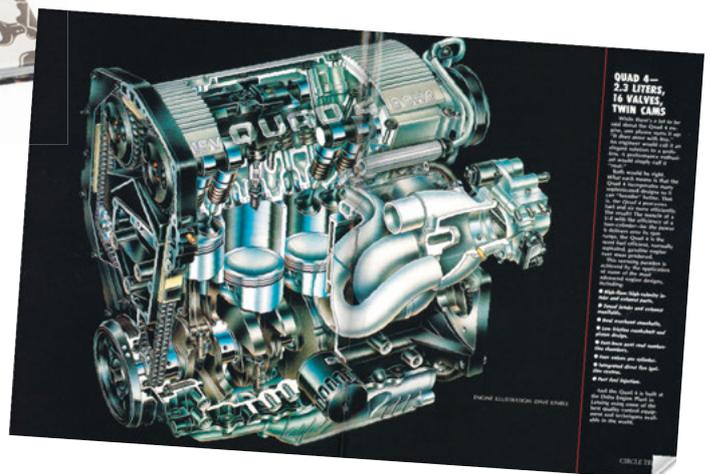


Described as a "gear-head's coffee table book" it tells the history and timeline of Feuling over the past 47 years. The book is full of cutting-edge internal combustion engine technology covering Jim Feuling's many patents and the world class crew's achievements."



The book also showcases future projects and is a fascinating and definitive dive into a singular

gear-head's obsession, achievements and legacy. www.feulingparts.com



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

Buell Motorcycles - "Back in Production"

Buell Motorcycles has largely been in triage one way or another ever since then-Harley CEO Keith Wandell unceremoniously dumped the brand in 2009.

After umpteen failed acquisitions and investments (including by India's Hero MotorCorp - Harley's new business partner on the sub-continent), the Buell ball fell at the feet of a certain Bill Melvin, whose Grand Rapids, Michigan based Liquid Asset Partners was left

owning the Buell IP.

Having sold off such assets from the Troy, Wisconsin Buell factory as he could, Melvin talked a good game in 2016 about bringing the brand back to life, but since then?

A February 19 press release states confidently that "Buell Motorcycles is back in production in America."

The release went on to say that "the new Buell Motorcycles will launch ten



performance models by the 2024 model year. The exciting models will be representative of the superbike performance and handling expected of the legendary Buell brand. Exciting times ahead for fans of American motorcycles."

"Buell is back!" said Bill Melvin, CEO. "We are excited to bring Buell back with this awesome assortment of superbikes and performance motorcycles. We start with the fastest American production motorcycles, hand-built in the USA, so that's a nice start! We're building out those platforms for more touring and adventure models, then we're expanding our displacements to be competitive with other global brands.

The passionate Buell Nation can grow and thrive again."

The release says that "Buell Motorcycles' upcoming models will include variants for dirt, dual-sport, touring and cruisers while expanding the line-up to include medium and small displacement motors. Buell is also in the initial exploration phases for a high-performance electric model and is open to collaboration ideas with other companies.

"The models currently in production are built by hand in Grand Rapids, Michigan, and based on the high-performance 1190 platform, known for the innovation of fuel in frame, perimeter brake rotor, exceptional handling and high horsepower."

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NEWS BRIEFS

2011 AMD World Champion Ken Tabata Passed Away

As the organizers of EICMA in Milan continue to seek to reassure its exhibitor community about the status of the 78th staging of the show, following BMW's decision to withdraw permanently, the latest news includes confirmation that Honda Motor is among the OEMs who will display their wares in November (24-28).

After ADV events in Norway (2017) and South Africa (2019), Honda Motor Europe has postponed the 2021 edition of the Honda Adventure Roads experience that was slated for 30 CRF1100L Africa Twin riders for Iceland this year - new dates for 2022 are June 24 to July 4. With BMW taking GS Adventure riders to Albania this summer, and KTM planning to tear up Western Greece, now that it hopes to be a player in the ADV space, it will be interesting to see if Harley raids its depleted marketing budgets to play the "us too" game for such an undertaking in the future.

NBC Sports has announced that it will again be showing Progressive AFT this year, with all 17 races to be screened on NBCSN, with TrackPass on NBC Sports Gold to livestream every race of the 2021 season.

In what has been described as a "shock finding", a French risk-assessment study has said that a five-year lane-splitting trial caused a 12% increase in motorcycle crashes, so the French authorities have not legalized filtering. The study found that while riders were less likely to be rear-ended, there was an increase in motorbikes running into the backs of other vehicles.

Despite the alarming findings of a road safety survey into lane splitting in Europe, the momentum towards it as a congestion busting solution appears to still be behind it - Montana being the latest U.S. state to pass motorcycle lane-filtering legislation, making it the third state to do so (California and Utah are the other two). Contrary to the research findings in Europe (entirely different riding conditions and street architecture), the AMA endorses lane splitting, given the long-term success in California and a University of California-Berkeley research study showing that the practice enhances motorcycle safety.

AMD was saddened to hear of the death of Ken Tabata of Tavax Engineering, Osaka, Japan. Ken was the winner of the 2011 AMD World Championship - a fitting reward for 3 1/2 years of determination, inspiration and innovation.

Ken won at Sturgis with his much-admired Tavax 2011V - hand-sculpted, polished aluminum custom loveliness inspired by the coiled-up energy and elegant, fluid motion of a 'Cheetah' racing through the Savannah grasslands.

Using his own hand-fabricated custom frame, housing an S&S Shovelhead style engine with custom rocker boxes, cam box cover and air cleaner for the S&S carb, almost the only other items Ken didn't make are the modified stock transmission, Rivera Primo primary with a sprung pulley to provide the tension to keep the belt in place and the heavily modified and lightweight Marchesini wheels with Dunlops.

The advanced suspension system was all Ken's work. The swingarm itself is suspended by a single coil shock, which is activated by a sports bike style linkage system. At the front of the bike, linkages are also used in the suspension - where the fork begins at the axle as a leading link with a pair of pivoting arms in each of the fork legs,



working on a horseshoe shaped piece that pushes a single shock in a design similar to that of a Springer fork.

Our thoughts are with Ken's wife Akiko, seen here with him at the 'AMD' at Sturgis in 2011.

Motor Bike Expo Verona, Postponed to May, New Format

The organizers of Motor Bike Expo (the 'Verona' show, Italy) have postponed its planned Easter date - which was itself a postponement from the usual January 2021 timing - and announced instead that they are "working on a new formula for an extraordinary edition, where the motorcyclist will be even more protagonist."

The new dates for MBE 2021 are Friday 28 to Sunday 30 May at Veronafiere, with a renewed format that moves the event away from dependence on mid-winter static displays to combining it with live action - engines running, motorcycles in motion and the development of outdoor activities with itineraries, demo rides and

competitive activities." The show will maintain its opportunities for motorcycle, accessories and apparel vendors and will follow the trend seen at other expos in Italy, such as EICMA and Biker Fest, by taking advantage of the late May timing to supercharge the offer with boosted action and activity elements. One of the cornerstones of the new iteration of MBE will be the demo rides and the increase of all the outdoor activities that will surround the static display.



Plus, unlike a winter event, enthusiasts will be able to reach the fair more easily by motorbike and on arrival they will find motorcycle-specific parking inside the exhibition center with a gear-friendly cloakroom. An additional feature will be a shipping center to allow them to send themselves any products they purchase at the fair.

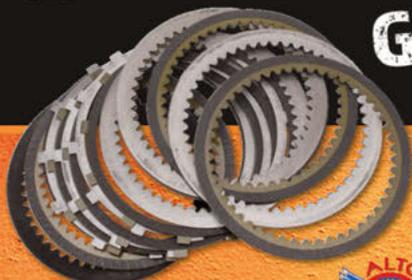


Sources: AMD, IDN, FT, Reuters, PSB, MPN, BDN, MCN, AP, Bloomberg, MSNW, Electrek, electricmotorcycles.news, RideApart.com, Motor1.com, Cycle World, motorbikewriter.com

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NEWS BRIEFS

PDG Acquires Motorcycle Storehouse



One of the many concoctions of the Wall Street financial community, the SPAC or Special Purpose Acquisition Company has now made its way into the powersports industry. Canadian electric PWC and snowmobile manufacturer Taiga Motors is set to sidestep the conventional IPO route to achieving a stock exchange listing and acquiring capital resources. They will do so by 'merging' with a 'Blank Cheque Company' (Canaccord Genuity Group Inc.), established for the specific purpose of allowing privately held businesses to access investor capital and achieve a listing without the costs, regulatory requirements and needed time scales of the conventional Initial Public Offering process.

As many custom bike shows in Europe continue to postpone or still await opportunity, the Devitt Insurance backed 'Kickback Custom and Retro Bike Show' in the UK has announced May 23 for a 2021 one-day event in the upscale spa town of Cheltenham, England. As an innovative way of maximizing attendance under COVID protocols, the organizers will allow the public to attend in two 3.5-hour sessions between 10:00 to 12:30 and 12:30 to 17:00.

Industry veteran and former Chairman Larry Little has been given the MIC Chairman's Award by present Chairman Paul Vitrano, in recognition of a 40-year career that included 30 years as publisher of Cycle World, 16 years on the MIC Board, 10 as Chairman. Little was also the co-founder of the MICExpo at Market Place Events - now owned and operated by MIC Events.

Will Pan America buyers be getting automatic no cost first year enrolment into dealership H.O.G. Chapters? If so, will H.O.G. Road Captains start catering to ADV buyers in their ride-out programs? If not, what incentive(s) can ADV riders expect instead? Or is theirs a future of being a perennially oppressed minority, subjected to prejudice and discrimination?

Having gotten its Cruisetec tire onto an Indian Motorcycle model for the first time in 2019 (as OE fitment for the 2020 Challenger), Metzeler has announced that Indian is to use Cruisetec on the Roadmaster, Chieftain, Springfield and Vintage. On the FTR (including the S and R Carbon), Indian is using the Metzeler Sportec (M9 RR; 120/70 ZR 17 front, 180/55 ZR 17 rear).

Breda, Netherlands based Powersports Distribution Group (PDG) has announced a further addition to its fast growing portfolio of powersports industry businesses with the acquisition of Motorcycle Storehouse (MCS) from its current shareholders Nedvest and management.

PDG says it will "support the MCS management team in continuing its impressive growth trajectory. PDG aims to further develop MCS and strengthen its position as a leading pan-European player with the largest assortment of premium brands, including own brands of aftermarket parts and lifestyle products for Harley-Davidson motorcycles."

Iwan Vollebregt, CEO of MCS, comments: "We are excited about our cooperation with PDG, which will help us fuel and accelerate our ambition. PDG and its management team have shown that they have the relevant expertise and vision in the industry to help us continue our growth. More importantly, we are convinced that joining forces will open up many new opportunities, in several countries and market segments."

Headquartered at Groningen in the Netherlands, MCS is a "leading European player with the largest selection of leading brands in niche custom motorcycle aftermarket parts and lifestyle products with a track record of growth and 40 years of pioneering the industry."

This has created a pan-European platform with international reach and sales to more than 90 countries. With its 47 team members, a product offering of more than 70,000 SKUs, and more than 1,000,000 items in stock, MCS says it "offers the largest assortment in Harley-Davidson aftermarket hard parts and lifestyle products in Europe. MCS distributes its products globally from a state-of-the-art warehouse, and also operates a warehouse facility in the United Kingdom (Manchester), serving the UK market.

Tom Beyers, CEO of PDG, commented that "PDG is extremely impressed by MCS, the width and depth of their product assortment, their ability to create a large and loyal fanbase and their state-of-the-art operations and warehouse in Groningen. Their impressive leadership position in the Harley-Davidson niche segment will further establish the position of PDG as a European market leader. We look forward to actively supporting MCS and its management in the next phase



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of growth." PDG positions itself to be "the preferred partner for its customers and suppliers based on its broad premium product assortment, ease of ordering, availability, service level and perfect fit.

PDG is proud to have the most professional and passionate individuals on board, to work with the industry's most respected brands and to earn the trust of thousands of customers every day."

The PDG Group currently consists of three divisions. General motorcycle aftermarket B2B distribution with Hoco Parts, a premium motorcycle parts & accessories aftermarket distributor in the Benelux, Denmark, the UK and France. "With the addition of MCS, we now also offer aftermarket B2B distribution for Harley-Davidson motorcycles in Europe."

Additionally, PDG operates category management with DCAfam (Belgium), an aftermarket supplier to European motorcycle parts wholesalers, retail chains and large web-shops with transmission, battery and filter brands like Afam, Nitro and Shido.

Finally, PDG is a player in the vintage parts distribution segment with Dutch specialist CMS (Consolidated Motor Spares), "the leading global distributor of vintage Japanese motorcycle parts."

PDG is majority owned by Torqx Capital Partners in partnership with management and former owners.

www.powersportsdistributiongroup.com



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



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NEWS BRIEFS

BMW has announced that BMW Group Classic, its Grand Hotel Villa D'Este collaborator, has decided to postpone the 2021 Concorso d'Eleganza Villa d'Este (again!) from the initially planned end of May 2021 date to the weekend of 1 to 3 October 2021.

PIERER Mobility AG (KTM, Husqvarna, GasGas etc.) has announced guidance for 2021 aftermarket share gains in key motorcycle markets (USA, Australia and Europe), allowing it to better define its 2021 outlook and forecast further expansion of its e-bike segment. For the financial year 2021, sales of between €1,800 to €1,900m, an EBIT margin between 8-9 % and an EBITDA margin exceeding 15% are expected. It says it expects demand in the motorized two-wheeler sector to remain high, with a further increase in sales and operating profit compared to 2020. The operating margin in its motorcycle sector is expected to return to pre-crisis levels. Growth is expected to be driven primarily by continued high demand in North America, Australia and China, as well as by the anticipated market recovery in Europe.

The first results are emerging from Polaris' 2020 partnership deal with Zero Motorcycles, in the form of an all-new 2022 electric RANGER utility side-by-side slated to debut in late December 2021, advancing the company's strategic REV'd up electrification strategy. This full-size RANGER is the first EV Polaris has developed since that deal was announced in September last year, with models of the new electric RANGER due to start arriving in dealerships in early 2022.

In an effort to curtail what it sees as EPA overreach, SEMA has filed an amicus brief in a lawsuit between the U.S. EPA and Gear Box Z. Inc. of Colorado City, Az., arguing against the EPA's contention that the Clean Air Act (CAA) does not allow a motor vehicle to be converted into a racing vehicle used solely for competition. In the lawsuit, the EPA asserts that once a vehicle has been certified as a street vehicle, it cannot be converted into a racing vehicle, even if that vehicle is trailered to the track and is never driven on public roads - contradicting its previously stated position on the matter.

Hawaya Backing AHDRA Pro Fuel and Nitro Funnybike

AHDRA Pro Fuel racers will have some extra financial security this year (Tim Hailey reports), and Nitro Funnybike racers will have a class sponsor - all courtesy of Johnny Vickers and Hawaya Racing.

Pro Fuel (formerly called Pro Dragster) racers will know before their trailers hit the road that they will be racing for a guaranteed purse, regardless of how many competitors show up in the class.

"Something that I'm pretty adamant about, because I've raced all my life too, is to see that the Pro Fuel racers know what to expect," said Vickers. "Hey, there might be only two here, only four there, but it costs the racers just as much money, just as much time off, and they are going to have just as much stuff break as if there's eight or twelve bikes.

"The racers that show up have done their part, and I'm gonna do my part to see that they're rewarded. So, if two bikes show up, one of them's gonna be the winner, and they're gonna get the full \$1,200 winner's purse."

Runner-up is guaranteed \$600, with \$300 for semi-finalists and \$200 for quarter-finalists, based on five or more entries.

"When Bill Rowe announced he was buying AHDRA, I said 'Well, put Hawaya on the carburetor class.' So that was a fast deal and a done deal and boom, we're off and running.



"It makes sense for us to go back now and offer more support for the AHDRA. We're trying to help grow the sport and help the racers as well."

That help will also extend to Nitro Funnybike, formerly called Pro Fuel. Vickers and Rowe both feel that until class participation develops, Nitro Funnybike is better off run with a purse scaled to the number of entries. But having a major sponsor like Hawaya shows that both are committed to building the class to a solid future.

The AHDRA all-American motorcycle drag racing series kicks off its second season under the stewardship of 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.

Classes are Top Fuel, Hawaya Racing Nitro Funnybike, Hawaya Racing Pro Fuel, GMS Racing Pro Open, Zipper's Performance Pro Modified, Modified, Law Tigers Pro Bagger, Horsepower



Inc. Hot Street, Outlaw Street, 9.30 index, Vreeland's Harley-Davidson 9.90, 10:30 index, Universal Fleet & Tire 10.90, 11.50 index, T-Man Performance Bagger Eliminator, Mad Monkey Motorsports Eliminator, and Trophy.

This report was prepared by Tim Hailey. See and watch more motorcycle drag racing at <https://www.eatmyink.com>.

www.raceahdra.com

HardDrive Driving Growth

Boise, Idaho based HardDrive, the V-twin parts and accessories division of Western Power Sports (WPS), says it has added more than 1,500 new parts to its 2021 catalog, with a new distribution deal being announced with NAMZ /Badlands and exclusives such as Ken's Factory, Kodlin USA and Nomadic.

Further additions include DK Customs, Hard Street saddlebag organizers, Lectron (originators of the slide carb design), and Motorscan diagnostic tools, with many other vendors stepping-up and deepening their inventory availability as HardDrive continues its growth. Kryz Brown, the new Director of V-Twin Product for HardDrive, told AMD that "NAMZ is the industry leader in motorcycle



electrics, providing connectors and terminals from 1971 through to today. For anyone restoring a metric, vintage, repairing an AMF, rebuilding a 1990s pro street or building a 2014 and up CAN bus Bagger, the job is simply a lot harder without using NAMZ products.

"Starting in 1990, Badlands modules were the 'originals', and their patented technology continues to be the best choice with modules like the all-in-one run, brake and turn with load equalizer modules, standalone load equalizers, self-canceling and sequential flashing modules - all backed up by the NAMZ/Badlands lifetime warranty."

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

www.hdtwin.com

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



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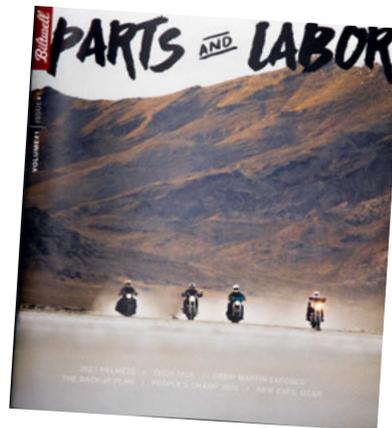
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WWW.BILTWELLINC.COM

'Parts & Labor' magazine

Those terribly cool, creative types at Biltwell have come up with yet another spiffing ruse - 'Parts & Labor' is the name for a new magazine/catalog hybrid 'Magalog Thing' that is "jam-packed with beautiful photos of bikes and travel, combined with a couple of useful 'how-tos' and interviews with people we love. Each issue will highlight a few of our newest or best-selling products." The photography is awesome!



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Harley Appoints a Chief Electric Vehicle Officer

Effective April, Ryan Morrissey will join Harley-Davidson as its first Chief Electric Vehicle Officer, bringing with him "over two decades of experience in disruptive technologies and the development of new business ventures."

Morrissey is another Bain & Company alumnus - the Boston, Massachusetts management consultancy where Harley found Edel O'Sullivan, its recently hired Chief Commercial Officer.

Morrissey "served most recently as a Senior Partner and Head of the Automotive & Mobility practice in the Americas. In this role, he led the development of growth, adjacency and M&A strategies for OEMs, tech providers, and retailers specific to the long-range transition to electric vehicles and autonomous fleets."

"He has worked extensively with leading global OEMs in powersports, heavy equipment and automotive on developing digital channels, EV product strategy and software-based

services. As part of Bain's work with financial investors, he has advised many leading investment firms on acquisitions in mobility.

"Morrissey began his career at Lutron Electronics, as the U.S. sales lead for its first generation of software-based control systems for energy management. He holds a Bachelor of Science degree in Mechanical Engineering from Lafayette College and an MBA from the MIT Sloan School of Management."

Harley CEO Jochen Zeitz said: "Ryan has extensive experience with leading OEMs, working on building businesses to develop, commercialize and support electric vehicles. I am excited to have him join the team to help us lead in electric. As we announced in February as part of The Hardwire 2021-2025 strategic plan, we'll be talking more about our electric strategy later in the year."

That would be once Morrissey has had the time to write one of course!



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MAXIMA QUICK CHANGE KITS include one gallon of engine oil and a ProFilter Premium Spin-On Oil Filter with Wrench Removal Nut in black or chrome to complete an oil change on your H-D motorcycle. Depending on the year and model motorcycle, synthetic or mineral engine oil kits are available.

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MaximaUSA.com



NEWS BRIEFS

Listed on the Milan stock exchange, the Brembo share price fell on early March news that its Q4 2020 revenues were +4.5% at €648.7m (+7.8% on a like-for-like exchange rate basis), with net profit +17% at €64.8m, with strong Q4 growth in China and India. For the 12-month period, revenues were €2,208.6m, -14.8% compared to the previous year (-13.3% on a like-for-like exchange rate basis). Chairman Alberto Bombassei announced the acquisition of SBS in November 2020.

General Motors has set a goal of making the vast majority of the vehicles it produces electric by 2035, and the entire company carbon neutral, including operations, five years after that. GM has already announced that it will invest \$27bn in electric and autonomous vehicles in the next five years, a 35% increase over plans made before the pandemic. It will offer 30 all-electric models worldwide by the middle of the decade. By the end of 2025, 40% of its U.S. models will be battery electric vehicles. The company plans to include crossovers, SUVs, sedans and trucks in its electric vehicle line-up.

In global terms, EU nations are leading the 'drive' to make hydrogen power an easier and more economic alternate to electric (under certain circumstances), with plans to install 40GW of electrolyzers this decade - equipment to produce emissions-free hydrogen, using water and renewable power. The EU currently has less than 0.1GW of electrolyzers. It is betting on a rapid scale-up to decarbonize steel production, heavy transport and chemicals, the latter of which already uses hydrogen produced from fossil fuels. At present, production of 1 ton of steel results in 1.8 tons of carbon dioxide (and other waste products and toxics).

The Motorcycle Industry Association in the UK has confirmed 4-12 December 2021 for the UK's biggest motorcycle show - Motorcycle Live in association with Bikesure Insurance, at the National Exhibition Centre (NEC) Birmingham: www.motorcyclelive.co.uk

BikeMaster Anniversary - 40 Years Old and Still Living in the Garage

When Ed Tucker launched the first BikeMaster products in 1981, they were everyday items that every rider might need - mirrors and tie-down straps.

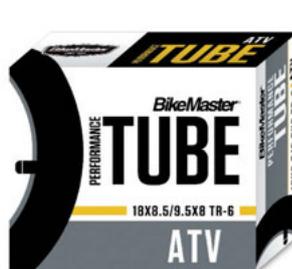
From that day, the brand has been focused on products that are second nature to every rider. Products that make a bike look cooler, go faster, or fit its owner better. There are tools that make a Master Technician more efficient or a weekend warrior successful, along with lots of batteries,



cleaners, gaskets and brake pads. "BikeMaster is a brand with a great legacy and a great future," said BikeMaster Brand Manager Cynthia Beck. "Our anniversary year will be a time when we re-emphasize our unique place in garages and shops around the country. We've already

been part of millions of bike projects and our goal is to help every rider feel a special bond with their bike." BikeMaster's product line will expand this year to include additional tools, cleaners, grips, batteries and lubricants.

www.bikemaster.com



Neidengard's H-D, Ohio, Closes Its Doors After 100 Years

Another legacy Harley dealership is closing - after more than 115 years, Neidengard's H-D closed its doors in February, with present owners John and Kim Neidengard deciding it was time to retire, stating that "it has been our pleasure to serve the motorcycle community for 115 years, along the way becoming Neidengard's Harley-Davidson for over 100 years." Neidengard's Motorcycles was established in 1906 by avid rider and racer G.H. Neidengard. John F. Neidengard took over the operation in the late 1930s and followed in his father's footsteps, competing in both local and national events.

"We have sponsored rides and poker runs to benefit national and local charities, with our strong, committed staff, Hog Chapter and loyal customers we have been one of the top dealers in the nation to raise money for MDA and W.W.P. "Over the years we have received several silver and bronze Bar and Shield Achievement Awards from The Harley-Davidson Motor Company. "After many pleasurable years as a Harley-Davidson dealer, I have made the decision to enjoy life to the fullest by retiring. At this time, we would like to thank our committed staff for many



years of hard work and dedication to our dealership and our loyal customers that have supported all of us, we thank you also." In 1978 the store was relocated from the original site in Steubenville, Ohio, to the present facility, and present owner John G. Neidengard assumed leadership at the business in 1980. Neidengard's was Ohio's oldest family-owned Harley-Davidson dealership and one of the oldest in the United States.

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

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RACE NEWS

Dunlop will continue to be a feature sponsor of the 2021 GNCC racing series, providing support to all 2-wheel racers at all 13 rounds. Additionally, it is increasing its GNCC contingency program to over \$250,000 to provide racers with the opportunity to earn "Dunlop Dollars" - these can be applied towards the purchase of Dunlop Geomax tires and be redeemed at GNCC events through Gear Racewear/MotoTees. Payouts will vary from class to class, with most classes eligible, and contingencies will be available to riders posting up to 10th place, subject to class. Dunlop says it is the largest supplier of original equipment and replacement motorcycle tires in the U.S.A.

E3 Spark Plugs has renewed its sponsorship with AFT and will remain The Official Spark Plug of American Flat Track racing for the 2021 season. The edge-to-edge design of E3's patented electrode design technology is said to "get the flame to the piston as quickly and efficiently as possible, delivering the spark directly toward the air-fuel mixture inside the engine's combustion chamber. The result is a maximized burn, increased performance and reduced emissions."

Beaverton Motorcycles (BMC) Racing will be the title sponsor for No. 67 Davis Fisher in the 2021 Progressive American Flat Track Mission SuperTwins class. Bob Lanphere Jr., President of the Lanphere Auto Group, said: "This decision shows the commitment BMC Racing continues to have in many areas of motorcycle racing. We are proud to be associated with Davis and to provide title sponsorship as he competes in AFT's premier class." Bob Lanphere's Beaverton Motorcycles opened in 1964, and BMC Racing has supported Fisher's racing for 14 years.

Red Bull KTM announced a two-rider line-up for the 2021 AFT Singles Championship. Returning for her third season with the team, 19-time AFT Singles winner Shayna Texter-Bauman will line up on the KTM 450 SX-F Factory Edition alongside new teammate and 2020 AFT Singles runner-up Max Whale.

Cometic Gasket, Inc. Continues As Official Gasket of Progressive AFT



Progressive AFT has confirmed that Concord, Ohio based Cometic Gasket will serve as the Official Gasket of Progressive American Flat Track for a seventh successive season.

"A worldwide leader in gaskets and engine-sealing solutions, Cometic is a proven performer under pressure. Since 1989, Cometic has been deeply involved in motorsports, excelling in a number of the most challenging series in existence, including Progressive AFT, GNCC and NASCAR."

"Progressive American Flat Track and a good number of our competitors enjoy support from Cometic Gasket," said Michael Lock, CEO of Progressive AFT. "Cometic's gasket applications are a high-quality product and a much-valued component of engine preparation in our race paddock."

Originally operating out of a 1,500 sq ft facility, Cometic has grown into a global power over the past three decades. While still a wholly family owned and operated business, Cometic is now housed in a 70,000 sq ft, leading edge R&D and manufacturing center "where advanced materials and proprietary

manufacturing processes ensure superior performance across a wide range of engine sizes and types."

Cometic's Founder and CEO Bob Gorman (who recently announced his acquisition of Klotz Lubricants) said that "American Flat Track is the pinnacle of flat track motorcycle racing around the world, and Cometic is eager to renew its partnership. Cometic has supported AFT as a series, its riders and much of the paddock for many years. We pride ourselves in building a gasket that not only performs in the most demanding

environments, but provides a performance advantage that our customers can rely on.

"There's no doubt that AFT is the perfect proving ground for gasket technology. We can't wait to see the green flag wave on a new season."

www.cometic.com



Cometic 4.250" big bore M-8 MLS (Multi-Layer Steel) head gaskets do not require the heads to be welded and resurfaced. They also fit the coolant cooled head with no modifications and are available in all the custom thicknesses in stock bore 3.937" to 4.250".

AFT Names S&S Presenting Sponsor of SuperTwins



Progressive American Flat Track has announced that S&S Cycle has further increased its involvement for 2021 and will serve as both the presenting sponsor for the world's most prestigious two-wheeled dirt track class and as the Official Exhaust of Progressive AFT.

Reintroduced to much fanfare in 2020, the premier class of Progressive American Flat Track will be officially known as Mission SuperTwins presented by S&S Cycle in 2021. The announcement solidifies S&S's central role in the sport, having also recently played a vital part in the revolutionary

rise of Indian Motorcycle and Royal Enfield inside the paddock.

"Progressive American Flat Track welcomes S&S's renewed commitment to the sport," said Michael Lock, CEO of Progressive AFT. "They have become a key partner during recent years and both their commercial investment and their impact as a competitor and support resource in the race paddock has become an integral part of the show." In 2016, S&S added flat track to its race pedigree with the development of the FTR750 and has since put it on the podium at every event. Its efforts on

the racetrack are channeled directly into its R&D program and ultimately to the street. S&S Cycle offers engine components, exhaust and fuel systems, engine upgrade kits, and complete engines for a variety of V-twin makes and models as well as performance parts for the latest Royal Enfield machines.

Race fans will be able to purchase select S&S apparel at Progressive AFT Merchandise stands this season.

"S&S is excited to expand our support for Progressive AFT," said David Zemla, Marketing VP at S&S. "We enter the 2021 season as presenting sponsor of Mission SuperTwins and are backing it up with a \$76,500 contingency program for the class. We will also continue to campaign the Indian Wrecking Crew in AFT's premier class and are looking forward to getting back on the track and in front of the fans."

www.sscycle.com



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RACE NEWS

Vance & Hines - Presenting Sponsor of AFT Production Twins

'Sideburn' is to continue as the official magazine of American Flat Track (AFT) racing for the 2021 season. "The UK-based publication has continued to grow and evolve since first launching back in 2008 with a fanzine approach. While its ambition has continually expanded and its release frequency increased, it has maintained the original grassroots attitude, depth of knowledge and arresting style that instantly separated 'Sideburn' from mainstream motorcycle media," said Progressive AFT CEO Michael Lock.

AFT has announced that Whelen Engineering will continue to serve as the Official Safety Lights of Progressive AFT for a fifth consecutive season in 2021. "In that capacity, Whelen (founded in 1952) will continue to deploy its superior safety light technology at all series' events. As part of its original agreement with AFT, Whelen developed a next-generation start-line solution specifically for the series to signal the opening of each race."

Dunlop Motorcycle Tires has extended its official tire support for AFT racing and is continuing the successful Team Dunlop Elite Flat Track program to support amateur racers. In addition to being the Official Tire of AFT for the fifth year, Dunlop will continue to expand its Elite MX program into flat track racing, with select amateur racers receiving unique benefits and support on and off the track. All amateur flat track racers can secure discounts on their Dunlop tires.

AFT has announced that Colorado based craft ale specialist New Belgium Brewing's Voodoo Ranger will continue as the series' Official Beer in 2021 after a successful first year partnership in 2020. New Belgium Brewing was originally conceived of on two wheels, dreamed up by co-founders Kim Jordan and Jeff Lebesch during what must have been a most enjoyable bicycle tour across Belgium in 1988! "With its core mission to make world-class beer for everyone, do right by people, inspire positive change and have a ton of fun along the way, New Belgium Brewing and Progressive AFT make for ideal partners," according to AFT CEO Michael Lock.

Progressive American Flat Track and Vance & Hines have agreed an expanded support program for riders in AFT's Production Twins Class. Vance & Hines will take the role of presenting sponsor and significantly increase its contingency payments in what will now be branded AFT Production Twins presented by Vance & Hines. With the combined efforts of Harley-Davidson and Vance & Hines, competitors riding an XG750R in the AFT Production Twins presented by Vance & Hines class are now eligible for their piece of a \$7,125 per-race contingency package, tallying an impressive \$138,625 in total awards for 2021. Race winners will score \$4,000, with

cash prize through 5th place at all 17 races. Additionally, the combined championship bonus that is available for XG750R riders now totals \$17,500 for the 2021 AFT Production Twins presented by Vance & Hines season. "This partnership creates an even deeper connection for Vance & Hines with both Harley-Davidson and AFT," said Vance & Hines President Mike Kennedy. "Most importantly, it's an expansion of our support for Production Twins class riders. We'll be at every race with technical support and are happy that this program helps riders meet the financial demands of racing." To qualify for the full amount of available Harley-Davidson and Vance



& Hines contingency awards, riders must compete aboard a Harley-Davidson XG750R, 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

Memphis Shades Signs Multiyear AFT Partnership

Memphis Shades has signed a multiyear partnership that will see the brand serve as the Official Windshield of Progressive AFT. The new agreement furthers Memphis Shades' already substantial involvement in the sport, most notably as the longest running sponsor (20 years) of the series' crown jewel, the Springfield Mile.



"Memphis Shades has supported the sport of flat track for many years and we are grateful for its partnership with Progressive American Flat Track for the 2021

season," said Michael Lock, CEO of Progressive AFT. "The company is an integral part of the US motorcycle industry, with its Made in the USA product line and its support for the famous Springfield Mile."

Allen Mueller, founder and President of Memphis Shades, said: "AFT has taken the sport to new heights. We couldn't be more excited - the live streaming and TV coverage are outstanding." Memphis Shades designs and builds all its fairings and windshields from start to finish in its 84,000 sq ft Tennessee factory - raw materials in, finished goods out. "Memphis Shades' windshields offer the comfort, protection and the stunning good looks that riders desire." www.memphisshades.com

Harley-Davidson Announces Contingency Support for Mission SuperTwins

Harley-Davidson's restructured 2021 AFT contingency program includes the Progressive AFT Mission SuperTwins class. Following "a near-flawless season" that brought Harley an AFT Production Twins championship in 2020, the company has posted a package totaling over \$250,000 of support distributed among both twin-cylinder classes of Progressive AFT. "Harley-Davidson's rider support contingency program is a real boost for all teams planning to campaign on XG750Rs this year," said Michael Lock, CEO of Progressive AFT. "We welcome Harley-Davidson's continued support for Progressive AFT and we are proud

of our association with this famous brand across many decades. 2021 represents new opportunities for XG750R mounted riders in both Twins classes and we are anticipating exciting stories throughout the season." "We look forward to the 2021 AFT racing season and we're proud to continue the tradition and legacy of Harley-Davidson supporting Flat Track racing and our dealers' efforts in the sport," said Jon Bekey, H-D GM Brand Marketing. Riders mounted on the Harley-Davidson XG750R in the Mission SuperTwins class are eligible for their piece of a \$200,500 total contingency package for Progressive AFT's premier



class. Winners of each event will be awarded \$4,000, with bonuses being awarded through tenth place. "Add to that a championship bonus of \$25,000, and pilots of the XG750R can be looking at some massive perks in 2021." In the AFT Production Twins class, a total of \$53,450 will be up for grabs. Riders will score \$1,000 for each race win, plus a \$12,500 championship bonus is on the line.

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

RACE NEWS

G&G Racing and Cory Texter will team up for the third consecutive season in AFT to contend the Production Twins presented by Vance & Hines title. After winning the inaugural 2019 AFT Production Twins championship with G&G Racing, Texter finished runner-up in 2020 with four wins and 11 total podium finishes. In 2021, Texter will again be riding the Yamaha MT-07, with added support from Mission Foods and Roof Systems of Dallas, Texas.

AFT has announced Klotz Synthetic Lubricants as the series' Official Lubricant for the 2021 season. Founded in 1959 by John C. Klotz Jr., when he developed the original "Special Formula" synthetic lubricant, the business is still based at Ft. Wayne, Indiana. Eying retirement after 60 years operating his oil company, he recently announced sale of the business to his friends John and Barbara Gorman, owners of Cometic Gasket (Concord, Ohio), who are themselves the Official Gasket of AFT racing.

Motion Pro Renews AFT Partnership

Sacramento, California based specialist Motion Pro has renewed its AFT sponsorship as the Official Tools and Cables brand of Progressive AFT.

A long-time and valued partner of the series, Motion Pro was founded in 1984 by 6-day ISDT gold medalist Chris Carter. Motion Pro designs innovative tools and products that help maintain and repair motorcycles.

"From top tier racers to casual weekend riders, Motion Pro products are designed to help keep you riding, and limit time spent in the garage," said Progressive AFT CEO Michael Lock. "Motion Pro works closely with champion riders and professional mechanics all over the world to continue improving the company's products and deliver an outstanding customer experience that makes it easier for enthusiasts to do what they love."

"Progressive American Flat Track highly values Motion Pro's support for the Series and the sport of flat track in general. Its



products are used widely in our pro paddock and the extended program for 2021 covers all three class championships, demonstrating its deep roots in the sport."

Once again in 2021, Motion Pro will offer a unique, social media based contingency program for Progressive American Flat Track competitors. Following a successful initial season in 2020 with the AFT Production Twins presented by Vance & Hines class, the \$25,000 program has been expanded to also include Mission SuperTwins presented

by S&S Cycle and AFT Singles this season. In addition, Motion Pro is directly sponsoring a number of top tier riders in each class.

"We're proud to expand our commitment to AFT competitors," said Motion Pro founder and President Chris Carter. "We've been pleased to support and foster many of our riders' progress from minis to the pros, and the 2021 program reflects Motion Pro's longstanding and deep investment in dirt track."

www.motionpro.com



NEW KB SUPER DUTY M8 PISTON SERIES Featuring LINE2LINE COATINGS

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

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



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KB542LCA.040	M8 120"	4.165" Bore
KB542LCA.060	M8 124"	4.185" Bore



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Jochen Zeitz looking 'rugged' in Kenya: "From the Arctic Circle to the base of Mount Kilimanjaro, the Pan America is designed to explore, built to endure and engineered for endless adventure."



Pan America RA1250S ADV

Although the bikes themselves (the standard and the 'Special') still won't be in dealerships until May (apparently), Harley has finally and formally unveiled the MY2021 debut of the long awaited, much anticipated Pan America Adventure Tourer.

The primary takeaways from the information published by Harley are that it is a capable platform

loaded with consumer-friendly cockpit, handling and performance tech and that the new engine is by far the most sophisticated and contemporary Harley's engineers have been allowed to come up with since the Japanese Superbike market take-over of the 1970s.

Equally important is the fact that the two Pan America models are globally compliant (again, no small thing) and that the company is being

competitive with its pricing.

The standard version is expected to have an MRSP of around \$17,300.00, with the 'S' (Special) variant on showroom floors in the United States for \$19,999.00 mark - a price differential widely being touted as reasonable for the extras involved.

By Harley's standards, that is restrained and clearly indicates a lesson learned. These first two Pan America models are starting out as being broadly competitive. The RA1250 is a new platform that is going up against mid-range, if not premium, BMW, Honda, Triumph, KTM, Yamaha and even Ducati alternates.

The segment benchmark is the BMW R 1250 GS with an MRSP of \$17,895 for the base model and \$20,195 for the R 1250 GS/Adventure - the range median is around the \$19,450 mark. The 2021 Honda Africa Twin range has a base price of just \$14,999, but the median is the Adventure Special ES at \$17,199.

The new and very well received 2021 KTM 1290 Super Adventure R is listed around the \$18,500.00 mark, and while the new Triumph Tiger 850 Sport enters the fray at around \$11,995.00, it is manufactured in Thailand, so its base cost can be kept low, and as you move up the Tiger range, the pricing gets into broadly the same bracket. Described as an "Explore-It-All Machine," the Pan America gives Harley a genuinely Dual Purpose ADV start-point that recognizes, in the continental American context, that the 'Getting There' is as much part of the equation as the 'Being There'.

The RA1250 Pan America S (Special) features Harley's innovative Adaptive Ride Height (ARH) system available as an option and is expected to sell at around the \$19,995.00 mark.



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It also recognizes that a very high percentage of the miles ridden on ADV models worldwide are actually ridden in downtown, urban, suburban and peri-urban conditions - according to some estimates up to 80% of the miles done on ADV models in some markets.

While the Pan America is no BAJAJ or DAKAR winner in the making, it isn't designed to be and doesn't need to be. It is powerful at 150 hp at 9,000 rpm (likely 130/135 at the tire) and 94 ft lb torque (127 Nm) from the new 1,250 cc/76.3 ci liquid-cooled

Revolution Max engine. Plus, it is light by Harley standards, and strong.

At 534 lb wet for the base model (without luggage) and without the driving modes and other electronic handling aids, it isn't exactly going to be as nimble as some of the emerging new generation of Dual Sport options that are becoming available in increasing numbers - especially those engineered in China.

However, the judgement shouldn't be about its start-point specs, the judgment should be about what it

means for the brand and where it could be in competitive terms in, say, a decade from now. In both respects it looks like Harley certainly hasn't disgraced itself. Its engineers have done well, and seeing footage of it 'at play', the styling doesn't look as gauche as might have been first thought.

It looks rugged and it will clearly be strong enough for the conditions it will be exposed to. The use of the engine as a stressed member with the front frame, a mid-frame and a tail section bolted to the powertrain reduces overall weight while making for the kind of satisfyingly stiff riding solution that Adventure Tourers enjoy. A one-piece cast aluminum swingarm also contributes to minimizing the unsprung weight. The precision of the handling is augmented by a slew of electronic cornering rider safety enhancements and a positively un-Harley like approach to the front and rear suspension - its adjustable, reliable, durable and, um, good. Harley appears to have shopped rather further up Showa's art-of-the-possible price list than usual.

It is in the electronics that Harley has joined the top table of OEM creature comforts. To be fair, it has improved and embraced the opportunities to enrich the riding experience on its Big Twins quite dramatically in recent years, but there has always been a haunting sense of foreboding that should Harley ever need to mix it with the likes of BMW, Honda et al, the company would come up short.

Not so. From the riding modes to the cornering safety enhancements, through to the semi-active suspension and the functionality, usability and quality of the information-rich 6.8" viewable area TFT display, Harley has met the bar expected by riders in the ADV market.

Among the plethora of electronic riding aids, it is a

The RA1250 Pan America (standard) weighs in at 534 lb wet without load, has a 62.2" (1,580 mm) wheelbase, 8.3" (210 mm) static ground clearance, 25 degrees of steering head rake, an unladen seat height of 31.8" (807 mm) and is expected to retail for a little over \$17,000,00.



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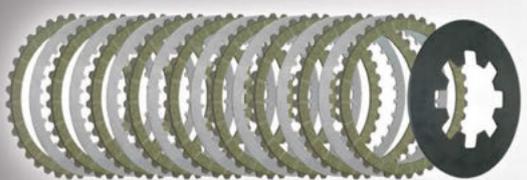
BTX-5



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!

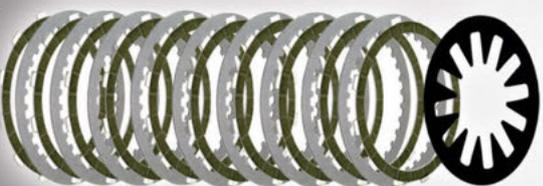
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BTX-11



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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genuine motorcycle industry first. Though initially only available as an option on the 'S', expect to see the Adaptive Ride Height (ARH) concept spread throughout the Dual Sport market in the years to come. It squares one of the circles in ADV design and is a solution for the competing requirements of a manageable seat height with adequate ground clearance.

There hasn't been any scuttlebutt about likely production numbers, except that they will likely be low and slow to start with, but with dealers desperate to sell everything and anything they can get their hands on, it is likely that Harley will be able to sell its MY2021 production allocation quickly and that dealers should, initially, be able to hold close to or even exceed the MRSP.

The February 22nd online launch video was considerably better than the January effort that introduced the MY2021 Big Twins. This was more of a late 1980s, polished MTV treatment compared to the early days of stilted corporate videos that we saw in January. It was simultaneously slicker, more instructive and more economical in terms of the balance between optics, hyperbole and actual information. It benefitted from being much shorter and, having only one product to pimp and one customer group to seduce, it had the opportunity to be better.

We'd all better get used to CEO Jochen Zeitz being up front and center as the voice and face of the Bar 'n Shield from here on though - he bookended the

product presentation, wanting to make sure that we understood him to be a person with the credentials to speak lovingly about the new look company he is leading and its new look products.

"I've put in many miles aboard Pan America in beautiful and remote parts of the world and have experienced the innovations and capabilities that will unlock our brand's passion for adventure for more people around the world," said Zeitz. "I am truly excited about Pan America. Adventure touring is a natural fit for Harley-Davidson."

The presentation finally confessed the truth of Harley's roots, from the age when its primary competitor was the horse - an era in which the pavements and cruise control-friendly long straights of the Interstate Highway network were the stuff of fantasy.

Harley worked hard to earn its right to make a play for the ADV market, and by and large succeeded in doing so. It still sounded 'innocent' at times - "The spirit of Adventure Touring on a Pan America 1250 is one of endless possibilities and unrestrained freedom for the soul. From highways to dirt paths, from mountain tops to river valleys, the thirst for adventure spurs riders forward to discover what lays beyond the next bend in the trail."

Harley needs to come to terms with the fact that while the ADV sector may be an all-new bright and shiny thing to them, it is a mature sector with more than 20 years of progress underpinning its main combatant's' positioning. Pointing to the "tenacious

spirit that has driven Harley-Davidson to develop a motorcycle that will win the hearts of bold, adventurous individuals who seek out the wild spaces" etc., will not be convincing to those who already 'get it' where Dual Sport/ADV riding is concerned.

Eventually Harley will realize that it is now entering territory where it doesn't need to sell the lifestyle, just sell its ability to outperform and innovate its competitors into submission - fortunately its start-point gives it an excellent platform on which to build forward.

In entering these shark infested waters, the 'Bar 'n Shield' has the potential to be a headwind as much as a credential. Buyers of ADV motorcycles are a technologically advanced and ride quality savvy community who aren't fooled easily. You only need to break down irretrievably once while 20 miles or more from the nearest paved road in order to be carrying a grudge into the next buying cycle.

Harley must continue to back its engineers to understand the market it is entering and let them do their thing.

One final bit of news that came out of the Pan America launch presentation and video. Harley has now confirmed, confessed and conceded that the equally much awaited second iteration of the 1250 cc Revolution Max, the 1250 cc Custom Cruiser that has, effectively, replaced the stillborn streetfighter concept, is indeed going to see a launch at some stage this year.



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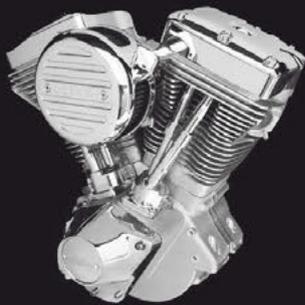
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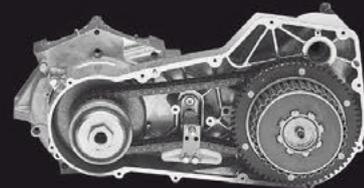
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GOLDEN RULE

Paul Yaffe is celebrating the 30th anniversary of his Phoenix, Arizona based emporium of engineering excellence this year.



Pictures by Olivier Touron

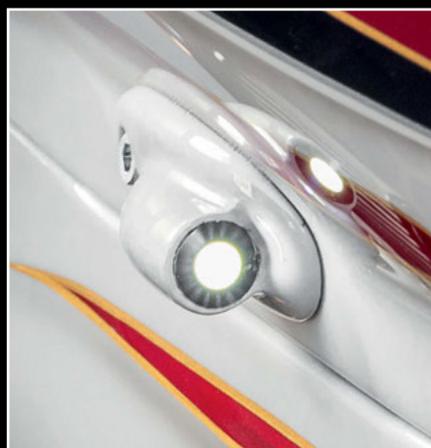
Starting out in 1990 as Paul Yaffe Originals, an award-winning custom bike building and parts and accessory design and manufacturing business, Paul is a restless soul who is never slow to see what lies ahead. In then creating the award-winning, trend-defining Bagger Nation business just as the age of the 'Bagger Boom' dawned, Yaffe showed that he was perfectly in-step with where the custom motorcycle industry was headed, and remains so with designs that are always innovative, have always delivered in the incredibly difficult Bagger handling department, and that have never failed to turn heads. Five years ago, Paul started to develop a

series of builds based on what became known as the 20" Big Wheel SRT (Steam Roller Touring) performance kit - a program that Bagger Nation has continued to develop and refine and that now offers an unprecedented opportunity for dealers to be able to help their customers into the custom Bagger scene without having to build from the ground up. A versatile, modular concept that brings rideable 'Big Bagger' custom design and handling within the budget range of those who have a Harley Tourer, or who can afford a used example but don't want to break the bank in pursuit of Bagger bragging rights. Seen here is 'Golden Rule', a 2019 131 ci (2,146 cc) Road Glide built by Jack Gould with Stage 4 extreme heads, big bore





cylinders, 64 mm 5.5G/S throttle body with a Feuling Reaper 465 cam, Techno Research ignition, S&S adjustable push rods and a Pop's Garage/Bagger Nation exhaust. All the bodywork and most of the parts and accessories are by Bagger Nation - such as the indicators and brake light, gas tank, fenders, foot controls, shift and brake lever, 6" OEM style Monkey sport bars; dimple-die custom dash kit; prototype Monkey engine guard and award-winning Bagger Nation 'Wail Tail' Tourpack with sequential flash. There are added touches from the likes of Rebuffini in Italy (hand controls and front brake), Le Pera ('Daytona' seat), Arlen Ness 'Jagged' 15" front floating brake rotor, and front and rear Monza upside down front suspension and remote reservoir rear shocks from ODC (Italy) that have been especially selected and tuned for the SRT kit. But under the Rolling Art paint job, the 'secret sauce' is the SRT kit. For 'Golden Rule', Paul used an SRT rake kit, SRT 7-degree rake triple tree, modified Café style SRT front fender, SRT 'BANDIT' front and rear wheels in gold, SRT 777 (front) and 180/65 B16 (bias ply, rear) tires for Bagger Nation by Shinko.



The tires are a separate order, but the beating heart of Bagger Nation SRT kits are your choice of designer wheel, the wide raked triple tree kit, the 7-degree rake neck block, SRT wide 'Thicky' front fender, front fender spacers, ABS spacer and wide SRT 'Yaxle' in black or chrome. Yaffe explains that "the stock bagger has 6.5" of positive trail, and it's important to maintain that. By adding 7 degrees of rake to the frame and then correcting the trail by adding 7 degrees at the triple tree, the combination will keep the trail at 6.5" when you use a 28.5" diameter front wheel. "Raking the frame and then correcting the trail with raked trees is the only way to keep that trail number and still have full suspension travel and proper clearance between the front fender and the lower triple tree. "When all the components of the SRT kit are used together, they create a unique look and feel - and you get improved handling and performance as a bonus. The start point of the kit is the premise that 14 degrees of total rake creates the perfect cosmetic balance for the increased tire size (wheel base is 5.5" longer). "The 6.5" of positive trail maintains the

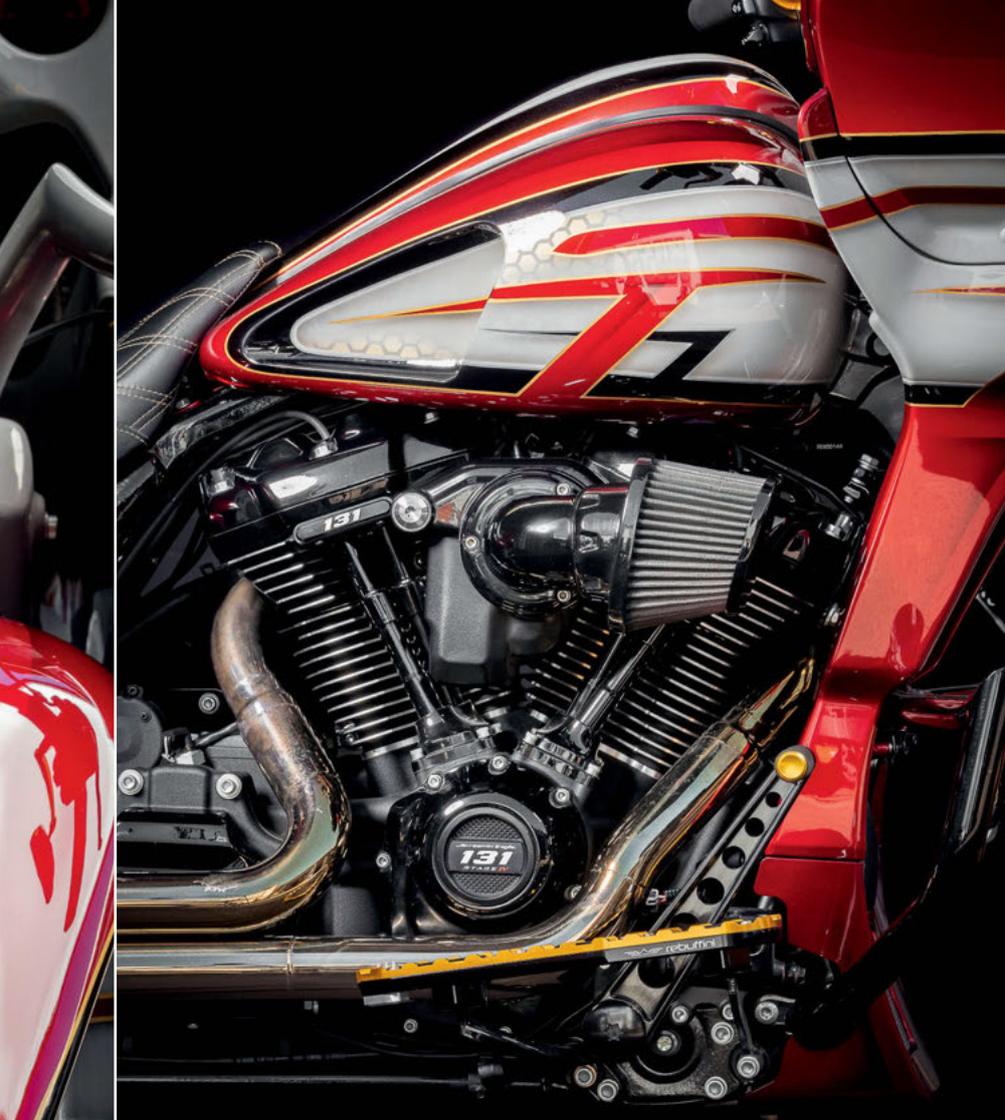


factory intended handling characteristics. As an alternative to running a reversed rear tire on the front (a very bad idea!), the SRT Shinko tire, with its balloon tread design, creates the massive muscle bike look and absorbs the road (in a way that skinny tread tires just don't) for a smooth 'Cadillac' ride. The same diameter as a 130/60R23, it 'celebrates' the big wheel look with an entirely new direction.

"The stock preload and travel are maintained, which is critical for a smooth and responsive ride, and it fits all Touring models easily without modifying fork cans or fork legs. There are no geometry changes from the rider's position."

The patented SRT 7-degree billet steel raked neck block "provides precision, increased strength and ease of installation. This is then matched with the SRT 7-degree billet aluminum triple tree set in a machine finish. The SRT 23 'Thicky' front fender is drawn from one indestructible piece of 14-gauge steel - precision laser-cut, then E-coated for corrosion protection. The fender comes drilled and includes billet, satin-finished mounting spacers."

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Hawg Halters Adds Premium Wheel Finishes

Hawg Halters/Renegade Wheels is on the expansion trail again "with the addition of three stunning new premium finishes" to its 50 plus unique wheel designs. "Available on most wheels in solid or Phantom Cut designs, Aztec Red, Cobalt Blue and Inca Gold are the latest popular, contemporary additions to our range of finishes."

Seen here is the Hawg Halters 21-inch Aztec Red anodized Phantom Cut 'Lincoln' front wide tire wheel. Matching true floating cog drive brake rotors are available for all Hawg Halters/Renegade



Wheels designs, sizes and finishes, including the new Aztec Red, Cobalt Blue and Inca Gold finishes.



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JIMS M-8 Crankcase Splitting Tool

Camarillo, California based JIMS' new M-8 crankcase splitting tool is manufactured from 1/2" thick A36 hot rolled steel and incorporates design provisions for both Touring and Softail models.

"The M-8 crankcase is a robust and sealed engine case when assembled correctly. In order to perform any type of lower end service or performance work, it is necessary to split the crankcase into halves. Prying the cases apart with a screwdriver can not only damage the crankcase, but it can also cause injury if performed incorrectly.

"JIMS is proud to release our new M-8 crankcase splitting tool to enable technicians and engine rebuilders to make lighter, safer and higher quality work of the job. Simply install the tool on the primary side of the case and easily split the cases by hand with a ratchet. This tool is a must for any mechanic doing complete engine teardowns and performance builds."



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Speed Clamps



The Techs in the workshop at Biltwell's California headquarters have asked us to pass on a tip. They say that "T-bars and tall risers look great, but their dimensions can pose problems for mounting stock H-D speedo/tach assemblies, and generally require rewiring the gauges and a new speedo cable." They say they have a user and budget friendly solution for those who don't want to ditch the OE gauges or undertake a rewire. "Our speed clamps in flat or angled styles help solve this problem on 1" or 1.25" diameter risers. Depending on your set-up, gauges can be mounted in front or behind the risers at virtually any height that clears your tank."



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TBR 2000-2017 Softail 2-1 Comp-S Exhaust System

Corona, California based exhaust manufacturer Two Brothers Racing has added to its V-twin product line with new 2000-2017 Harley Softail offerings.

"Designed to deliver the rider a boost of sound and performance at a competitive price point without sacrificing the top-level quality TBR is known for, our pre-M8 Softail system follows the same recipe that made our V-twin line popular. "It features increased ground clearance for aggressive riders, OEM and wideband



compatible o2 sensors for multiple tuning options, plugs for carbureted models and, as always, our V-twin line will come standard with finish matched heat shields.

"Our Comp-S 2-1 full system features a lightweight, durable stainless steel muffler, hand tig-welded stainless steel head pipes and carbon fiber end cap. This system is offered in ceramic black, raw stainless steel and polished finishes. Standard on all our Comp-S systems is our proprietary spiral perforated core to give the user the sound and performance Two Brothers Racing is known for."

TWO BROTHERS RACING
Corona, California, USA
Tel: 714 550 6070
www.twobros.com

'TailWhip' for Baggers

The Le Pera 'TailWhip' two-up for 2008 - 2021 Baggers takes the company's popular 'KickFlip' one step further with added comfort for the driver due to the 6" of back support and the extra comfort for the passenger.

"The 'whipped up tail' provides dealers with another platform for their more adventurous customers - in Basket Weave, Double Diamond and Pleated." It is also available with Le Pera's new Gripp Tape material. The 'TailWhip' provides a generous 14.5" wide driver seating area with 6.5" for the passenger. 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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Arlen Ness Enterprises in Rough Crafts Collaboration

One of the great talents to emerge in the past decade, Winston Yeh's Rough Crafts, Taipei custom engineering and design operation has won the admiration of leading OE manufacturers and custom enthusiasts the world over for authenticity, quality and originality.

Now, Arlen Ness Enterprises has introduced an all-new 'Rough Crafts Collection' with each Rough Crafts Signature design "manufactured by Ness, leveraging our 50 years of experience, producing world class quality and many Ness' award-winning patented technology designs, such as Yeh's M-8 'teardrop' style or round finned air cleaner covers in black or chrome, equipped with Ness' patent-pending hidden breather system and oil catch reservoir."

Other M-8 designs include rocker box and cam covers, with a full range of engine cover options coming soon - all CNC-machined from forged billet



aluminum.

The 'Rough Crafts Collection' also includes a range of high-traction, knurled, rubber covered grips for cable or fly-by-wire applications with choice of chrome or black CNC-machined billet end caps and matching footpegs.

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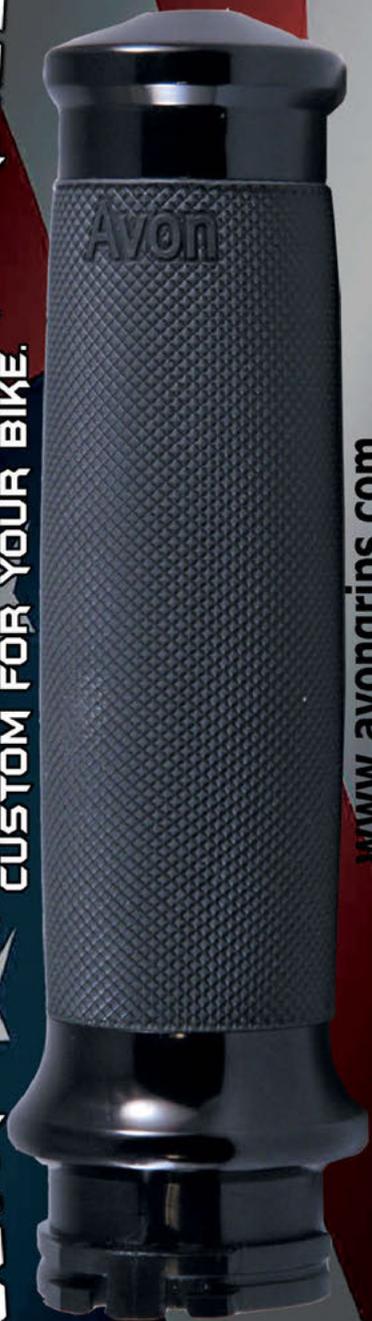


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OptiMate 2 DUO - Making It Easy

When it comes to tires, most riders can quote various brands they like, the model that worked best for their riding style and the ideal air pressure for the terrain they ride in. Unfortunately, that level of interest is entirely absent when it comes to batteries - despite being another key vehicle component. Very few riders really know what type or brand of battery is in their vehicle, or what the voltage should be when the battery is fully charged.

The typical rider attitude is, if it works, leave it well alone, *until it doesn't* - riders only care when the battery is dead, but then the mindset is about solving the engine starting problem, not about the battery itself.

This prevailing attitude motivated TecMate to create the OptiMate 1 DUO, an easy 'no brainer' battery charger maintainer that does not require the rider to have any prior knowledge about battery type or size, be it lead-acid, filler cap, AGM, GEL, LiFePO4, LFP, 12V, 12.8V, 13.2V - as long as it is a starter battery in a vehicle with a 12V system, it can be charged and maintained with an OptiMate 1 DUO. Plus, it is incredibly easy to use - connect it to the battery after parking the vehicle and walk away. No further supervision required.

This ease of use has made OptiMate 1 DUO a very popular battery maintainer. The good news for dealers (and their customers) from TecMate CEO/CTO Martin Human is of expansion to the DUO line-up.

He told AMD that "OptiMate 2 DUO is a more powerful 2 amp charger and maintainer, able to charge all powersport batteries **faster**. It retains the same 'ease of use' features of the OptiMate 1 DUO, but delivers more power, and with more power comes responsibility."

The OptiMate 2 DUO takes responsibility by detecting if a battery is damaged, and if it is, it will then automatically stop charging. This is important for lithium batteries with damaged cells - "they can overheat if charging is continued unabated."

For dealers and their customers with multiple vehicles, there are multi-bank options available. The OptiMate 2 DUO x2 can charge two batteries and the OptiMate 2 DUO x4 can charge four batteries of any type and size, simultaneously and independently.

"Preparation of batteries can be done without thinking," says Martin. "Just connect the battery to a station on the OptiMate 2 DUO multi-bank - never mind if it is lithium or lead-acid - and it will charge it up safely and then keep it 'fresh and ready' for sale or use.

"We have recognized that most riders just want their bike to start, never mind the battery type within. That's what our DUO line of chargers delivers - **easy 'no brainer' charging**. This ease of use has motivated Triumph Motorcycles to choose OptiMate



2 DUO as its new rider charger. "No buttons, no decisions to make, just hook it up and it automatically charges and maintains that battery!"



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ProGLOW LED Lighting

Youngsville, North Carolina based Custom Dynamics' new ProGLOW LED lighting system" is designed using the latest color-changing technology



with the most expansive offering of color, pattern and combination of functions than ever before. The innovative app connects to IOS or Android, bringing Bluetooth control of lights to users' fingertips."

The line-up features a series of accent light kits and accessories for creating a bright, eye-catching glow to show off any motorcycle from the front wheel to the back of the saddlebags. The LED strips come with double-sided tape for mounting and include a plug and play watertight IP67 rated connector on each end.

In addition, ProGLOW LED headlamps and passing lamps for Harley models are offered with built-in color-changing halos around the edge of the lamp - also controlled through the app. "Aside from the show quality of the ProGLOW system, the 7" headlamp light output surpasses the stock lamp performance by offering an impressive 3250 lumen high beam and 2250 lumen low beam output with a 6000K bright white field of vision, all backed by the Custom Dynamics lifetime LED warranty.

"The ProGLOW Bluetooth controller offers unlimited customization of the ProGLOW lighting system with the capability of producing millions of vivid colors and color combinations throughout three independent controlled zones (front, mid, rear). Animation settings offer a variety of solid color or color-changing modes that flash, breathe and chase



with adjustable speed and brightness. Access to the device camera and music library allows the app to perform a custom color capture and sync light patterns with music.

"An optional brake alert feature is easily enabled to transition all lights to a bright solid red when the brake is applied. A built-in battery saver lets users monitor battery voltage and schedule automated actions for full control of the ProGLOW system - even while out of line of sight." All Custom Dynamics products, including its ProBEAM line and this new ProGLOW range, are distributed in the USA by Drag Specialties.

CUSTOM DYNAMICS LLC
 Youngsville, North Carolina, USA
 Tel: 919 554 0949
info@customdynamics.com
www.customdynamics.com

APM Advance Unit Assembly for Pre-1979 Points Style Ignitions and Conversions

Santa Fe Springs, California based American Prime Manufacturing (APM) has this new 304 stainless steel base advance assembly with center post, pivot pins and weights coated with a specially formulated polymer that protects from heat saturation, reduces friction, and in most cases, strengthens the component to make it more efficient. The special CNC-coiled springs hold precision tolerances, controlling spring rates to within 5% of specification to provide the maximum advance and retard applicable to your motorcycle. They are manufactured from precision-drawn wire, then zinc-plated for corrosion protection, with post-baking for relieving of potential hydrogen embrittlement.

Although Harley introduced a form of electronic ignition on its models in late 1979, due to inherent problems with the design and construction, many people reverted back to points ignition because of its simplicity.

"Prior to 1979, all H-D models used points type ignition, and our Comp Master Advance Unit was created not only to upgrade points style ignitions, but also to enhance the early electronic ignitions and convert them back to points style."

The Comp Master Advance Unit fits all H-D models up to the introduction of Twin Cams; the kit includes the center bolt and is assembled in-house at the APM factory. Spring replacement kits and Advance Unit rebuild kits also available.



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S&S Cycle - Grand National 50 State Slip-On Mufflers

When used with a separately available Stealth air cleaner kit, these S&S Cycle Grand National 50 State compliant slip-on mufflers are said to deliver improved horsepower and torque. They feature a race-inspired design, removable dB reducer for back pressure and sound tuning and meet J2825 levels for sound, "with a deep performance rumble replacing the stock whisper tone."

All hardware included and no mapping is required; in the United States they are exempt per CARB

Executive Order (E.O.) #K-010-16 for '18-'20 Softail Heritage Classic 114 FLHCS, Heritage Classic FLHC and Softail Deluxe FLDE. The muffler is in chrome finish with a black end cap.

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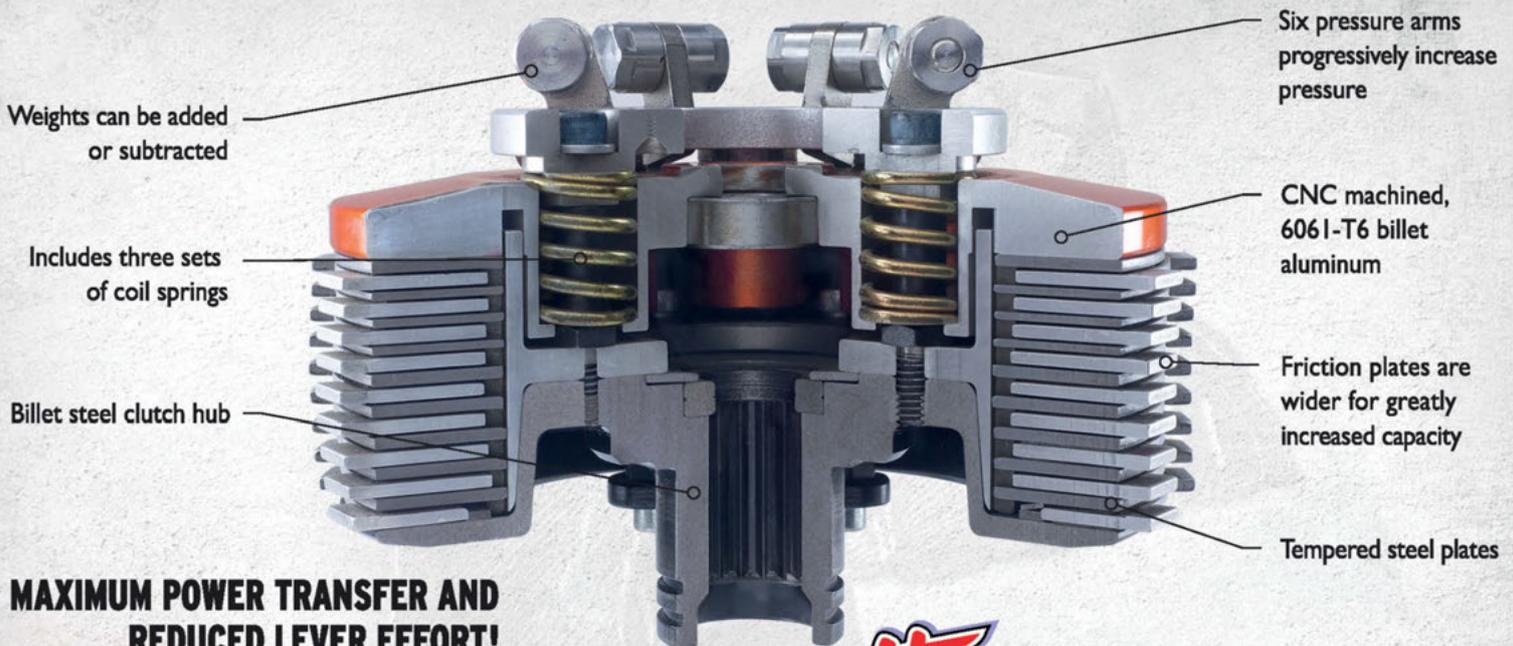
- Classic visual appeal combined with Corbin's attention to aerodynamic design
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Tour Pack Quick Disconnect Wiring Harnesses and RBT Modules

Oreland, Pennsylvania headquartered NAMZ Custom Cycle Products President and Chief Technical Officer Jeff Zielinski says that "Tour packs are more than just storage, they are part of your bike's styling. "They come paint-matched with quick disconnect options, in full size or chopped - and you can have them with LED lights or not. In their routine operation, safety is an important factor with Tour packs, or luggage of any kind for that matter,



especially at night or in poor visibility on the roadside. "There is no better way to light up the backside of your ride than with some super high-visibility LED lighting. Using a Badlands module can add additional features to those LED lights like running light, brake light and turn signal functions. "But before you can do any of this, you need to get some wiring up to that Tour pack, and that also needs to allow for easy removal. Here at NAMZ we've got you covered. We offer many options of plug-n-play, quick disconnect wiring solutions, and they are usually way better than the factory fit options or other aftermarket suppliers' product designs. "Our harnesses are designed and manufactured in Pennsylvania, every day, 365 days a year, built by highly skilled and experienced technicians who care about getting it right, not just the first time, but every time. "We make a harness that will give a simple connection in between the rear fender connection on early models or using the dedicated Tour pack connector on late



models. It puts the quick disconnect at the seat bolt on the rear fender - so removing your Tour pack is a breeze. We also offer these plug-n-play harnesses with Badlands modules, just to make it even easier for you." NAMZ Tour pack harnesses and add-on lighting pigtails are perfect for additional lighting on pre-CAN bus models, avoid the need to cut up the factory wiring and offer a simple, convenient way to disconnect the Tour pack without removing the seat. The NTP-HR01 kit offers a run, brake and turn signal feature, allowing for old style incandescent or LED Tour pack lighting to have ALL three features - they are easy to use and come with all connectors installed.

NAMZ CUSTOM CYCLE PRODUCTS
 Oreland, Pennsylvania, USA
 Tel: 610 265 7100
info@namzccp.com
www.namzccp.com

Zodiac International Additions

Öhlins M-8 Softail Rear Mono Shock



"Probably the best known name in motorcycle suspension", Öhlins' S46-series mono shock absorbers are designed as a replacement or upgrade for stock 2018 to present M-8 Softail models, feature an internal reservoir, 46 mm piston diameter and an adjusting wheel for the rebound damping just above the bottom mount. It fits a wide selection of M-8 Softails.

Vintage Manuals and Spares

"A must for every owner of a vintage Harley, from basic maintenance and troubleshooting to complete overhauls, these manuals provide the information needed - a must for every toolbox." Available in English only.



Texas Leather Windscreens Bags



Featuring a hole in the center of the back to bolt them to the center screw of the windscreen, these bags are available in two different sizes. The small (with spring loaded skulled opening/closing button option) is 4" (10 cm) high, 7" (18 cm) wide, and 1 1/2" (4 cm) deep at the top and 2 1/2" (6 cm) deep at the lower side. The large size height is 5 1/8" (13 cm), width 10 1/4" (26 cm), and is 2" (5 cm) deep at the top and 2 7/8" (7.3 cm) deep at the lower side.

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Saddle Tramp Lighting Options

Holly Hill, Florida based manufacturer Metra Electronics has added to its available H-D options with these six different Saddle Tramp brand easy-install LED lighting products.

The front fork and saddlebag LED accent lights are designed specifically for 2014-up Touring models (FLH and FLT). The new turn signal lights, a three-way switchback LED projector light and flexible LED lighting strips will fit almost any motorcycle.

Intended to look like they are part of the original design for 2014-up Touring motorcycles, their BC-BFKC adds a red two-stage LED light to the front wheel that illuminates the running and turn signal light. Painted with a matching vivid black color, it covers the factory axle nuts, "creating a smooth look to blend seamlessly with the motorcycle's contour." Stainless mounting hardware is included, and wires are covered in protective cloth tape.

Its white LED accent lights for the bottom side saddlebag on 2014-up Touring motorcycles with hard saddlebags are painted with the same signature vivid black color and have a smoked lens. The LED light strip mounts with 3M double-sided tape for easy installation.

Saddle Tramp also has two new (3" and 3.5") universal sequential LED turn signal lights. Each part is sold as a set of two turn signals that feature 12 amber LEDs per light with an energy-efficient current consumption.



1,200 raw lumens." Finally, the new 7.7-inch flexible rubber LED strip has 16 amber LEDs (8 per side) and 33 red LEDs for stop, turn and running light functions. "This light provides an affordable and easy way to quickly add additional visibility for riders on any motorcycle. It has hardwired connections and is rated IP67."

The Saddle Tramp 30 watt LED projector light can switch between three lighting modes - low beam, fog light and strobe light "for a versatile auxiliary lighting solution. The universal clamp mount design makes it easy to install onto almost any motorcycle and it has

METRA ELECTRONICS
Holly Hill, Florida, USA
Tel: 386 257 2956
www.metraonline.com

M-8 Softail 'ClubStyle' Fairing Kits



Custom Chrome Europe has a wide selection of German made Rick's Motorcycles complete fairing kits available for the so-called 'ClubStyle' look of bulky fairings that were used on police bikes (FXRP/FXRD/FXRT) in the 1970s.

By using modern 3D scans of an original bike, Rick's has been able to manufacture exact replicas in high-quality glass fiber plastic with ready-to-paint Gelcoat finish.

By producing them in two halves, these lightweight but strong and rigid replicas are finished smooth on the inside and outside and have mounting points that are strengthened with laminated stainless steel brackets.

The height-adjustable fairing mounting kits are made from laser-cut moldings and designed to take a 7" LED headlamp - with a 200 mm high windshield offered in black



or smoked and headlamp windshield in clear or tinted. They fit all Harley-Davidson Softail models from 2018 - front fork adjustments may be necessary on some models.

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Dyna pictured with "Pleated" style.
FXR pictured with "Gripp Tape" style.
Bagger pictured with "Diamond" style.
Sportster pictured with "Basket Weave" style.
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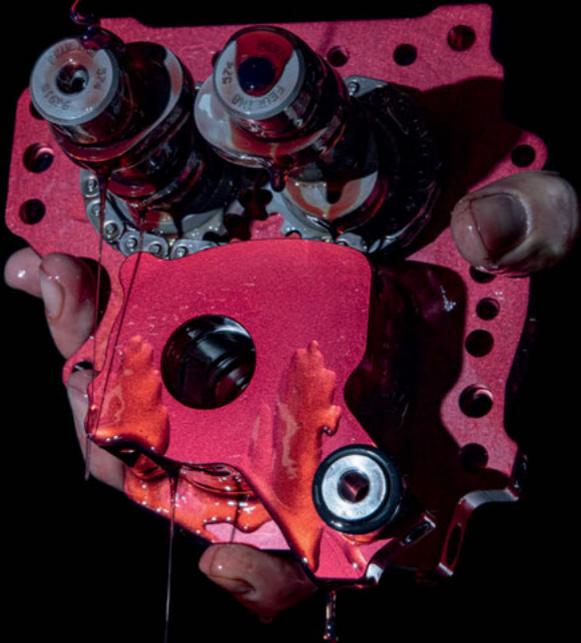
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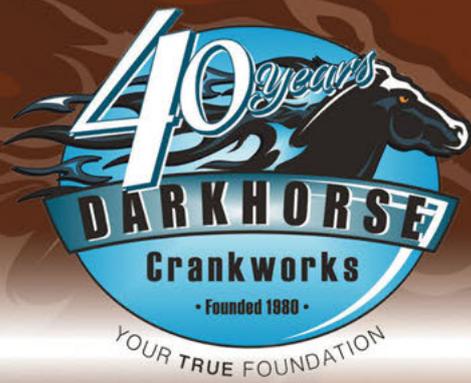


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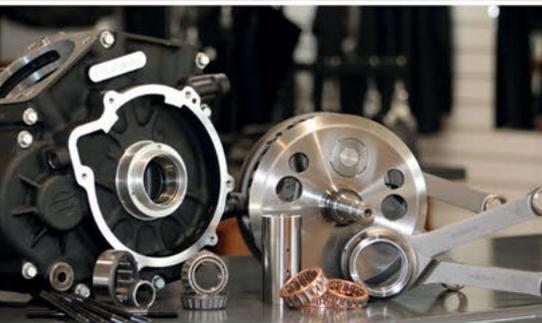




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AMD PRO GUIDE

Drag Specialties Additions

Oval Backrest Pads for Sissy Bars



These new oval backrest pads "add a stylish, comfortable touch to a sissy bar." Made in high-quality automotive-grade vinyl on the sides and in the contact area, they are available in a double-diamond stitch pattern with black, red or silver stitching. The pads measure 7 1/2" H x 10 1/2" W x 2 1/4" thick and fit tall, 9/16" square or round Drag Specialties sissy bars and most H-D sissy bars with a 4" wide ID (but will not fit sissy bars with welded inserts). Each pad comes with two black powder-coated 12-gauge steel brackets and four 1/4" x 20 screws for installation.

M-8 Tappet Block Covers



Made from die-cast aluminum, these covers include all necessary gaskets and screws for a quick, clean installation. The covers are available with chrome (replaces OEM #s 25700410 or 25700411) or gloss black finish (replaces OEM # 25700890). They fit '17-'20 M-8 models.

Black Transmission Top Cover - Touring Models



"Complement your bike's flat black engine and transmission pieces with a custom transmission top cover from Drag Specialties." Made from die-cast aluminum for strength and light weight with a durable flat black finish. The top cover fits '98-'06 FLHT/FLHR/FLTR models; it replaces OEM #s 34468-98, 34464-98, 34541-00 or 34549-01.

Sportster Clutch Release Kit



This Drag Specialties clutch release kit will "keep the bike's clutch feel smooth and trouble-free. It includes one inner ramp (OEM #25453-87A), one outer ramp (OEM #25409-94), one cable coupling (OEM #34920-86) and three ball bearings (OEM #8873) for a complete rebuild or upgrade of your existing clutch release components. The kit fits '94-'20 XL models.

Exhaust Support Kit



Drag Specialties says that you can get rid of annoying exhaust rattle from worn or loose OEM brackets with its new exhaust support kit - includes a bracket, rubber mount and all necessary hardware. The kit fits '85-'20 FLT/FLHT/FLHR/FLHX/FLTRX/FLTRU/FLTRK models; it replaces OEM #s 65723-85, 65724-85 and 3929.



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SuperStreet 2-into-1 in Stainless Steel



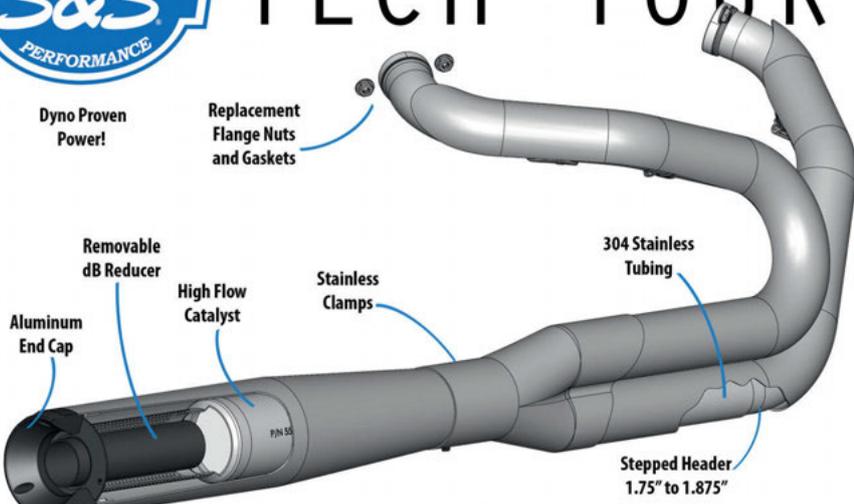
The latest out of the S&S house of horsepower is an all stainless steel version of its popular SuperStreet exhaust for the M-8 Softail platform. Combining its stainless header with stainless heat shields and muffler "make for a great look without the punishment of melting boots most other stainless exhausts result in. "We love the look of raw stainless but hate the torque dip of the super short systems, and really hate melting stuff on exposed headers," said S&S Exhaust Manager Todd Canavan.

S&S doesn't build anything unless it makes power, and the SuperStreet does exactly that with a +15% hp gain and a +10% bump in torque. "Combine that with the perfect length and angle, clearing bags, passenger pegs and forward controls. "The added bonus of the SuperStreet stainless is that it is 50 state legal, so it's warranty and California friendly."

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Super Street 2:1 - Exhaust System

Pullback Risers



Huntington Beach, California based SLYFOX Performance has this black 6" pullback handlebar riser kit for 1" handlebars with 1" / 25.4 mm clamping area and 3 1/2" center-to-center riser spacing. The lightweight, high-strength design is CNC-machined from 6061-T6 heat-treated aluminum and gives a 15 cm / 6" rise with 38.1 mm / 1 1/2" pullback.
 Drag Specialties, USA, www.dragspecialties.com

Gas Tank Resto



Indiana based KBS Coatings has this large Cycle Tank Sealer PLUS kit that removes rust and permanently seals the gas tank to prevent the return of rust and corrosion.

The kit includes everything needed to clean, prep and permanently seal up to a 12-gallon tank. The system will remove and stop rust on the inside of the tank as well as form a tough, fuel impervious coating, while also sealing small pinholes and seams.

This 4-step all-inclusive kit consists of KBS Strip to remove old, failed coating from inside the tank; KBS Klean to thoroughly clean the tank; and RustBlast to effectively dissolve rust, corrosion, metal oxides, and tarnish as well as etch the inside of the tank.

Finally, Gold Standard Tank Sealer is a superior, single-component, ready-to-use coating that is applied to thoroughly seal the tank and provide an exceptionally durable coating that stops rust from forming.

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IT REALLY IS ROCKET SCIENCE!

Three years ago we ran a feature on California based wheel manufacturer Metalsport - the company that pretty much invented the "Big Wheel" craze with its 30 and 34-inchers. Based on a more recent interview with founder Ron Loynds, this, in effect, is a 'Prequal' to that feature - the story of how Ron got his start in manufacturing, and how Metalsport came into being ...

Best known for its big wheels, South Gate (Los Angeles), California based Metalsport Wheels was founded in 2007 by Ron Loynds - but the background to the Metalsport story goes back nearly five decades before that and is one of a family owned and operated precision machining business with considerable aerospace credentials.

"The original business was called Bordo," says Ron. "In 1958 my stepfather and his partner opened the doors of Bordo as a general machine shop, and their specialty quickly became the aerospace business. From around 1962 through to the 1980s, Bordo worked on all sorts of programs - from all three Minuteman missile projects and Sidewinder missiles (the first heat seeking missiles) to the Apollo and Shuttle space programs. The aerospace industry became a really good, steady foundation for the business.

"By the time I went to work for them in 1965, I was already a die-hard motorcyclist. I bought my first motorcycle at 15 and had started making custom parts for the bike almost straight away.

"Although Bordo's manufacturing was all about aircraft and related aerospace projects and special design parts, I started accepting side jobs making custom parts for motorcycles - including extended front fork tubes and springer front ends. This was the 1960s after all, and you just weren't cool if your front end didn't arrive a week before you did!

"In the early 70s, Big Daddy Ed Roth walked into our shop with a problem front end on a VW trike kit that he had just come out with. There was so much rake that the standard motorcycle front end, which he was using, just wouldn't work.

"Our solution was to make him a springer front end designed around his kit, an application-specific fit that did not care about the rake. He was so happy with the performance that from then on, he would not sell a kit without that front end. He had just sold Elvis Presley one of his trikes and immediately called Elvis and had him send the bike back for springer installation.

"Up until the 80s, the motorcycle side of the



Ron Loynds (left) with Chip and Lynne Foose

businesses was kind of considered a hobby, a second string, but in the early 80s, Bordo hooked up with one of the largest aftermarket motorcycle companies in the US. As a result, aftermarket motorcycle parts became a big part of our business. We were making wheels, forward controls, hand controls, license plate frames and many other components by the thousands. Then, after several years, our customer decided to go to China for products and we were left with designs, tooling and loads of experience.

"In 1989, Bordo took over the management of Accurate Steel Treating, not because I was looking for another company, but the company was owned by a good friend of mine and he'd found out he was dying from cancer.

"The company was going through bankruptcy and he instructed me to close it and give what was left to his wife and young daughter. As I looked at the company, it was obvious that there would be nothing left, and they could possibly even lose the home that they were living in, so I decided to try to save the company.

"I brought in some new people to manage the

business, and fortunately turned it around. Once the company got back on its feet, I was asked to buy the company as my friend's wife and daughter had no interest in running it.

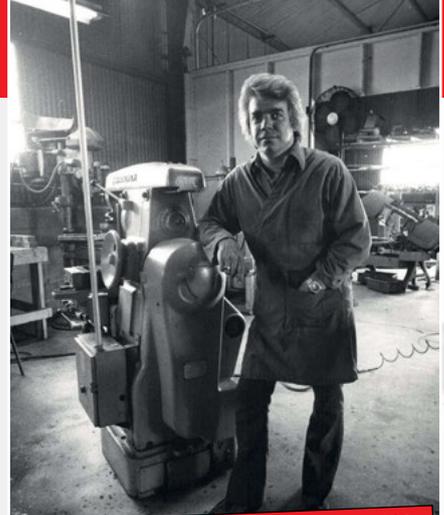
"That gave me a new platform and direction to go in, and in 1992, through Accurate Steel Treating, I started a new company called Accurate Ion Technologies.

"The purpose of this company was to bring to the forefront a process called ion nitriding. It was a plasma based thermochemical case-hardening process that is used to increase wear resistance, surface hardness and reduce the effects of and potential for fatigue. It generates a hard, protective surface layer which includes reducing the compressive stresses that build up in metal.

"It is a process that had been used in Germany and other European countries for several years at that stage, but not so much in the US. It is a much more precise process for nitriding steel with better results than the standard nitriding that industry, us included, had been using in the US for years.

"At the time we started the company, there were

One way or another, Ron Loynds has been making motorcycle parts for 55 years.



Seen here in the 1970s, Ron Loynds joined his stepfather's Bordo machining business in 1965.

probably only three or four other ion nitriding companies in the US. After several years of educating the US manufacturing community, this is a process that has become much more widely accepted and used here.

"Currently we are using this process for customers such as Rolls-Royce, Boeing, SpaceX, and others." Meanwhile the Metalsport Wheels business was continuing, and like so many other businesses, it was benefiting from the Build-Off fuelled Chopper Boom and stock Harley wait lists of the early 2000s.

In 2004, Bordo met with Matt Hotch for the first time and got involved with him in the planning of his famous Build-Off winner 'Chingon' - featuring the lay frame with retractable front that allowed the frame to lay on the ground without the use of the kickstand. Bordo's Mark Ashton worked with Matt to develop that frame, and Ron admits that while he may be biased, he thinks that Mark and Bordo were responsible for Matt winning that first build-off.

"Both Mark and Bordo worked extensively on all three of Matt's bikes for the biker build-offs. The third bike, the Vincent 'The Vinnie', introduced the 26" wheel to the viewing audience in 2005. Really that was the beginning of the big wheel craze."

Up to 2007, Bordo had been making the 26-inch wheels from plate and just couldn't keep up with the orders. Ron found a forging company in California that was able to forge the wheels from 6061 aluminum. This allowed them to get the orders out quickly and reduce costs.

It was in 2010 that Bordo was approached by an aftermarket company that was planning on shutting down. "What interested us in this company was that they did something different, something that nobody else in the industry offered at that time.

"We had made one-off 3-D wheels before, but we weren't making them in volume production. Buying this company gave us an opportunity to be unique in the motorcycle wheels industry, and that was how we became known as Metalsport Wheels."

It was a year later that Metalsport introduced its 'Signature Line' by Chip Foose. The first wheel was the 'Lusso', and every year since, Chip and Ron go over the latest Foose designs and pick one or two (or three) new designs that reflect where the market demand is headed and the ever-evolving tastes of riders and customizers.

"In 2017, we were approached by an aluminum forging company that had been providing motorcycle wheel forgings to an aftermarket wheel blanks company that was closing its doors after 20 years.

"Since we had a ten-year relationship with the forging company - making our proprietary 30, 32 and 34-inch wheels - they wanted to see if there was a possibility

Metalsport Wheels are machined from the same blanks that it sells to the custom wheel industry through MSI (Metalsport Industries).



that we would take over that business. MSI (Metalsport Industries) opened its doors in December of 2017, and in just three years we have expanded that business three-fold and are the largest distributor of wheel blanks in the world."

Ron and his businesses have always had a solid reputation as reliable partners, delivering what is promised without ever overreaching themselves. Ron believes in looking after his business partners and nurturing relationships, and that paid off again in 2020 when Vee Rubber Tire Company suggested building on its successful 15-year relationship with Bordo/Metalsport.

"It was with help from us that Vee Rubber got into manufacturing our proprietary big tires - the 26, 30, 32 and 34s. We also helped them develop an old school whitewall line. They approached us and explained that they would like to shut down their Atlanta, Georgia warehouse, which was their central point to supply US distributors, and turn over all US distribution to Metalsport.

"Vee Rubber wanted us to be the exclusive importer of the Street/Touring motorcycle 302 line, making us responsible not only for distribution but for



management and development of distributor and dealer relationships for the brand."

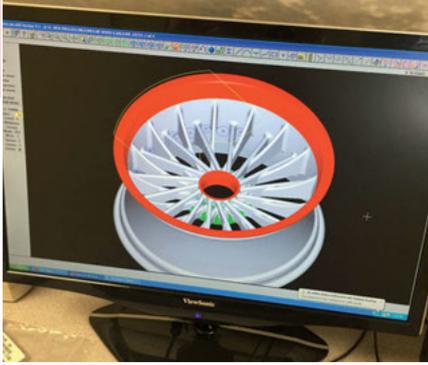
Now, 62 years since his stepfather started Bordo, and with Ron himself closing in on 55 years in the manufacturing and motorcycle parts industries, he, quite rightly, has a great sense of satisfaction about what he has achieved.

"Looking back now, it has been a very challenging, interesting and rewarding experience. At the beginning of Bordo, we could barely afford our rent, let alone purchase our business property. In the early days at Bordo they had to kick me out at night.

"Just like any new enterprise, it was a struggle to keep the doors open at times, but then over the first ten years we worked on such prestigious projects that Bordo started to grow and we were able to purchase our business property and any other property on our street that became available."

Today, Ron Loynds still owns Bordo, located at the same address since 1958. The other four companies - Accurate Steel Treating, Accurate Ion Technologies, Metalsport Wheels and MSI Wheel Blanks - can be found up and down two blocks on the same street, twelve buildings and sites of property owned by Ron.





Of course, no one person can be successful without help, and Ron is quick to recognize the contribution that his employees have made. "We have been fortunate along the way due to having some very talented, devoted and loyal people involved.

"It is rewarding to be able to have worked with and watched these people develop and be successful in their own right. It has also been rewarding beyond description to having had the opportunity of working with and befriending some amazing and amazingly talented people, such as some of the engineers I worked with during the early aerospace days, and people such as Big Daddy Roth, Matt Hotch and Chip Foose."

Mark Ashton is still with the business as General Manager of the group, with MSI blanks, Metalsport Wheel and Vee Rubber tire sales in the hands of V-twin market veteran Lizette Hotinger.

"Everyone who has had a long career in this business will tell you that at the end of the day it is all down to people and relationships," says Ron. "Of course, you have to have great product and the right products and capabilities at the right time.

"But in the end, it all comes down to people - those who work for you and those who buy from you."

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South Gate, California, USA
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Ron was approached by an aluminum forging company in California in 2017 to take over its wheel blank business. So he created MSI (Metalsport Industries), and in just three years has tripled sales and is now "the largest distributor of motorcycle wheel blanks in the world".



Metalsport has recommended and sold Vee Rubber tires since 2005, and were instrumental in the manufacturer's decision to manufacture proprietary big tires - the 26, 30, 32, 34 and whitewalls for Metalsport. Last year Metalsport became exclusive U.S distributor for Vee Rubber's 302 line of Street and Touring tires.

Metalsport/Bordo were major collaborators with leading custom bike builder Matt Hotch with Bordo's Mark Ashton helping with the design and manufacture of Matt's famous Laydown frame on 'Chignon', his 2004 Biker Build-Off winner. Famously Matt rode 'Vinnie', his 2007 Vincent replica Build-Off winner down the salt at the Bonneville Bub Speed Trials for a 97.948 mph two way average - on prototype Metalsport wheels and the first Vee Rubber 26 x 4" (front) and 200 section 20" rear production tires - the Great White Dyno living up to its reputation as the ultimate proving ground!



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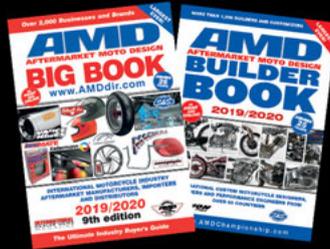
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 - Unmatched sound & power
 - Fits Forward & Mid controls
 - Requires removal of rear peg
 - Quiet mufflers available

**Shown H-D Softail also available for Touring Dyna sportster Breakout & Indian Scout*



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NEWS BRIEFS

In 2015, AMD Magazine drew serious opprobrium from several "market observers" when we were less than positive about the decision that then CEO Matt Levatich took to approve the sale of Harley licensed product through Amazon, citing the negative effects it could have on showroom traffic and dealer profits. "You're just an old school Luddite," said one! Lashings of "told ya so" schadenfreude therefore in the AMD production office with the appearance of a Dealernews report that Harley has reversed that decision - choosing instead to prioritize dealers' own e-commerce efforts. "We want to have a fully integrated, digital e-commerce business with our dealers," said Zeitz. "Amazon was not really something that got our dealers into the mix."

Master custom motorcycle builder Don Hotop of Fort Madison, Iowa, passed away on February 22, 2021. He was just 69 years old. He owned Don's Speed & Custom and Hotop MC Designs for more than 40 years. A member of ABATE and Hamsters USA Motorcycle Club, he was also inducted into the Sturgis Motorcycle Hall of Fame. A statement from the National Motorcycle Museum at Anamosa, Iowa, said: "We have lost a great fabricator, designer, builder and customizer."

Recent additions to the Parts Unlimited 'We Support the Sport' Racer Rewards program include the Thor U.S. Victory Sports Mega Series, the North Carolina Hare Scrambles Association (NCHSA) Championship Series and the Specialized Turbo eMTB GNCC National Championship Series, the first electronic mountain bike series to join Racer Rewards.

Ton Pels

Robin Bradley reports on the death of a friend and innovator ...

Widely credited with effectively creating the V-twin parts and accessory industry in Europe, Ton was a former authorized Harley dealer who had a glittering Drag Race career, winning multiple European Super Twins Top Fuel Championships and setting records that still stand to this day.

The story of the Zodiac business goes back to 1969 in the United States - ultimately becoming Zodiac Enterprises Ltd., whose 'ZEL' product numbers adorned millions of blister packs for decades.

Ton opened his own motorcycle shop in 1974 (Promotor), and after a period as an authorized dealer for a then still AMF owned Harley-Davidson, closed it in 1979 and went instead to work for a Dutch owned aftermarket parts and accessory business.

Eventually Ton partnered with the owners of Zodiac and opened a 2,000 sq ft warehouse in the Netherlands, with the first of a sequence of growth-driven expansions seeing him drop anchor in Mijdrecht - where Zodiac International, as it became, is still headquartered today.

In the early 1980s there were very few Harley-specific businesses in Europe - there were no Harley P&A specific distributors, and even most of the custom shops who saw themselves as Harley specialists worked on any bike that came their way.

With a combination of own brand parts designs and third-party contracts, with most of the leading U.S. brands at one stage or another, Ton really blazed a trail.

The fist Zodiac catalog appeared early



Ton Pels (left) with his son Vincent (Zodiac General Manager)

in the development of the business - in 1982 - with multiple language editions following eventually. Around that time Ton and his always supportive and equally hard-working wife Marianne exhibited at IFMA for the first time, the then large trade fair in Cologne, Germany - the precursor to today's INTERMOT.

Zodiac was the first of the custom P&A businesses in Europe to do so. Although they may not have realized it as such at the time, Ton and Marianne had embarked on a career that saw them pioneer many of the hallmarks of aftermarket parts and accessory distribution that, 40 years later, we now take for granted.

Customer appreciation became a cornerstone of the Zodiac model. The company's annual dealer shows quickly became popular and are a now legendary event that brought the proto European Harley-Davidson aftermarket together for weekends of communal V-twin celebration and indulgence on an often industrial scale!

Having built bikes (and drag bikes) himself, Ton was an early adopter where complete custom bike builds and, eventually, product-matched and fully styled kits were concerned. Ton was a champion of the work of the emerging custom bike building

community and parts design and manufacturing business sectors in Europe.

Ton Pels dedicated the best years of his working and personal life to laying down the foundations on which the custom parts and accessory market in Europe is still based today. His racing and engineering prowess did much to create a market from which hundreds, if not thousands, have been able to build careers, livelihoods and businesses of their own - including me. Above all else though, Ton was a loving husband and father, and our thoughts and best wishes are with Ton's wife Marianne, his family, including his son Vincent, who has followed in Ton's footsteps as the present GM for Zodiac, past and present Zodiac International employees, and all those who, like me, are proud to have known him and been able to regard him as their friend.



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