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EU Increasing Harley Tariffs to 56% Effective June 2021; H-D Posts Improved Results for Q1

In what it has described as an "aggressive EU tariff ruling," Harley-Davidson, Inc. says it has received notification from the Economic Ministry of Belgium that, following a request from the European Union (EU), the company would be subject to the revocation of Binding Origin Information (BOI) credentials, effective April 19, 2021.

Harley-Davidson says it will be lodging an immediate legal challenge to this decision.

"Since 2019, the company has operated with BOI regulatory credentials, allowing it to supply its EU markets with certain motorcycles produced at its international manufacturing facilities at tariff rates of 6%.

"The EU's new ruling will apply to the entire Harley-Davidson product portfolio and will effectively prohibit the company from functioning competitively in Europe. From June 2021, all Harley-Davidson products,

regardless of origin, will be subject to a 56% import tariff within the EU." European OEMs, including motorcycle manufacturers, will continue operations with significantly lower import tariffs to the U.S., ranging from 1.2% for up to 800 cc products to 2.4% for over 800 cc products, and with automobiles at 2.5%.

“optimism returning”

Jochen Zeitz, Chairman, President and CEO of Harley-Davidson, stated: "This is an unprecedented situation and underscores the very real harm of an escalating trade war to our stakeholders on both sides of the Atlantic.

"The potential impact of this decision on our manufacturing, operations and overall ability to compete in Europe is

significant. Imposing an import tariff on all Harley-Davidson motorcycles goes against all notions of free trade and, if implemented, these increased tariffs will pose a targeted competitive disadvantage for our products against those of our European competitors."

This news release was issued by Harley at 6:30 a.m. on April 19, and in guidance notes that accompanied it, the company said that "notification was received from The Director General of Economic Analysis and International Economy, Federal Public Service Economy (the Economic Ministry of Belgium) at the request of the European Union, that pursuant to the Implementing Decision (EU) 2021/563 of the European Commission of March 31, 2021, Harley-Davidson would be subject to the revocation of the Binding Origin Information (BOI) credentials by the Belgian Economic Minister effective April 19, 2021.

"In 2018, the European Union placed

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MAY 2021

ISSUE #262

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Zillers' Killer



BMW R nineT cruisers may be created equal, but they rarely stay that way. Reigning AMD World Champion Dmitry Golubchikov (Zillers Garage, Moscow) is making sure of that - see pages 31-33.

V2'S 3 IN 1

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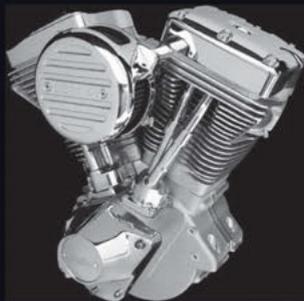


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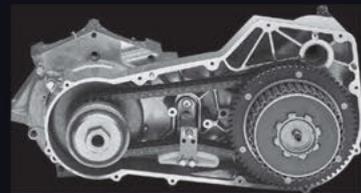
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H-D Running at Max Production Capacity

The tariffs ruckus between the European Union (EU) and Harley has proven to be a most unwelcome distraction to the posting of what, in the context of recent years, is a milestone set of Quarterly Fiscals.

Namely, results that show a return to unit growth, a return to revenue growth and, above all, a return to profits. Of course, it is hard to make 'level playing field comparisons' with 2020, or even with 2019 - in part because of the pandemic. However, the possible eventual (June 19) escalation of these additional tariffs arise from a two-year old decision; they are not in effect a new decision.

The start-point for the brouhaha remains the spat between the United States and the EU over perceived Boeing and Airbus subsidies - an impasse that goes back nearly two decades and one that the Biden administration and relatively new EU presidency theoretically drew a line under with a four-month suspension of rival tariff impositions in early March.

Revocation of the Binding Order Information (BOI) exemptions (five of them) that allowed Harley to continue to supply EU markets at a 6% tariff mean that the original decision to impose an additional 25% tariff now comes into force. Worse, the 'Stage II' imposition of a further 25% contained in the original 2019 decision and slated for June 2021 could now also become enacted, which is how the headline figure adds to 56%.

However, as Jochen Zeitz confirmed on June 20, the company will be able to continue selling to Europe at 6% while the appeal makes its way through the bureaucracy in Europe.

On March 5th this year, the US administration described the moratorium as a "fresh start" to US-EU trade relations. European Commission Executive Vice-President and Trade Commissioner Valdis Dombrovskis called it a "reset" for a relationship which had soured under the previous administration. "Removing these tariffs is a win-win for both sides," he said. "This suspension will help restore confidence and trust, and therefore give us the space to come to a comprehensive and long-lasting negotiated solution."

So, it would appear that in the period between March 5th and April 19, a wheel has come off in Europe. That being the case, it is to be hoped that the efforts that Harley is pursuing in Europe (and Washington D.C.) will result in a speedy and comprehensive return to pre-2019 trade sanity.

It would appear that someone, somewhere in Europe, needs to have their head extracted from their ass by bureaucrats with a rather more rational grasp of how 21st century Capitalism is supposed to work.

Meanwhile, back at the day job, congratulations to Harley-Davidson's new management and employees at all levels for getting their financial wheels back on and turning again.

In the webcast that followed the release of the Q1 results (April 20), Harley, in the shape of newly minted CFO Gina Goetter, put a number on the dealer network reduction that has been taking place - stating that it is down by around 160 stores worldwide, but with maybe another 30 - 60 still likely to be 'let go'; internationally the number is down by some 30%.

She also confirmed that worldwide inventory was down by -48% in Q1 versus the year-ago quarter, but was +60% compared to Q4 of 2020. Along with MSRP

increases and better price-point realization, inventory management has been the primary driver of the managed decline in Harley's addressable market opportunity - reversing the More Roads 'push' principle of driving growth with unit volume. The 'push principle was simply a variation on the discredited 'Channel Stuffing' that left Italy with nowhere to hide when the financial crisis hit them in 2008.

Zeitz says that dealer profitability is "up significantly", saying that he has been hearing "nothing but positive dealer feedback." Asked if he felt the inventory draw-down had been over-done, Zeitz is unrepentant. "Demand has strengthened," he said. "We are running at maximum production capacity in Q2 and are looking at ways to increase further for the second half of the year; MY2022 production will start in Q4."

In truth, production capacity is itself way lower, of course. While total worldwide Q1 retail unit sales were up by +9%, international was down heavily, as Harley began pulling back from its less profitable markets. Asia Pacific was essentially flat (+1%) on 5,800 units, with Latin America off by -58% (just 700 units sold) and EMEA -36% on 4,900 units (down from 7,700 in Q1 2020), and as much to do with compliance issues as anything else.

In a rare remark about Harley's relationship with QJ in China, Zeitz said that the partnership is still going ahead and while he wasn't in the market to discuss details, the implication is that reports surrounding at least one additional model there for this year appear likely to be true.

In further new model terms, Zeitz confirmed that April 26th will see the first of what Harley is calling its new "Icons Collection" with the Electra Glide 'Revival'. Describing them as being "extraordinary adaptations of production motorcycles, which look to our storied past and bright future," they will be produced only once, with each model limited to a serialized production run of 1,500 bikes. A new "Icons Collection" model will be released within each model year, with no more than two models being released in any given year. "Production will be enough to fill an allocation of approximately one per dealer globally, making each 'Icon' a rare and highly coveted model for our riders, while increasing the overall desirability of our brand and drive the legacy of Harley-Davidson in our core segments."

The 'Hardwire' program of focussed, "Selective Expansion" into profitable segments will continue in 2021 with further leveraging of the 'RevMax' platform that will "redefine the premium middleweight Cruiser segment. We intend to increase the profitability of our offerings overall in the small to mid-sized Cruiser segment and change the competitive landscape."

After years of unmitigated bad news where Harley's share price is concerned, it is a pleasure to be able to report a 16% bounce in the 48 hours following the release of these results and a near 30% bounce in total since the start of the year. Hurrah!

“
extract head
from ass
”

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NEWS BRIEFS

BMW Motorrad delivered 42,592 motorcycles and scooters to customers in the first three months of 2021 (+22.5%) - its best-ever Q1 sales result - underpinning "BMW Motorrad's successful growth strategy. Both in terms of its strong product offering and the market launch of various new products - providing key elements for the continued success of BMW Motorrad."

Harley-Davidson Board Member Brian Niccol has resigned from the Board of Directors. Niccol's 'day job' is as Chairman and CEO of Chipotle Mexican Grill, Inc. It is not thought his departure is the result of disagreements with the company's direction of travel or policies.

As EICMA continues to work hard to win industry confidence for its November 24-28 planned 2021 'Milan Show', it has announced the addition of Royal Enfield to Honda as being among the OEMs to have committed to exhibit so far. In theory, this will be the 78th year for EICMA, if it goes ahead - with the uncertainty triggered by BMW's decision to withdraw from the show permanently and a third wave of the coronavirus pandemic still making nothing certain at this time. This is Royal Enfield's 120th anniversary - making it the longest motorcycle brand in continuous production in the world.

In association with R&R Promotions, the Loretta Lynn family is hosting the Tennessee Motorcycles and Music Revival at Hurricane Mills, TN., May 20-23. The brainchild of surrounding area Harley dealers, the event promises four days of bike shows, daily live music on three stages, flat track racing, demonstration rides, shopping with industry-leading vendors, local food trucks, three bars, trail riding and more.

In March, Congressmen Peter Welch of Vermont and John Curtis of Utah formally introduced the Recreational Trails Program Full Funding Act in the U.S. House of Representatives. The Act would increase funding from \$84 million to at least \$250 million per year, dramatically helping construction and maintenance on public lands, much of the work being long overdue.

<<< Continued from cover

a 25% incremental tariff (31% total tariff) on motorcycles imported into the European Union from the U.S., including Harley-Davidson motorcycles. This tariff became effective June 22, 2018. The tariff is scheduled to increase to a 50% incremental tariff (56% total tariff) effective June 1, 2021.

"Harley-Davidson remains committed to free and fair trade and is focused on ensuring it remains globally competitive in the interests of its stakeholders and is committed to ensuring its customers around the world have access to its products." In terms of its Q1 Fiscals, it looks like Harley's financial fortunes are somewhat on the mend, with Motorcycles and Related Products segment revenue up by +12% "amid strong retail demand for Touring motorcycles."

However, it has to be remembered that, as with all manufacturer and wider market data we'll be seeing in 2021, the picture is distorted by lapping the sometimes quite dreadful pandemic-driven data seen in 2020 - so context is important in making any real judgement on Harley's progress.

Global retail motorcycle sales in the first quarter were up +9%, "driven by very strong Q1 U.S. retail growth over Q1 prior year. EMEA retail sales declines were impacted by continued COVID lockdowns, the company's decision not to continue selling Street or Sportster motorcycles in Europe and shipping delays brought on by the pandemic.

"In Latin America, retail sales were impacted by the reduction in dealers and pricing actions across the portfolio, which were executed as part of the Rewire strategy.

"Significantly improved Motorcycle segment gross margin and operating margin were driven by favorable mix following the Rewire product portfolio adjustments, lower sales incentives and reduced SG&A. HDFS, Harley's Financial Services segment, saw Q1 2021 operating income growth of \$96m over Q1 2020 - driven by a favorable adjustment to the provision for credit losses."

Jochen Zeitz is quoted as saying: "I am very pleased with the pace of recovery that we have seen across our business, as demonstrated by the strong financial results this quarter. The actions we have taken to reshape the business are having a positive impact on our results, especially for our most important North American region.

"We can see the initial signs of consumer excitement and optimism returning and I am confident Harley-Davidson in 2021 is a significantly leaner, faster and more efficient

Harley-Davidson sales revenue and production data...

1st quarter 2021

Income statements in \$1,000s (except share)	THREE MONTHS ENDED		
	MARCH 2021	MARCH 2020	% change
Net sales revenue	\$1,232,107	\$1,099,788	+12.03
Gross profit	\$420,485	\$318,920	+31.85
Operating income	\$346,174	\$107,513	+221.98
Net income	\$259,144	\$69,695	+271.83
Diluted earnings per common share	\$1.68	\$0.45	+273.33
NET SALES REVENUE			
Motorcycles	\$1,016,334	\$899,365	+13.01
Parts & Accessories	\$149,859	\$134,685	+11.27
General Merchandise	\$50,323	\$49,160	+2.37
PRODUCT MIX			
Touring	27,316	21,597	+26.48
Custom	20,468	20,131	+1.67
Sportster/Street	7,026	11,245	-37.52
Total	54,810	52,973	+3.47
RETAIL SALES OF H-D MOTORCYCLES:			
United States	30,983	23,732	+30.55
Canada	1,799	1,466	+22.71
EMEA	4,943	7,730	-36.05
Asia Pacific Region	5,793	5,752	+0.71
Latin America Region	717	1,759	-59.24
Total	44,235	40,439	+9.39

organization which is ready to win and successfully deliver on our 5-year Hardwire strategy as the most desirable motorcycle brand in the world."

Consolidated revenue was up +10% in the first quarter over Q1 2020. "Bottom-line results reflect the significant net income improvement in Q1 with strong results in both the Motorcycles and the Financial Services segments.

As stated, revenue from the Motorcycles and Related Products segment was up during the first quarter - "primarily driven by a +3% increase in wholesale shipments and a **favorable mix** of Touring motorcycles. First quarter global retail motorcycle sales were up +9%, driven by a **+31% retail growth in the United States.**"

Parts and Accessories revenue was mostly in line with Motorcycle revenue growth, while General Merchandise was up +2% over Q1 2020.

First quarter **gross margin** was up 5.1 percentage points to Q1 prior year, while first quarter operating margin finished up 10.8 percentage points over Q1 prior year due to stronger mix, the near elimination of sales incentives and lower spending versus prior year.

Financial Services segment operating income was up significantly over prior year in the first quarter, primarily driven by a \$102m decrease in the provision for credit losses.

Harley-Davidson generated \$163m of **cash** from operating activities during Q1 2021, \$171m favorable to Q1 2020. Cash and cash equivalents were \$2.3bn at the end of the first quarter, up \$856m to the end of the prior year first quarter.

"Cash allocation priorities remain to first fund growth through The Hardwire initiatives, then to pay dividends and, given the company's continued strong cash position, the company will be evaluating share repurchases and may choose to repurchase shares."

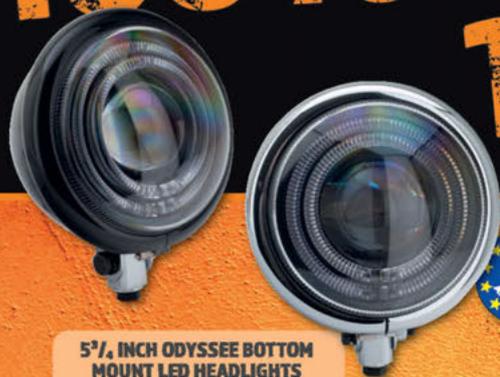
Guidance - as a result of its Q1 performance, for the full-year 2021, the company says it now expects:

- Motorcycles segment revenue growth to be 30-35%, an increase from the previously communicated growth range of 20-25%.
- Motorcycles segment operating income margin of 7-9%, which is 200 basis points better than previous guidance. Assuming the company is not able to mitigate the additional EU tariffs to any extent in 2021, the company expects the operating income margin would be 5-7%, in line with original guidance.
- Financial Services segment operating income growth of 50-60%, an increase from the previously communicated range of 10-15%.
- Capital expenditures of \$190m to \$220m.

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

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NEWS BRIEFS

Harley has partnered in the launch of an apparel collection in collaboration with elven heroine Arwen Undómiel's Dad's less than elven rock band, Aerosmith. The limited edition line of men's and women's apparel will be sold at Harley dealerships around the world and on Harley-Davidson.com. The collection features "iconic artwork collaborations from both Aerosmith and Harley-Davidson to create truly unique and one-of-a-kind designs." The offering will include 17 total styles and is made up of six distinct graphic "capsules."

Torch Eyewear is to return as Official Sunglasses of Progressive AFT. "Renowned for its world-class products that combine the best elements of American and Italian design with unparalleled precision and craftsmanship, the Florida-based company's products far surpass industry standards for optical quality and impact resistance."

Hollister Biosciences Inc. and Easyriders have "come together to create high-quality cannabis products that embody the independent spirit and attitude of the modern biker." The first products are "premium pre-roll packs in silver or black collectible tins featuring the iconic Easyriders logo." In a press release, Hollister says that "each pack contains 10.2 g pre-rolls designed for quick, socially discreet ways to medicate, microdose and elevate on the go or when sharing with friends. The silver tin features pre-rolls made with an artisan Sherbert strain (Girl Scout Cookies x Pink Panties genetics), while the pre-rolls in the black tin feature lush Ice Cream Cake flower (Wedding Cake x Gelato #33 genetics). Both are terpene-rich, indica-dominant hybrids that may promote stress release, physical relaxation and uplifting moods."

Yamaha Motor Germany has appointed Sandro Cortese as its racing sector brand ambassador. A former Moto3 class and Supersport World Champion, Cortese is currently competing for Yamaha in the World SBN series.

Parts Europe is Getting INTENSE

First seen at the Parts Unlimited and Drag Specialties Dealer Expo at Louisville, Kentucky, in February 2020, the Tazer MX PRO eMTB by INTENSE represented a first (and innovative) major play on the burgeoning eMTD and Pedelec market by a major motorcycle industry aftermarket parts and accessories distributor.

A year on, and with huge growth in the sector seen on both sides of the Atlantic during the pandemic, Parts Europe has now teamed up with Barcelona based INTENSE Europe to offer its dealers exclusive access to the line.

"Having seen the success in North America, we couldn't be happier to bring the Tazer MX to Europe with such a strong partner. We are truly stoked to offer a MX-specific eBike to the powersports customer, backed by Parts Europe's unrivalled service," said Werner Kastanauer, INTENSE Europe Managing Director.

Parts Europe says it will be offering "this new top quality Tazer MX PRO eMTB exclusively to a selected number of powersports dealers in Europe who would like to develop their way into the

eBicycle/eMTB world, and to powersports dealers who are working already with eBicycles.

"We are fully committed and dedicated to support the participating powersports dealers with the same reliable service they already experience in the motorcycle and ATV business," says Anthony Damevin, Purchasing Manager at Parts Europe.

A well-known name in the U.S. MTB market, founder and CEO Jeff Steber's original designs back in the early 1990s were heavily influenced by his knowledge and love of MX bikes. Well-known names like Mike Metzger (the Godfather of FMX), Jeff Emig and Shaun Palmer were all part of INTENSE's story in the early days.

In more recent times, INTENSE Factory Racing's Aaron Gwin (a former MX racer) and INTENSE co-owner and 4x Supercross and 3x Motocross National Champ Ryan Dungey have been waving the INTENSE flag.

"The pedal-assist Tazer MX PRO is based on our successful 155 mm rear travel Tazer eBike, but what sets the MX model apart is its MX-inspired

component package - one that will be easily recognizable to any MX fan. The Tazer MX PRO features products from the likes of Öhlins, Renthal, Magura and ODI, all well-known motorcycle industry names.



"Add to that seamless pedal to wheel power transfer via SHIMANO's awesome new EP8 motor and drivetrain, and other top components from the likes of DT Swiss, Cane Creek and SDG, and you have a super high-quality build.

"The Öhlins TTX22M coil shock and DH38 170 mm triple clamp fork help to complete the MX look and feel."

www.partseurope.eu

Hawg Halters/Renegade - Wheels, Kits and More

The 2021 Hawg Halters/Renegade Wheels catalog is its first new one in print for the complete product offering from the combined business since Hawg Halters owner Mark Thompson bought the Renegade Wheels brand and designs in 2018.

It features pages of custom bike loveliness, stunningly photographed and detailed - it feels like they have been storing up photography of some of the great bikes and conversions done using Hawg Halters components and Renegade wheel designs for quite a while and have finally "let look loose." Shown in show chrome, gloss black and its 'Phantom Cut' styles in gloss black, new for 2021 is the addition of three more finishes - Aztec Red, Cobalt Blue and Inca Gold.

"Rounding out our growing family of styles is the addition of our new Platinum series of wheels in four stunning finishes - with 12-point chrome accent hardware. Building wide tire bikes with the HHI



'Road Hawg Builders Kits' and component options, you can now include our growing range of replica wheel concepts in 18, 21 and 23 x 5.5 sizes to complement your build. "This year we are especially proud of our new collection of 18 x 7 one-piece billet trike wheels. All our rear wheels come



with matching stock or custom sized front wheels with matching brake rotors.

"This new 2021 collection includes matching 11.5, 11.8 and 13-inch cog drive rotors and 18-inch true floating brake rotor designs. We continue to offer matching air cleaners and derby covers for an integrated custom look.

"HHI/Renegade Custom Motorcycle Wheels maintains a core philosophy of offering premium quality, uniquely styled, well designed products that reflect the needs of our customer base.

Most of our wheels come in sizes 16 to 32 in multiple finishes and designs, and we are one of the few still offering a custom wheels program."

The catalog is also available online for download from the company's website.

www.hawghalters.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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 - 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

Canadian powersports vehicle manufacturer BRP (Bombardier Recreational Products) has announced that it intends to offer electric models in all product lines by the end of 2026. To achieve this, they will invest \$300m in product development, special equipment, infrastructure, production tools and plants. The company's Swiss subsidiary Rotax (Gunskirchen, Austria) is developing a modular electric power pack technology for use in all product lines. BRP is to establish the BRP Electric Vehicle Development Center in its hometown of Valcourt, Quebec, Canada. The BRP brand portfolio includes Ski-Doo and Lynx snowmobiles, Sea-Doo boats and watercraft, Can-Am on-road and ATVs, Alumacraft, Manitou, Quintrex, Stacer and Savage boats, and Evinrude and Rotax boat propulsion systems as well as Rotax engines for karts, motorcycles and sport aircraft.

Walking back prior remarks by CEO Claudio Domenicali in 2019, Ducati's VP of Global Sales and Board Member Francesca Milicia appears to be suggesting that its membership of the Volkswagen Audi Group (VAG) might give Ducati an opportunity to prioritize exploring synthetic gasoline rather than electric power as its initial pathway to reduced emissions. "Will we produce an electric Ducati soon? No. We are also looking carefully at other solutions for zero or minimal emissions, such as synthetic fuel. Other brands in our group, such as Porsche, are looking at it and it's something we are looking at in the medium term." In fact, Ducati parent company Audi (along with Bosch) is known to have been investing heavily in prototype synthetic pump gas scale production research since 2017.

PIERER Mobility - the KTM, Husqvarna and GasGas parent company - announced record Q1 2021 revenues at €509m (+82%). A total of 106,453 vehicles were sold worldwide, including 87,197 KTM, Husqvarna and GasGas brand motorcycles and 19,256 R RAYMOND and Husqvarna brand e-bikes (+80%). In Europe, 53,971 motorcycles and e-bikes were sold during the period (+79%). Growth was particularly strong in North America, where 12,637 motorcycles were sold (+145%), and Australia (4,357 units/+109%).

"Challenger Challenge" Back for 2021

As Indian Motorcycle continues to wage 'Bagger Wars' against Harley-Davidson, news that the company has slated a return for its "Challenger Challenge," a season-long demo tour and dealer activation that pits the Indian Challenger vs. the Harley-Davidson Road Glide Special "for the ultimate head-to-head comparison." New for 2021, riders taking the Challenger Challenge will experience each bike with comparable performance upgrades, including for the Challenger, Indian Motorcycle Stage 1 oval slip-on mufflers, a PowerPlus Stage 1 air intake and PowerPlus Stage 2

performance cams. For the Road Glide Special there will be Harley-Davidson Screamin' Eagle Street Cannon performance slip-on mufflers, a Screamin' Eagle Heavy Breather extreme air cleaner, a Screamin' Eagle Milwaukee-Eight Stage II Power Kit and a Screamin' Eagle Pro Street tuner. "Taking center stage at the 2021 Challenger Challenge are Indian Motorcycle's PowerPlus Stage 2 performance cams" - the same cams that helped power the S&S Indian Challenger to victory at the inaugural King of the Baggers race at Laguna Seca, California, in October 2020.

"Featuring best-in-class stock performance, the Indian Challenger gains 10% more horsepower with the Stage 2 upgrade kit - providing a new level of unmatched passing power and American Bagger performance. In a test at the 1/8th Mile NHRA sanctioned Irwindale Drag Strip in California, Indian Motorcycle report the Challenger as registering 7.52 seconds, with 7.96 for the Road Glide. After an initial outing for the Challenge at Daytona during Bike Week, the Challenger Challenge will tour with Indian Motorcycle demo events and at selected local dealerships.



RumbleOn and RideNow to Merge

Irving, Texas based RumbleOn, a 100% online ecommerce company that aggregates and distributes pre-owned automotive and powersport vehicles to and from consumers and dealers, is to "combine" its business with Chandler, Arizona based RideNow - the largest powersports retailer group in the United States. In fact, RumbleOn, a 100% online buy/sell and finance platform, appears to be buying the RideNow chain of brick and mortar powersports retail locations for a combination of cash and shares. The two businesses have entered into a Definitive Agreement to form a publicly traded powersports dealership platform that is being described as "the first omnichannel customer experience in powersports in North America - delivering an unparalleled solution to powersports enthusiasts." RumbleOn (NASDAQ: RMBL) says it

sold more than 63,000 vehicles in 2020, generating revenue of approximately \$1.3bn net income and that the combination with RideOn will "propel revenue growth and drive meaningful cost synergies" in a deal that values RideNow at \$575.4m - \$400.4m of which will be paid in cash, with \$175m paid in RumbleOn Class



B common stock. Up to \$280.0m of the cash consideration is to be funded by new debt financing. "The integration of RideNow's extensive footprint and strong retail brand with RumbleOn's technology platform will transform the nation's largest powersports dealer into the first, and only, omnichannel powersports platform in North America.

"Together, the combined company will have a dominant position in a \$100+ billion market. The end-to-end platform will enable the combined company to reach more consumers in a secularly growing, but still highly fragmented market that is benefitting from changing consumer behavior." Founded in 1983, RideNow has more than 40 full-service retail locations in 11 states. In 2020, RideNow sold 45,527 powersport units, including ATVs, UTVs, motorcycles, snowmobiles and personal watercraft, generating approximately \$899.4m in total revenue. RumbleOn's ecommerce platform is described as providing an "efficient, timely and transparent transaction experience, without leaving home. Whether buying, selling, trading or financing a vehicle, RumbleOn offers dealers and consumers a friction-free experience - without geographic boundaries."

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

Tucker Launches Extensive New e-Power Product Catalog



Harley has issued a recall for certain Sportster, Dyna and V-Rod motorcycles on the basis that headlights may fail. Potentially affecting a total of 31,346 motorcycles from 2019 and up, the issue is 796 headlight assemblies that may have been sold as replacement parts for 2005-2019 Sportster, 2005-2017 Softail, 2005-2017 Dyna and 2005-2011 V-Rods - the glass bulb within the headlight assembly may fail, causing a loss of both high and low beams.

Waukon H-D and Waukon Powersports in north eastern Iowa has now become Iron Hill H-D and Iron Hill Powersports after being purchased by John Jennerjohn and Brody Meier - two long-time employees who grew up less than an hour from the stores.

The Distinguished Gentleman's Ride celebrates 10 years of "riding dapper for men's health" this year and is calling on riders worldwide to join in fund raising efforts on Sunday, 23rd of May, 2021. This is the first year running on the new annual date in May. Since 2012, the event has connected hundreds of thousands of classic and vintage style motorcyclists from over 100 countries around the world and to-date has raised US\$27.45m for men's health. They plan to organize COVID-safe events where possible, and those who can't engage physically can do so virtually at www.gentlemansride.com.

Dutch Transport Industry Association (RAI) commission consumer research found that motorcycles "appear to be the ideal means of transport to completely empty your head and relax". Almost half of respondents (46%) indicated that they "have a greater need to drive a motorbike since the corona crisis than before." To inspire (future) motorcyclists to "throw a leg," the RAI Association badged March as 'MotorMonth'.

Harley wants to make American Police Motorcycle Patrol Officers into safer riders through a partnership with TEEX - Texas A&M Engineering Extension Service - which is to provide specialist training to law enforcement officers. Initially for police motorcycle riders in Texas, the program will also be rolled out to motorcycle police all across the United States.

Featuring over 200 products, including e-bikes, scooters and gear, Fort Worth, Texas based Tucker Powersports has launched an extensive new catalog of products "which will equip all motorcycle, off-road and scooter dealers with the products necessary to succeed in the electric bicycle market." The Tucker e-Power product line includes electric bicycles, electric scooters, riding gear, apparel and related equipment. The worldwide electric bike industry has experienced tremendous growth and is expected to grow by over 50% and reach nearly \$35 billion in 2026.

"We are taking steps to help our dealer network broaden their product offering which will draw in a new audience looking for fun-to-ride bikes and scooters, along with the clothing and gear that make the experience even better," said Brad Turner, Tucker's VP of Sales. "Our launch of the e-Power line with over 200 products makes it one of our largest new product programs ever."

A highlight of the new offering is the range is the range of e-bikes from Fantic. Founded in 1968, the respected and race pedigree-rich Italian on and off-road motorcycle manufacturer is seeing huge growth in Europe. "E-bikes are a hot market segment and Tucker Powersports has been named the authorized distributor of Italian-made Fantic e-bikes." Initial products from Fantic include five high performance e-mountain bike models that will be available to dealers in June.

A sibling brand to Tucker's historic Twin



Power V-twin product offering, the new e-Power program provides dealers with a fully digital catalog of products that include hard-to-get electric mountain bikes, electric scooters, helmets, gloves, apparel, elbow and knee pads and braces, tires, lubricants, cleaners, tools, locks, alarms, handlebars, carriers and straps. Many of the apparel products are available for adults and children. Several of the new products are sourced from current Tucker partners like 100%, Muc-Off and Strider, along with bicycle tools and equipment from Tucker's BikeMaster brand. Tucker will also implement training and support programs for its e-Power dealers, including additional point of sale supplies and digital marketing materials.

In addition to the Fantic program, other notables include a broad range of electric scooters from Dualtron and Minimotors Speedway.

The five high-end products from Fantic are the XEF1.9, XTF 1.5, XTF 1.5 Carbon, XMF 1.7 and XMF 1.7 Carbon. All five bikes feature name-brand components, full suspension and disc

brakes. Each bike is available in several frame sizes and the premium models include carbon fiber frames. All feature 36 volt, 250W mid-drive motors from Brose. The top of the range XMF 1.7 has a Fantic Integra 720 Wh Li-ion battery, Sram gears and brakes, Fulcrum wheels and Rock Shox front forks.

Tucker says its offering of 16 electric scooters from Dualtron and Minimotors Speedway have "capabilities that run from a fun commuter platform to serious off-road performer, and ranges of up to 80 miles per charge - these aren't the old aluminum units that are in the back of many garages. They include options such as hydraulic disc brakes, ABS, no-puncture inflatable tires and LED lights."

Marc McAllister, President and CEO of Tucker Powersports, says: "This is just a start. Electric vehicles are a big part of the world's future transportation and recreation. The mission of our e-Power line is to help our dealer network take advantage of this tremendous opportunity to expand their business and bring in a whole new segment of customers."

www.tucker.com

EagleRider Launches Peer-to-Peer Sharing Platform

Los Angeles based EagleRider Holdings, "the world's largest motorcycle and powersports rental, tour and subscription provider," recently launched a new company - EagleShare. EagleShare will connect private owners and dealers of motorcycles, ATVs, side by sides, snowmobiles and more with rental customers from around the world. Vehicle owners set their rates and availability and may communicate with potential renters before approving each request. "The very simple process from the initial request through confirmation, check-out and return is conveniently handled

via mobile phone, tablet or desktop." "The sharing economy is here," said Karsten Summers, CEO of EagleRider Holdings. "Our new sharing platform provides the millions of customers already visiting our websites for motorcycle and powersports rentals with a wider range of destinations and models to choose from when it comes to on-road and off-road experiences.



"Owners and dealers that choose to list their vehicles for rent on EagleShare will instantly benefit from the loyal customer base that our sister company EagleRider has earned and built over the past 29 years." Chris McIntyre, Co-Founder of EagleRider Holdings, added: "Developing EagleShare felt very natural for our team. Led by our incredible CTO, Hal Oreif, our team was able to draw from successful sharing models like Airbnb and Turo and then weave that into our 29 years of expertise in delivering incredible motorcycle and powersports experiences." www.eaglerider.com

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

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Read AMD's Editorial! Turn to page 36

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MAX. LOAD - 100.0 KG (220.46 LB)
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NEWS BRIEFS

The Performance Racing Industry (PRI) has announced Indianapolis, December 9-11, 2021, for the return of its 'In-Person' Trade Show. A slew of additional initiatives this year will include an all-new membership drive and a version 2.0 of the renowned PRI Road Tour as it continues to pursue its mission to "build, promote and protect the racing community."

Canadian pioneer electric sport bike manufacturer Damon Motors says it has raised more than US\$30m in funding and secured US\$20m in preorders for its "exhilarating line of HyperSport motorcycles. The capital raised will further fuel Damon's path to market and enable demo tours, pre-production development, testing and associated hires". Founder and CEO Jay Giraud says: "On the back of this demand, Damon will produce an entire line of medium- and high-performance motorcycles over the next few years, with our proprietary HyperDrive electric powertrain serving as the core of each model."

MIC Events has announced January 19 to 21 as the dates for AIMExpo in 2022. There is no confirmation of venue yet, but the postponed January 2021 event was due to be held at Columbus, Ohio, in collaboration with Tucker Powersports. The Fort Worth, Texas based distributor had been slated to co-stage its 2021 Dealer Show with AIMExpo in January this year, but has since opted for a spring Road Show series - which itself has been postponed to the second half of 2021.

NYC H-D (located just outside Manhattan) has been acquired by Paul Veracka's PVM Enterprises (formerly High Octane H-D). This is the third acquisition by the East coast focussed Veracka brother in just six months, having additionally purchased Brian's (Langthorne, PA) and Old Glory H-D (Laurel, MD) recently. Paul now operates nine dealerships - six of them are among the Top 15 new bike volume dealerships in the world - and anticipates selling more than 12,000 Harleys in this coming year. His brother Michael (MOD Enterprises) owns six mostly West coast and south western based Harley dealerships.

Pingel Announces 2021 AHDRA Modified Class Backing

Bill Rowe's "new" AHDRA has gained a new sponsor - Pingel - with the legendary name in motorcycle performance deciding to throw its



weight behind the Modified class. "I'm really thrilled to have Wayne and Donna Pingel and their company show their support to the AHDRA racers," said Rowe. "The Pingel name is respected at dragstrips and on road bikes worldwide, and I know I speak for all of our racers when I say thanks!" For their part, Wayne and Donna said: "We are proud to become the sponsor of the AHDRA Modified class. We like



the comeback of this association, and what Bill is doing is to give the Harley racers great places to race. We look forward to the growth of this association and we want to be a part of it."

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, Pingel 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.

www.pingelonline.com
www.raceahdra.com

S&S Contingency Backing for KOTB and BRL Bagger Races in 2021

S&S Cycle is backing both the Bagger racing series that are planned for 2021 - with contingency available for racers in the three events of the 2021 RoadAmerica King of The Bagger series, and at the Drag Specialties Bagger Racing League races.

The three MotoAmerica races are slated for Michelin Raceway Road Atlanta (April 30-May 2), RoadAmerica (June 11-13) and WeatherTech Raceway Laguna Seca (July 9-11).

The Drag Specialties Bagger Racing League will be staged at the Utah Motorsports Campus, near Salt Lake City, June 25 - 27th; it is possible that two further BRL race dates and venues will be announced in 2021.

The S&S contingency program, which applies across the races in both series, has over \$30,000 at stake with payouts down to third place - for riders of both

Indian and Harley touring models. For those using the custom race exhaust that S&S is building (one for each platform) for the entire 2021 KOTB or BRL season, there is \$3,000 available for a race win; \$2,000 for a second place and \$1,000 for third. The usual other sponsorship requirements apply, such as unobstructed/visible S&S exhaust logos, an authorized S&S upper arm leathers patch



and a 3" S&S sticker on the fairing or saddlebags - S&S factory racers are excluded. S&S is also offering a Big Bore Bagger Bonus - qualifying racers who place in the top three at any of the BRL or KOTB races who run an S&S big bore kit and cam chest will receive a bonus check.

www.sscycle.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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Surflex, Italy - Declared a "Historic Brand"



Clutch assemblies for classic bikes are still produced, using updated tooling and manufacturing technologies in order to provide older bikes with the same grade of replacements and upgrades offered for contemporary and late model machines. Surflex also manufactures replacements and OEM upgrades using more than 300 different friction materials - organic, semi-metallic and metal powder sintered, all three in application-specific formulations.

Special clutch components are made in precision CNC-machined high-strength, lightweight Ergal (7075 zinc aluminum alloy); complete anti-hop clutches made to an exclusive and patented Surflex design; and among its specialty output are a small range of rare pads and sintered pads for trial races - such is its commitment to and pedigree in the motorcycle market.

The 'Marchio Storico' - the "Italian historic mark" - is no 'small thing' - it is considered a highly prestigious accolade and is only ever granted to the most respected Italian manufacturers - those who have made significant contributions to Italian industry and commerce over several decades.

www.surflex.it



Italian clutch specialist Surflex has been granted 'Marchio Storico' - the "Italian historic mark" - recognizing its 70 years as a motorcycle component manufacturer.

Surflex was the first Italian company to produce clutches for motorcycle use, and it is still the only one dealing mainly in clutches to fit motorcycles, and the only one still producing completely and exclusively in its Italian facilities from the design to the production, with in-house engineered equipment and tools.

Those 70 years have resulted in a range of 15,000 clutch components for motorcycles dating back to 1920, right up to 2021 models, from discs to complete clutches - often developed in close design and testing co-operation with motorcycle manufacturers.

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NEWS BRIEFS

Premier U.S. motorcycle cable, tools and controls manufacturer Motion Pro will again be a sponsorship partner for the planned 10-round MotoAmerica Championship this year - a third consecutive year. Founded in 1984 by 6-day ISDT gold medalist Chris Carter, Motion Pro "works closely with championship-level riders and professional mechanics all over the world to continue improving the company's products while also delivering an outstanding customer experience that makes it easier for enthusiasts to do what they love."

Cardo Systems, a global market leader in Bluetooth and mesh communication systems for motorcyclists, has been announced as the Official Communicator of the 2021 Progressive American Flat Track season. "As the official communications system for the series, Cardo's industry-leading PACTALK BOLD will be featured as an important piece of equipment throughout the season."

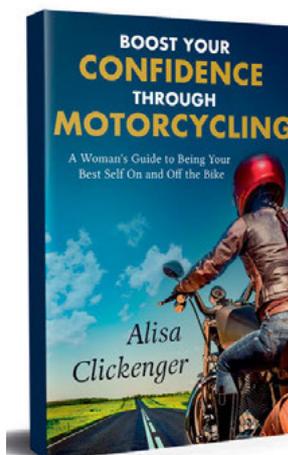
Acquired by TVS Motor Company in April 2020, Norton Motorcycles (Birmingham, England) has announced former Jaguar Land Rover (JLR) CEO Sir Ralf Speth as Chairman of the Board of Directors at TVS, effective January 2023. Owned by TATA, another Indian conglomerate, Speth is widely credited for the transformation of the British brands. The outgoing TVS Chairman, Mr. Venu Srinivasan, will become Chairman Emeritus of TVS Motor Company from January 2023. As far as we here at AMD know, it is unprecedented for one of India's transport industry 'Big Five' to appoint a European as its Chairman and signals its determination to consolidate a position as a global player in the re-shaped transport industry of the future.

The Motorcycle Industry Council (MIC) has elected Paul Vitrano to continue serving as the Association Chair. Vitrano is the Senior Assistant General Counsel for Indian Motorcycle and Polaris Inc. Re-elected as Vice Chair was Chuck Boderman, Vice President, General Administration Business Unit at American Honda Motor Co., Inc. and Jim Woodruff, CEO of National Powersport Auctions, as Secretary/Treasurer.

New Dates and Route for the Suffragists Centennial Ride

The Suffragists Centennial Motorcycle Ride across the USA is an AMA-sanctioned women's motorcycle ride celebration that marks the centennial of the signing of the 19th Amendment to the constitution of the United States, enshrining a woman's right to vote. Starting in Portland, Oregon, on July 31st, the ride will head east to the Women's Motorcycle Festival and Conference outside Washington D.C., at Arlington, VA. Cross-country riders will be able to join the three-week celebration at Sturgis and Knoxville, Tennessee.

The group will travel along scenic two-lane roads, visit historical sites and "dazzle riders to the many splendors of riding across America," says organizer and author Alisa Clickenger. "Last year I was extremely disappointed that COVID-19 interrupted our 2020 plans for the Centennial Ride, but now I see that as a blessing," said Clickenger. "I am quite certain that our 2021 celebration will be even more spectacular because I am now able to take the ideas collected from two years of planning and development, plus a scouting ride in August of 2020, and put them all together in an event that will leave an even more indelible mark on the history of women and motorcycling." The riders who start at the beginning of the event in Portland will travel along the North Cascades Highway crossing the Bridge of the Gods, then experience must-ride motorcycle roads like Lolo Pass and the Needles Highway. The



event offers a two-day visit in the Black Hills area visiting Mt. Rushmore, riding the Black Hills, seeing Devil's Tower, and attending the Biker Belles Group Ride and Celebration at the 81st Sturgis Motorcycle Rally. The riders will also have a chance to ride through the famous Badlands National Park as well as a full day of riding inside Yellowstone National Park. Another full day will be spent in Knoxville, TN, where on August 18, 1920 the 19th Amendment was signed and Tennessee became the 36th state to ratify the 19th Amendment, making women's suffrage legal in the United States. A full day will be spent in downtown Knoxville.

After participating in the Knoxville celebration, the event will continue towards Arlington, Virginia, where riders can participate in the Women's Motorcycle Festival and Conference. This is the first LIVE Women's Motorcycle Festival and Conference hosted by Alisa Clickenger and Women's Motorcycle Tours. The event kick-off is Thursday, August 19, 2021, with Clickenger hosting a morning of professional development for Women in Powersports. Thursday afternoon the cross-country Centennial riders and conference attendees arrive and join in a celebratory dinner.

Concurrent nationwide Centennial celebrations will take place on August 20-21, 2021, coinciding with the Women's Motorcycle Conference, and the live presentations will be broadcast to Celebration Cities around the world. Celebrations are scheduled in Los Angeles, San Francisco, Portland, Dallas, Denver, Chicago, Atlanta, Orlando and New York.

Anyone interested in hosting a City Celebration is encouraged to contact Clickenger for more information.

"I led a very successful cross-country event in 2016, and I now understand the power, excitement and impact that a cross-country event can offer. The camaraderie and friendships that form over the course of our Centennial events change lives, establish life-long friendships and bring riders together in a way that only epic motorcycle journeys can," said Clickenger.

womensmotorcycletours.com

Triumph Launches 'All Riders' SOS Accident Alert System

Triumph Motorcycles has launched a subscription-based iOS and Android Smartphone Emergency Accident Detection and Emergency Alerting System - Triumph SOS - that is available to all riders, regardless of what bike they own. Triumph owners get a 3-month free trial; the subscription is a rolling monthly charge, with no cancellation fees or long-term contract commitment. It works by monitoring key smartphone sensors to detect and validate an accident. Initially launched for the UK, Ireland, North America, Australia and New Zealand (with other

markets to follow), the system automatically connects the rider to the nearest emergency services in their time of need. This Google-Cloud hosted emergency alerting platform will automatically deliver the rider's time-critical and potentially life-saving details directly to the emergency services within seconds of the accident being detected, following a unique validation process. Precise GPS location, direction of travel, bike details and medical information allow emergency responders to reach the rider quickly and provide assistance accordingly.

Advanced features include sophisticated Auto-pause technology to prevent accidental triggering, so you can fully focus on your ride. Triumph SOS does not record or send any speed or telematics data to the emergency services.



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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- // Fine Thread Preload Adjustments
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- // Hard Anodized Finish
- // 12.2", 12.6", 13.1" and 13.5" Lengths
- // Standard & Heavy Duty Spring Rates

NEWS BRIEFS

Vespa, Moto Guzzi and Aprilia owner Piaggio's Boston based 'Fast Forward' (PFF - "a leader in smart following technology") has entered into a proof-of-concept collaboration with NASDAQ listed Trimble (Sunnyvale, California) to enable robots and machines to follow humans and other machines in industrial applications. The companies have integrated a patent-pending PFFtag smart following module prototype developed by PFF onto a Boston Dynamics' 'Spot' robot platform controlled by Trimble's advanced positioning technology.

Polaris and Optimus Ride are partnering to bring fully autonomous Global Electric Motorcar (GEM) vehicles to market. The joint development agreement builds upon an investment Polaris made in Optimus last year. An exclusive line of Polaris GEM electric low-speed vehicles (LSVs) will be manufactured to fully integrate Optimus Ride's autonomous software and hardware suite direct from the factory, for deployment nationwide on streets in residential communities, corporate and academic campuses, and other localized environments.

Responding to the inflationary pressures from freight and materials issues, tire maker Mitas has become the first manufacturer in Europe to publicly confirm that "unprecedented raw material and logistic cost increases" have led it to announce price increases of between 4.5% and 7.5% on its two-wheel and specialty tires. Production plants of Mitas tires are located in Prague, Zlin and Otrokovice in the Czech Republic, in Serbia, Slovenia, and in the USA at Charles City in Iowa.

The Recreational Off-Highway Vehicle Association (ROHVA) Board of Directors has announced it has elected Russ Brenan, senior advisor, government relations and public affairs, at Kawasaki Motors Corp., U.S.A., as its chair. Alexandre Borduas, senior advisor, public affairs and government relations, BRP, Inc. was elected as vice chair. Michael Mitchell, senior general counsel, Polaris Inc., was elected secretary/treasurer.

Vance & Hines Launches New V-Twin for NHRA Motorcycle Racing

Performance product maker Vance & Hines has announced the launch of a new 160 cubic inch V-twin engine for use in NHRA Pro Stock Motorcycle drag racing.

The engine is specifically designed for use with the NHRA-approved Buell 1190RX bodywork. This is the first time that Vance & Hines has designed an engine for use in a Buell race bike.

The new powerplant, tagged the "VH160VT," was developed at the company's Racing Development Center (RDC) in Brownsburg, Indiana. The engine architecture is a 60-degree

V-twin with pushrod-driven valves that is said to be capable of turning 10,000+ rpm. It has been approved by NHRA and will be offered to teams participating in NHRA Pro Stock Motorcycle racing.

The engine will be sold as a complete, running engine or components may be ordered through the Vance & Hines RDC as well. Some teams are expected to purchase a builder's kit, which allows a racing team to take advantage of Vance & Hines proven technology while incorporating their own cams and cylinder head porting specs to create a powerplant that works best for their team.

"This is a natural extension of our company's involvement in motorcycle drag racing," said Mike Kennedy, president of Vance & Hines. "Terry Vance and Byron Hines became legends in the NHRA with their history of winning. As we have for the past 40 years, we continue to support teams by providing great vehicles, great engines and great components."

Vance & Hines launched a four-valve



Suzuki-based racing engine earlier this year, which can be used in several drag racing classes. In its first outing at the NHRA Gatornationals race in Florida, Vance & Hines rider Angelle Sampey hit 200 mph in her second run and was the #1 PSM qualifier at the event. The VH160VT engine will be available starting on June 1, 2021 through the Vance & Hines Racing Development Center.

www.vanceandhines.com



Indian On Board as Official King of the Baggers Series Partner

MotoAmerica, North America's premier motorcycle road racing series, has announced that Indian Motorcycles is to be an Official Partner of the 2021 MotoAmerica KOTB series. Having come away with a win in the debut of the King of the Baggers at WeatherTech Raceway Laguna Seca last year when Tyler O'Hara rode his S&S Indian Challenger to victory, O'Hara has announced that he will defend his title in the three-round 2021 King of The Baggers Championship on his Indian Challenger.

"It's great news that Indian is getting behind the King of the Baggers," said MotoAmerica President Wayne Rainey. "They won the first event at Laguna last year and we all saw how hugely popular the event was. It's perfect that they are coming on board with both sponsorship and a team. The series promises to be intense and Indian starts



the season as the team to beat." In addition to the sponsorship and the team, Indian will also have a support truck onsite at the MotoAmerica rounds that feature the King of the Baggers Series - Michelin Raceway Road Atlanta (April 30-May 2), Road America (June 11-13) and WeatherTech Raceway Laguna Seca (July 9-11). "After the overwhelming fan reaction to the 2020 debut of



King of the Baggers with Tyler O'Hara's win on an Indian Challenger, we are proud to sponsor MotoAmerica's 2021 King of the Baggers race series," said Gary Gray, VP of Racing, Technology & Service.

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

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The EZ-ON Mount Solo seat features a unique 5½" vertical back support for that lock-in feel. It also moves the rider 1-2" forward and 1" lower compared to the stock seat, depending on model, making this the perfect seat for the FL rider with a shorter inseam. The EZ-ON mount system requires no tools for taking the seat on and off. Also, the seat covers the two fender studs for a low, clean look.



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NEWS BRIEFS

RawHyde Adventures has announced the opening of its new Zakar Overland Terrain Park and Event Center. Located in the heart of the Mojave Desert in California, Zakar will serve the powersports, over-landing and side-by-side industries as a venue for companies to host media events, product launches, corporate retreats, meetings, and more. PSB recently reported on Motorcycles of Manchester (MOMS) pursuing a similar venture in the Northeast, hoping to expand access to recreational opportunities for potential customers.

Yamaha's new Riding Feedback System (YRFS) has been designed to evaluate riding skills and provide the results in visual form as feedback for riders in order to help advance their skills. Introduced into the Yamaha Riding Academy (YRA) curriculum for this year in Japan, before an international roll-out, it uses a simple GPS-based logger device to acquire data for vehicle position and speed and then converts the values for acceleration, deceleration and cornering during the ride into visual form, which can be compared to photographs of a participant's body positioning while cornering.

Zero Motorcycles is to supply Viatic Inc. with electric powertrains for Viatic's line of SMARTPTO electrohydraulic systems. The 10-year agreement "aligns Zero Motorcycles' state-of-the-art engineering and production capabilities with Viatic's goal to be the industry standard for reliable vocational vehicle electrification."

Texas based Kandi America, a subsidiary of NASDAQ listed Kandi Technologies Group ("an international automotive and powersports manufacturer") has announced Kandi Powersports as a dedicated product division "to focus exclusively on bringing Kandi's unique combination of industry knowledge, cutting edge technologies and expertise across manufacturing and electric to the powersports market." First products will include electric ATVs and electric bikes and a selection of gas-powered models "to support Kandi dealers and keep them competitive while consumer demand for electric continues to grow." Kandi acquired vehicle and parts distributor SC Autosports in 2018.

Goodyear to Acquire Avon Tyres' Parent Company Cooper Tire & Rubber

Akron, Ohio headquartered Goodyear Tire & Rubber is to acquire the Cooper Tire & Rubber Company (Findlay, Ohio) - since 1997 the parent company of the British Cobra custom tires manufacturer Avon Tyres.

The two corporations have entered a definitive transaction agreement under which Goodyear will acquire Cooper in a deal with a total enterprise value of approximately \$2.5bn.

"The combined company will have approximately \$17.5bn in pro forma 2019 sales. Cooper shareholders will receive \$41.75 per share in cash and a fixed exchange ratio of 0.907 shares of Goodyear common stock per Cooper share for a total equity value of approximately \$2.8bn.

"Goodyear shareholders will own approximately 84% of the combined company, and Cooper shareholders will own approximately 16%."

Founded in 1914, Cooper is said to be the fifth largest tire manufacturer in North America by revenue, with approximately 10,000 employees working in 15 countries worldwide. Cooper products are manufactured in ten facilities around the globe, including wholly-owned and joint



venture plants. The company's portfolio of brands includes Cooper, Mastercraft, Roadmaster and Mickey Thompson.

Goodyear has a network of 2,500 branded retail stores and "intends to fund the cash portion of the transaction through debt financing and has secured a committed bridge financing facility led by JPMorgan Chase."

The Avon factory at Melksham, England, is one of the smallest and oldest in the Cooper network. Avon has been on its site since 1890, where it is believed to currently employ some 400 people; more than 300 people were laid off in 2018.

A Goodyear NA spokesperson told AMD: "We haven't yet begun the integration planning process, so it

Avon's Cobra Chrome, the latest iteration of Avon's popular Cobra custom tire series, was launched at the AMD World Championship of Custom Bike Building at INTERMOT in October 2018.

would be premature to comment on any aspect of the combined business beyond what we've announced."

H-D Certified Pre-Owned Program Precludes Aftermarket Mods

Backed by a 12-month limited warranty and roadside assistance, Harley says its new certified pre-owned motorcycle program is the first it has implemented that is supported by its dealer network in the United States - some 63% of who are so far said to have signed up for it by the time of the program's April launch.

"H-D Certified is a strategic effort to strengthen our competitive position and is part of our new approach to the used motorcycle marketplace, aligned to the strategic priorities of The Hardwire, while supporting growth," said Jochen Zeitz, chairman, president and CEO, Harley-Davidson. "We believe this program will drive Harley-Davidson desirability and enhance the overall customer experience, allowing more riders to have access to our motorcycles and provide them with an added level of confidence in their purchase."

Designed to "take the worry out of purchasing a pre-owned Harley-Davidson motorcycle," Harley says that

each certified pre-owned motorcycle will be subjected to a comprehensive 110-point quality-assurance inspection by certified Harley-Davidson technicians. Dealers will also verify that the pre-owned motorcycle has no open recalls or a blocked VIN, has not been in a major accident, and that all scheduled service is up to date.

Harley-Davidson motorcycles eligible for the program must be no more than five model years old, have less than 25,000 miles of use, and not contain aftermarket modifications to the

engine or transmission, or major chassis or electrical modifications. This is not really a surprise, but it will limit the value of the scheme and reduce dealer opportunities to make money and add value by leveraging aftermarket P&A opportunities.

A complementary one-year membership in H.O.G. (Harley Owners Group) is included with each sale, with standard member benefits like roadside assistance. Special HDFs financing rates and programs will be available.



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



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Screamin' Eagle Factory Team to Contend King of the Baggers Series

Despite having stated that it was to withdraw from direct racing involvements, Harley has announced a new Screamin' Eagle factory racing team for the MotoAmerica King of the Baggers Series as well as providing a contingency program for independent Bagger teams.

The team is preparing a Harley-Davidson Road Glide Special powered by a race-modified Screamin' Eagle M-8 131 performance crate engine for pro rider Kyle Wyman. In addition to its factory team effort, Harley-Davidson will offer a nearly \$30,000 cash contingency program for qualified Harley-Davidson racers competing in the three-race King of the Baggers Series.

"Competing in the King of the Baggers Series gives Harley-Davidson an opportunity to showcase our Screamin' Eagle performance products in the heat of competition," said Jochen Zeitz, chairman, president and CEO Harley-Davidson. "Nobody knows more about building Harley-Davidson performance than our Screamin' Eagle engineers. Harley-Davidson created the first factory hot rod baggers, the Road Glide Special and Street Glide Special models, for riders craving performance and touring comfort."

Harley says that its Screamin' Eagle M-8 131-inch performance crate engine is the most powerful street-compliant performance engine offered by Harley. Built from the bottom up in Milwaukee, this street-tuned, 131 cubic-inch (2,147 cc) Screamin' Eagle crate engine delivers 131 ft-lb of torque to the rear wheel. It can be installed in 2017-later H-D Touring models. Veteran road racer Kyle Wyman, 31, from Macedon, N.Y., formed Kyle Wyman Racing at the age of 21 to compete at the highest level of



professional road racing in the United States. He started racing XR750s in flat track at the age of 15. Wyman was a contender and won six races in the AMA Pro Vance & Hines Harley-Davidson XR1200 series, the Daytona 200 in 2019 and placed seventh overall in the 2020 HONOS Superbike series - the premier MotoAmerica road racing class. Wyman is the son of Kim Wyman, owner of Harv's Harley-Davidson in Macedon, near Rochester, in upstate New York.

"I am very excited and honored to be the rider of the Harley-Davidson Screamin' Eagle Road Glide Special,"

said Wyman. "To be a Factory rider for Harley is something I've dreamed of since I was little, watching my hero Scott Parker win Grand National Championships on the Harley-Davidson XR750. I look forward to our first race at Road Atlanta and competing aboard this amazing machine."

The MotoAmerica King of the Baggers series kicks off April 30-May 2 at Michelin Raceway Road Atlanta and continues June 11-13 at Road America Elkhart Lake, Wisconsin, and July 9-11 at WeatherTech Raceway Laguna Seca, California.



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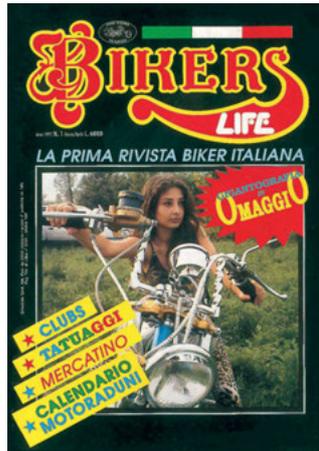
Bikers Life - 30 years in print and still going strong

Founded by Moreno Persello in 1990, Italian custom magazine publisher Editrice Custom says it is celebrating the 30th anniversary of Bikers Life, Italy's, and one of Europe's, leading custom lifestyle magazine.

With so many motorcycle magazines closing their print operations, it is great to be able to recognize the hallmark and to see that Moreno and his son Micke are celebrating in style with the launch of their third custom motorcycle magazine and their fourth magazine in total.

The new 'Café Special' will appear on newsstands in Italy this year, dedicated to Café Racers, Scramblers and Trackers.

As reported last month, the popular annual Biker Fest, featuring the finals of the



Biker's Life was launched in 1991

Italian Custom Bike Championship and a long-established AMD World Championship Affiliate event, has again been postponed from its traditional May date to September 16-19.

In 2020 the event pulled an estimated crowd of around 90,000 to the September date.

www.bikerslife.com



New motorcycle magazine launches are a rare achievement these days - 'Café Special' goes on sale on Italian newsstands in 2021.



It's About Good Times, Not Lap Times!

Libellum Raceday reports on The Inaugural Biltwell 100, held at Randsburg in the desert of the Indian Wells Valley of southern California, in April.

Photos by Geoff Kowalchuk

For sure Biltwell didn't invent the off-road Sportster, but when they became the first ever to finish the NORRA Mexican 1000 in 2019, the idea of desert racing with such an apparently inappropriate motorbike immediately went mainstream.

At 1,300 miles over five days, Baja proved that such an overweight underdog could actually do it. Fast forward to April of this year, and the scrappy helmet and hard parts company partnered with veteran off-road race logistics team DP4 to produce the very first Biltwell 100.

Sign-ups were quietly announced on social media in December and were sold out in 48 hours. With a tag line for the event that promised "Good Times, not Lap Times," riders immediately knew what the Biltwell 100 was all about.

Behind the scenes, things were more serious with professional EMTs on site, a medivac helicopter on stand-by, BLM permits, expensive insurance contracts and dozens of seasoned desert rats ready to sweep the course for injured

or broken down riders.

Race classifications at the Biltwell 100 were unique. Women had their own classes, but this was no "Powder Puff" race. Ladies started on the same rows as the men and went the same number of miles. Multiple vintage classes were well attended with 60s British iron strongly represented and plenty of 70s and 80s Japanese bikes.

Of course, with Biltwell's history with Harleys and Hooligan racing, there was a solid showing of Sportsters in the Hooligan Expert and Novice classes - 22 in total. That's approximately 11,000 pounds of Heavy Metal!

Just in case someone or some bike didn't fit into a category, the Misfit class was designed just for them. Since the race was a series of 25-mile laps, different classes did 2, 3 or 4 laps and the Misfits only had to complete a single lap. Misfits indeed, as the class included a few noobs who just wanted to try it out, plus a knucklehead named Jedd on his rigid, tank-shift 45" Harley (he made it a stunning 15 miles) and two complete loons on pull-start mini-bikes who inexplicably finished the entire 25 miles. Not to be left out, there were plenty of experienced riders on extremely capable and fast modern bikes.

The dynamic on the starting line was



nervous. 150+ riders lined up in seven rows for a rubber band style start, just like the old days. Fighting dust and overriding fear, the fastest rows went off first, with the Misfits bringing up the rear. Five hours later, riders were not allowed to enter for another lap and by 4:00 pm or so, the sweep teams had rescued the stragglers, and everyone was safely back at camp and ready to party.

The attrition rate was high in most classes, especially for the Harleys, with some of the fast favorites like Mikey Virus ending the day with a blown engine before completing lap one. This added to the excitement and showcased how important mechanical empathy and pace discipline is in off-

road racing - even when it's supposed to be laid back.

After a grueling weekend in the California sun and wind, riders from every skill level and corner of the US map agreed - the Biltwell 100 was built for fun. The terrain had proven plenty challenging, but not so rough that two idiots on mini-bikes with more determination than brains couldn't make it.

In typical Biltwell fashion, there will be an internal 'After Action Report' where pros and cons are debated over beers and legal pads, with the plans for 2022 starting to crystalize into task lists and the whole thing will start all over. But first, the crew must survive their other infamous event - the El Diablo Run, which takes place in Baja at the end of April. One has to wonder how "work" could be so much fun?

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Zillers! Killer

Story - Martin Hodgson /// Pictures - Vlad Klepach



With there not having been an AMD World Championship of Custom Bike Building in 2020, our 2018 Champion, Dmitry Golubchikov (Zillers Garage, Moscow,) remains the reigning AMD World Champion until such time that some semblance of normality returns. He hasn't been resting, however. Late last year, his BMW R nineT conversion was one of the most widely publicised customs seen during the pandemic, and earlier this year PIPEBURN featured the conversion kit that he is selling. It is our pleasure to recognize the work of Eastern Europe's first AMD World Champion...

It was impossible to miss! The aviation-inspired, full body, hydraulic suspension-equipped BMW R nineT in matte grey that was plastered all over the internet and social media last year, built by Zillers Custom Garage in Moscow, was one of the true highlights of 2020 in a year that will always be remembered for entirely less satisfactory reasons!

Head honcho Dmitry Golubchikov is a hell of a builder, and his attention to detail on high-end machines has taken him to the top. But to bring his incredible designs to the masses, he had to take a new direction, introducing the Zillers Garage BMW conversion package, a body kit and accessories to take the R nineT from standard bore to high-end score!

The original R nineT that shook things up last year might have been the first time many had seen the work of Dmitry, but the truth is, the young builder had been making waves for a few years already. Prior to his modern masterpiece, he had conquered the globe at the AMD World Championship, taking out the Freestyle class with a supercharged Yamaha SR400.

He had also built one of the most incredible customs you're ever likely to see, based around a 1,200 cc Vincent Lightning replica engine built by the English company JMC Classics.

But it was the wild, modern machine that got the world talking, and while it took

every ounce of his design and building skills to pull it off, producing the conversion kit would offer up a whole new set of challenges.

Providing the parts so that the average handyman can turn a nineT into a monocoque-bodied beauty is no easy task, especially when dealing with new bikes that barely like any part removed before they stop working.

The main component of the kit is, of course, that single body piece, and in producing it, Dmitry also created a full cutaway version so that everything that sat beneath it could be inspected before the final version was signed off on.

This was a vital part of the process, with that one piece covering everything from the battery and electronics to the fuel tank at the center, the headlight at the front and needing to still provide ample clearance to the front forks so that they didn't rub or bind.

The lines of the finished piece are simply stunning, an homage to the original, but with its own unique flavor, every curve flowing into the next for an unbroken aesthetic from front to back. In its raw form you can start to appreciate just how many hours, how many molds and how many frustrating moments there must have been to make one piece so perfect.

Included in the kit are the mounts that bolt to the stock bike's infrastructure and secure the single piece to the owners nineT. Underneath, an all-new fuel cell is also provided - it too is designed to bolt-in and each angle of the cell allows for



as much go gas to be crammed in as possible, making use of all the available space. The ignition lock is also moved so as to clear the extensive bodywork and, joining the fuel cell underneath, is the supplied and tiny lithium battery. While slotting into the front opening is the slick looking LED headlight with its own mounting hardware.

The original full-bodied bike only had the engine's heads showing out of the panels, but for a bolt-on kit, this would be nearly impossible to achieve at an affordable price. So, smoothing out the underside is a sweet belly pan, with forward scoop that exaggerates its size and helps to achieve the full visual impact.

The lines of the piece are picked up on the front fender, the mounts to attach to the stock supports are molded into the design for a clean-as-can-be finish. Then there are a host of small panels and pieces included in the generous kit to cover up anything that would disturb from the slick finish.

The provided seat base slots into the body perfectly, and we can envision owners of the kit selecting a huge range of colors and finishes for their own unique take on Zillers.

A pair of rearsets and clip-on bars also come with the kit and they give a riding position that matches the overall aesthetic - this is seriously well thought-out stuff. You can't have a custom that makes a crappy sound, so that is rectified by the supplied K&N pod filters and Italian made SC-Project end can.

Even the BMW badges with internal LED lighting are part of the package and make the kit price of US\$ 8,000.00 serious value! And in case anyone thinks that he won't possibly be able to see any at that price, wrong. At the time of writing, three kits had already been made for Russian customers and five were headed to the U.S.

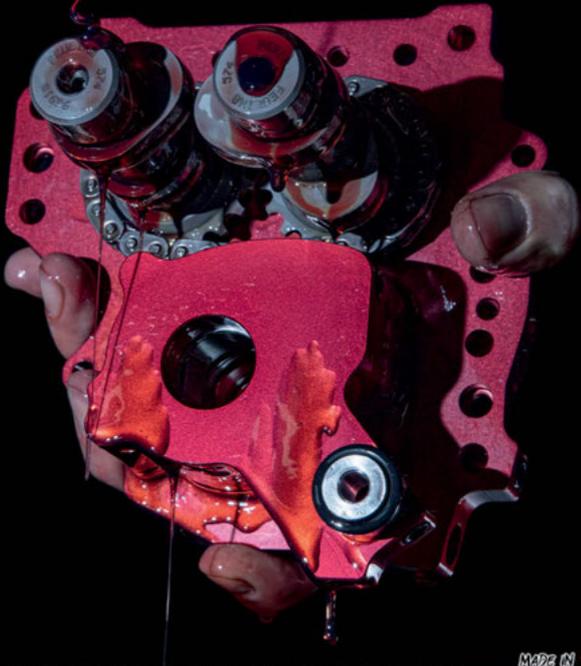
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High Performance M-8 Manifold

"Big bore engines are all about the flow, more air in and more air out, anything that slows that down, robs horsepower," says S&S Cycle's David Zemla.

"The factory M-8 intake manifold does a decent job in stock form but starts getting in the way when trapped between 124" and larger cylinders. The stock polymer unit is also less tolerant of the additional heat that a big bore engine can make at full noise.

"The solution is the new S&S high flow cast aluminum manifold - a must have for top level performance in the M-8 platform. It adds 3-5 hp with a simple bolt on install and fits most M-8 models (Softail and Touring) from 2017 to 2021."

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'Black Stash' Chin Scoop



Bagger Nation's new 'Black Stash' chin scoop is a paint-ready, bolt-on, mod-free design that gives all 2018 and later Softails "a killer performance attitude adjustment while discretely hiding the unsightly regulator and radiator.

"This will completely change the look of the M-8 Softail" says designer Paul Yaffe. "Our killer looking 'Black Stash' spoiler adds an aggressive 'all business' attitude and bolts-on in minutes with just

two bolts. The perforated grill hides and protects the radiator. It arrives in primer so you are ready to get it color match painted.

"Each 'Black Stash' scoop is made in-house in our Phoenix factory using our proprietary 3D hand-laid composite technique - creating the strongest, straightest and highest quality products available. The 'Black Stash' chin scoop arrives in a smooth primer finish ready for scuff and paint. All needed install hardware is included as well as the optional aluminum grill. Heritage/Deluxe models may need removal of the rear front fender trim for clearance." This is one of several chin scoop designs and applications available from Bagger Nation including for 2009 - present Harley Touring models, its popular 'Swoop' design for FLH and FLT (including Ultra cooling systems that have a radiator in the fairing lowers) and the 'Dimple-Die Swoop' for models with or without cooling.

For more information turn to pages 14-15



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'TailWhip' for '96-'03 Dyna

Californian custom seat designer Le Pera's 'TailWhip' is now available for 1996-2003 Dyna models. Taking its popular 'KickFlip' design one step further, "whether it is comfort for the driver with 6" of back support, a little extra comfort for the passenger or another platform for your more adventurous customers, the versatile 'TailWhip' delivers."

The seat is available through all Le Pera distributors in Basket Weave, Double Diamond, Pleated and Gripp Tape. It has a 10.75" wide driver area and a 7" wide passenger area. 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 highly detailed powder-coated steel carpeted base plate, a specially poured high density "Marathon" molded foam foundation and double-

stitched, handcrafted 'BikerTec' custom cover with bonded polyester thread for durability.

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Yaffe 'Shredder' and 'Bandit' Wheel Design Size Options

South Gate, California based Metalsport Wheels has partnered with Paul Yaffe (Bagger Nation, Phoenix, Arizona) to introduce a selection of wheel sizes in Yaffe Bagger Nation designs.

The first two designs to make their debut are Yaffe's well known 'Shredder' and 'Bandit' styles, as featured in the 20 x 5.0 size in Bagger Nation's popular SRT program.

Metalsport is now making the designs available in over 30 sizes, including the fat wheel sizes.

Metalsport offers one of the largest wheel size selections in the custom motorcycle wheels industry, all manufactured from 6061-T6 aluminum, machined and finished in California.

It also offers dealers the option of having their customer's choice in the 3D version, or even the Hybrid that gives the 3D look

Bandit 18 x 5.5



Shredder 23 x 5.5

around the lip area. Metalsport offers a full line of 3D, Hybrid and 2D finished wheels featuring over 30 designs, including the Chip Foose exclusive line. Sizes start from the 16" wheel to its monster 34 inch - all available with options to add matching rotors, pulleys, sprockets and hubs.

METALSPORT WHEELS
 South Gate, California, USA
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info@metalsportwheels.com
www.metalsportwheels.com
www.baggernation.com



Sportster Forty-Eight Retro Race Style Front Plates



Aluminum front plate

Spanish parts and accessory specialist Puig has a new aluminum front plate design for Sportster Forty-Eight models from 2017 and up.

The Barcelona based manufacturer says "protect yourself from the wind and the cold with the Puig aluminum front plate. Made of lightweight aluminum and available in aluminum or black finish, it can serve as both windshield and number plate holder - to give a competition styling edge."

Puig has model-specific mounting options and hardware for a wide range of motorcycle brands and models; for the XL Forty-Eight, the kit has two anchoring points and a universal iron support.

Also seen here for the Forty-Eight is a retro style racing front plate option in high strength, lightweight, durable and impact resistant ABS, available in matte black or carbon look. It comes in two different shapes - symmetric and asymmetric - and has a German ABE approval certificate (38007). Model-specific and universal mounting kits are offered.

PUIG/MOTOPLASTIC S.A.
 Granollers (BCN), SPAIN
 Tel: +34 93 8490 633

info@puig.tv
www.puig.tv

Retro style racing front plate



Legend Suspensions - Adjustable FL Air Suspension



This all-new Legend air suspensions system "sets the high mark in ultimate ride quality," according to Drag Specialties.

Exclusive aramid fiber air spring technology provides spring rate adjustability - air springs maximize wheel travel and adjust to any desired ride height with the fitment accommodating 12" and 13" needs.

Features include spherical mount bearings at the top and bottom, hard anodized, machined aluminum bodies, Legend's low-friction seals to eliminate stiction, a high flow piston that reacts quickly for improved fluid flow management and deflective disc valved damping that self-adjusts to frequency to ensure controlled performance.

The air compressor is included, pre-wired with model-specific mounting. There is a NAMZ/Legend complete wire harness installed, with three easy Deutsch connectors, an OEM-look black handlebar-mounted control for easy "on-the-go" adjustability, six external knob adjustments allow for fine-tuning of rebound damping to provide optimum rebound

performance for any given rider weight, personal ride-quality preference or personal riding style, meaning light to heavy riders can fine-tune the ride to their preference. Riders with aggressive to casual styles can tune to desired quality or personal preference.

Options include separately sold chrome handlebar-mounted controls and fairing-mounted matching gauges.

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WHEN PERFORMANCE MATTERS



Mid-USA Motorcycle Parts now stocks EFI fuel pump kits from Quantum Fuel Systems. These kits have everything you need to replace your system. Single components and gaskets are also available for most fuel injected models.

Also Available



EV1 Pigtail



Keep your EFI fuel injectors at peak performance with this new injector cleaning kit from Motion Pro. Fits most EV1 injectors, EV6 Pigtail is also available. Features include durable billet aluminum construction, will flush & back flush for best cleaning, push button switch & LED power indicator. Does not require compressed air & includes 9 volt battery.



EV6 Pigtail



For The Shop

Make the job easier with these tools from Jims. Featured are the Fuel Pressure Test Kit, to analyze fuel pressure issues. Keep gas tanks out of harms way with the Fuel Tank Wall Mount, and finally our Remote Fuel Supply for fuel injected models which is designed to safely handle the required air pressure. Once pressurized the tank is completely mobile and can run a motorcycle without being connected to air supply.



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HardDrive Exclusives - Lyndall B52 and TT Tracker Wheels

Boise, Idaho based HardDrive, the specialty V-twin aftermarket P&A distribution brand for Western Power Sports (WPS), is "going deep" on Lyndall wheels and brakes inventory this year.

"We first partnered with Lyndall in 2014, just a year after WPS formed HardDrive," says V-Twin Product Director Kryz Brown. "So they are one of our longest

standing manufacturers and were one of the first market leaders to come on board.

"It is a solid and collaborative team effort between the two companies. We both feel the end goal is to get the highest level of quality products in the hands of the dealers and riders with a five-star level of customer service.

"We hold the exclusive distribution for two of Lyndall's wheel/rotor designs: B52 and TT Tracker. American-made in California, passionate motorcycle people and a family run company - three elements that HardDrive/WPS can relate to!

"Lyndall is so in tune with the capabilities of its products that they are able to engineer excellent quality, durability and strength into its manufacturing processes. Just holding a Lyndall brake rotor immediately allows you to appreciate the craftsmanship and precision. Its wheels are immaculate too - the finish is just awesome.

"Their quality allows Lyndall to offer a lifetime warranty on its three-piece floating rotors when used in conjunction with its pads."

Lyndall president Paul Kittrell Jr told AMD that "all our wheels are rotary forged from 6061-T6 aluminum. This is a super lightweight metal that is stronger than most steels, and our wheels are certainly lighter and stronger than the stock wheels. All our wheel designs, including the B52 and TT Tracker, are available with matching sprockets, rotors and pulleys - we laser-cut our sprockets and pulleys from 7075-T6 aluminum.

"Our rotors are designed and manufactured in Los Angeles, CA, utilizing the finest materials and CNC processes to ensure the highest quality, form, function, fit and finish. These are 100% American-made, fully floating, 2-piece rotors that are designed with an aggressive look and the ability to outperform any other rotor on the market. Our rotors are designed to operate at a cooler temperature while maintaining predictability and repeatability - even in the most challenging riding environments."

WPS/HardDrive completed a new 245,000 sq ft



B52 wheel and rotor



Tracker wheel and rotor



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.

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Zodiac International Additions



FXRP Police Replica Club Style Fairing

This fairing is an exact replica of the original fairing that was introduced on the 1984 Harley-Davidson FXRP Police model that was also used on FXRT and FXRD, made possible by modern 3D scans. Made of high-quality fiberglass with a white gelcoat finish, the mounting points of the fairing are reinforced with laminated stainless steel bands. The complete kit is a bolt-on for 2018 to present M-8 Softails, but can be custom fitted to most other models. It features a 200 mm high, black windshield and clear headlight window.



WWII so, due to its age, may not look completely brand new. Also note that the box is empty.

Genuine 'Blackout' Equipment Box for WLC Models

This old stock 'Blackout' equipment box is as supplied with WLC models. Note that this is the genuine item that has been stored properly since

ODC Fork Cartridge Kits

These kit options convert stock front forks to a state-of-the-art cartridge type fork with adjustable preload, compression and rebound for improved braking and cornering road holding at any speed. They are available for the conventional 49 mm forks on 2018 to present FXSB, FXBR and FXBRS Breakout, 2018 to present FLDE Deluxe, 2018 to present FLHC



and FLHCS Heritage, 2018 to present FXLR and FXLRS Low Rider, 2018 to present FLSL Slim and 2018 to present FXBB and FXBBS Street Bob.

The kits are also available for the 43 mm upside down forks on 2018 to present FLSB Sport Glide; 43 mm upside down forks on 2018 to present FXFB and FXFBS Fat Bob and 2019-2020 FXDRS; conventional 49 mm forks on 2014 to present FLHP, FLHR, FLHRC and FLHRXS Road King and the conventional 49 mm forks on 2014 to present Touring models with Batwing or frame-mounted fairing.

Tommy & Sons Universal Front Turn Signals



These E-approved billet aluminum turn signals with amber LEDs are mounted using the mirrors as hold-down bolts. They are sold in sets for left and right.

ZODIAC INTERNATIONAL BV
Mijdrecht, NETHERLANDS
Tel: +31 (0)297 288 621
sales@zodiac.nl
www.zodiac.nl

Scorpion Series Clear Derby Covers

Now available for 1990-1997 Harley-Davidson Big Twins and 2018-2021 Softails (except 2018 Fat Bob), Barnett Scorpion Series clear derby covers are designed to fit OEM primary covers.

The quarter inch thick scratch and discoloration resistant polycarbonate window is firmly secured and sealed with an O-ring gasket. The outer cover area is CNC-machined from billet aluminum and available in a brilliant chrome or black powder coat finish. A derby cover gasket is also included. "For the ultimate in looks AND performance, install a Barnett Scorpion clutch with your new cover."



2018-2021 Softails



1990-1997 Big Twins

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2021 FLHR/FLTR Clutch Cables and Handlebar Installation Kits

Upstate New York based Magnum Shielding has responded straight away to Harley's decision to change its 2021 Touring models from hydraulic to mechanical clutch with updated clutch cables and handlebar kits. "Although it is one of the biggest money makers, replacing handlebars is a challenging task on a good day," says Magnum Shielding's General Manager Tom Vierthaler.

"Figuring out what cables, brake lines and wiring is needed needs careful attention to detail, but throw in needing new clutch cables for the change to a mechanical clutch, and tricky just got complex!

"We've investigated the new clutch cable system, and at this point have determined the cable requirements and fitments for 2021 Road King and Road Glide models. Cables for models with fairings are in the works, but not available yet."

Magnum's Designer Series of smooth, low effort, high efficiency clutch cables meet all OE specifications for fitment, construction and endurance. They feature an attractive adjuster with integrated water-resistant seals that do not require a boot, and a transmission fitting seal that eliminates fluid leaks.

XR Series clutch cables are available with stainless steel braid and a clear PVC outer jacket or OE style black vinyl construction. Both incorporate the same features as the Designer Series cables, with a rubber adjuster boot in place of the internal water-resistant seals. "Our XR clutch cables offer a

great fit, plus excellent quality at an economical price," says Tom.

All of Magnum's clutch cables are made with anti-friction inner liners and nylon adjuster inserts and are factory lubricated for smooth, consistent, long lasting operation. The cables are available in stock and plus lengths.

"For those dealers who want to make things even easier for themselves (and their customers) by using complete handlebar installation kits, we have introduced kits specific for 2021 Touring models without fairings when 12 to 20-inch ape hanger-style handlebars are being installed. These kits take the guesswork out of locating the correct parts needed for handlebar swaps." Magnum produces these kits in premium Designer Series Signature braids, STERLING CHROMITE and BLACK PEARL with complementing chrome or black chrome plated fittings. Kits are also offered in the popular XR Stainless product line with three color combinations that allow the consumer to find something that complements their bike.

Choices include clear coated stainless steel braid with chrome plated fittings, and OE style black with either chrome or black chrome plated fittings. The coating on the brake lines and cables offers exceptional protection for paint and chrome.

Tom went on to say that "we ensure the clutch cables and brake lines in our kits provide a precise OE fitment. The factory style construction uses high quality fittings,



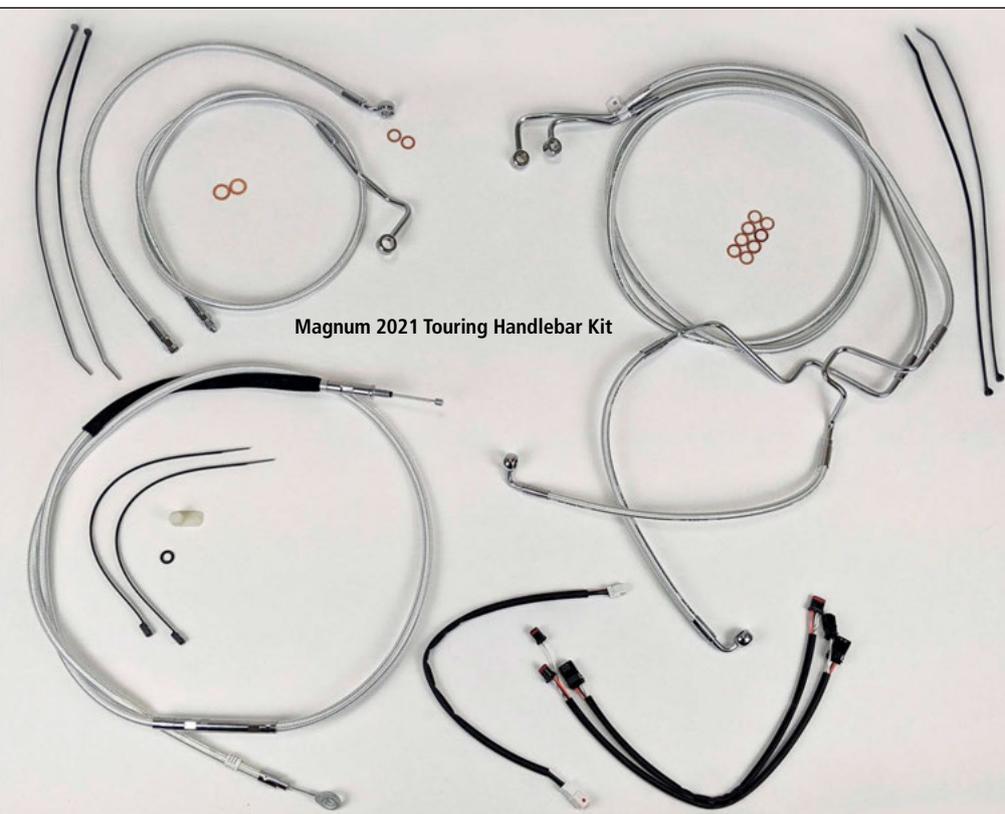
Black Pearl clutch cable

tube assemblies and manifolds essential for a trouble-free installation that provides professional looking results. Kits include everything for a handlebar replacement - DOT brake lines, clutch cable and hardware, plus plug & play throttle-by-wire, turn signal and switch wiring extensions, making life easy when completing a handlebar installation."

Magnum Shielding's premium brake lines feature PTFE tubing braided with DuPont Kevlar Aramid Fiber reinforcement, Signature Magnum braid and a crystal-clear PVC outer jacket that never discolors. Aramid Fiber reinforcement significantly reduces line expansion for the ultimate in high performance braking.

The company's XR Stainless DOT brake line assemblies, assembled in-house at Magnum's manufacturing facility, use an enhanced construction of heavy gauge stainless steel embedded in a tough, abrasion-resistant nylon outer jacket for superior durability and safe riding. Every Magnum brake line is pressure tested and fully DOT FMVSS-106 compliant.

"No matter whether you're looking for a clutch cable or an entire handlebar installation kit for 2021 Road King and Road Glide models, our premium Designer Series or cost-effective XR Stainless products have you covered. With a great fit and finish, plus outstanding quality, DOT compliance and ease of installation, our cable and kit options save the installer and customer time and money."



Magnum 2021 Touring Handlebar Kit



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KB M8 Series Feature:

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- Round wire locks
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- Steel Nitrile top ring with a Ductile Napier Second

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.



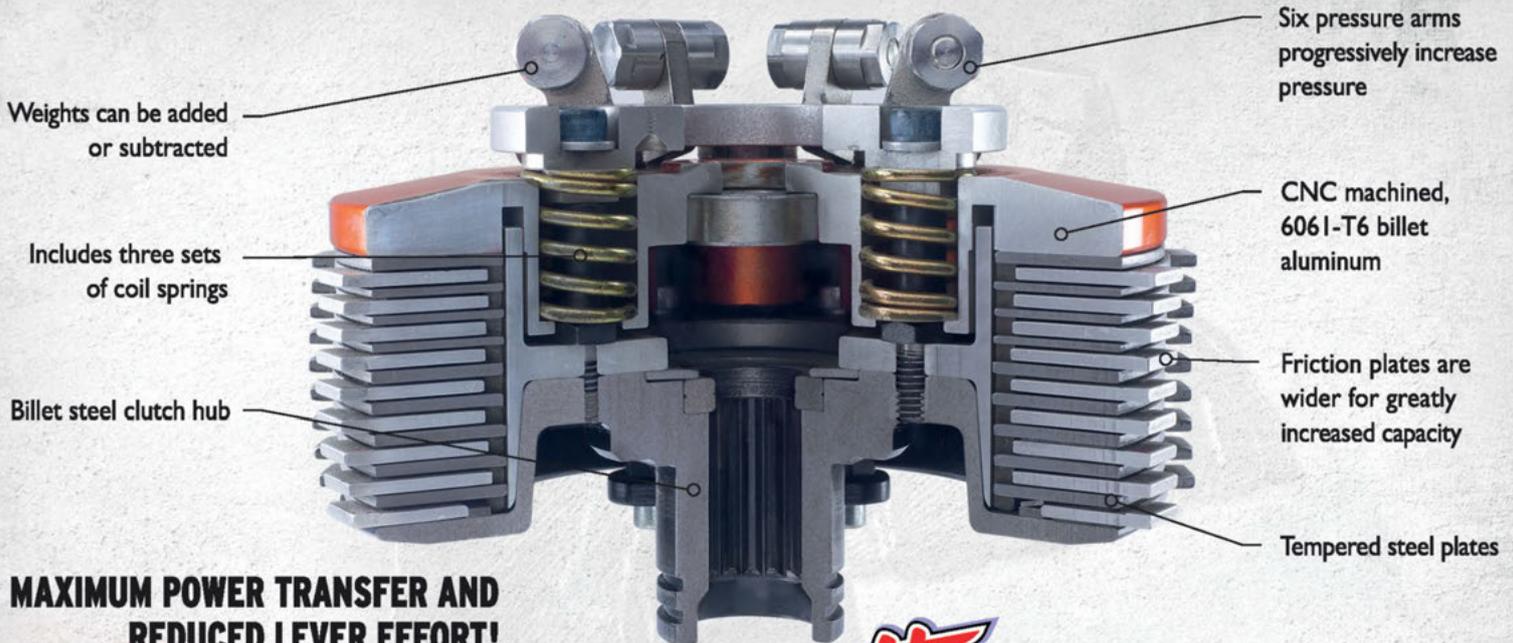
Complete Kits include 2 pistons, rings, pins and locks.

Part No.	Description
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Drag Specialties Additions

Fork Seal and Dust Wiper Kits



The triple-lip seal design features seal profiles that are engineered to equalize pressure in each seal lip, for less drag and longer seal life. Seals are constructed from MAX-LIFE, which has a friction coefficient up to three times less than OEM seal material, and directional ribs allow seals to be installed easily. The kits include fork seals and dust wipers and are available for most models.

Predator III Seats for Indian



Drag Specialties Seats' new Predator III "has everything needed to maximize comfort and style of the '14-'21 Indian Chief/Chieftain, Chieftain Vintage/Classic/Limited, '16-'21 Dark Horse, '17-'21 Springfield or '15-'21 Roadmaster." The automotive-grade vinyl cover features a double-diamond pattern with choice of black, silver or red thread. The seat is made from molded polyurethane foam build, with a 6" tall driver support and thermoformed ABS seat base with a carpeted bottom and rubber bumpers.

Replacement Piston Kits



"For OEM quality without the OEM price, pick up a piston kit from Drag Specialties for '17-'20 107" M-Eight models." The cast aluminum alloy pistons feature a coating that extends life and reduces friction; pistons are available in standard size and up to +0.20" overbore and provide a 10:1 compression ratio. Kits include wrist pins and clips and accept OEM or Hastings rings (available separately).

Heavy-Duty Inner Fairing Supports



Drag Specialties' heavy-duty inner fairing support brackets for '99-'13 FLHT or FLHX are made from thick, strong 13-gauge steel that will handle the load of upgraded speakers and amplifiers. The brackets are zinc-plated for rust resistance.



High-Performance Mineral 20W-50

Drag Specialties' USA made high-performance mineral 20W-50 oil "is a great choice for V-twins when riding includes ambient temperatures between 30°F and 100°F. The formulation provides outstanding protection during cold starts, excellent wear protection and durability while guarding against sludge build-up and oil breakdown." It meets and exceeds API CI-4/SL service rating along with all warranty performance criteria for Harley-Davidson engines and does not void new vehicle warranties.

DRAG SPECIALTIES
Janesville, Wisconsin, USA
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drag@dragspecialties.com
www.dragspecialties.com

Let the Scout Out

MEC (The Motorcycle Equipment Company) is a joint venture collaboration between German exhaust sound management specialists KessTech and Austrian parts and accessory designer Cult-Werk. Last year MEC presented a concept exhaust for the Indian Scout - the design is now headed into production and will be shipping to dealers worldwide soon.

Meeting all the requirements of the new Euro 5 regulations, "Brave Spirit" will be offered in chrome and matt black; a Euro 4 compliant configuration is also available for pre-MY2020 and up applications. In other news, MEC says that it has already started shipping its Euro 5 compliant exhaust for Indian Big Twins.



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Dyna pictured with "Pleated" style.
FXR pictured with "Gripp Tape" style.
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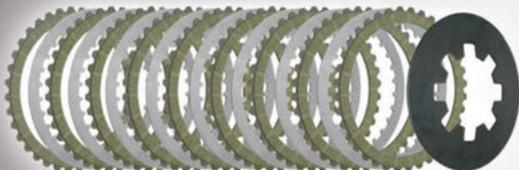
BTX-5



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!

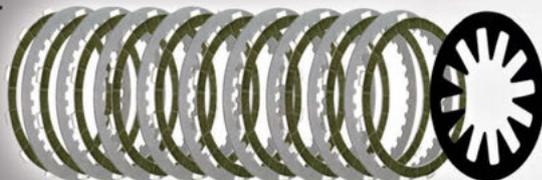
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BTX-11



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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ProCharger Taking Orders Now for M-8 Touring Supercharger System

Lenexa, Kansas based ProCharger (Accessible Technologies) has added a bolt-on supercharger system for M-8 models that boosts the stock power output by a claimed 70 to 75 hp.

"Bolting on 75% more horsepower has never been easier! That's right, the wait is over for the all-new Milwaukee-8 supercharger system from ProCharger. This system delivers big power and big reliability. Unlike other high-performance options, idle quality and riding range are unchanged for nothing but smooth, predictable and repeatable power."

According to Sales Manager Walt Sipp: "ProCharger high output intercooled systems are designed with durability in mind and provide 10 psi of engine-friendly boost from the B-1 supercharger, providing years of trouble-free use - while being incredibly easy

to install with common hand tools once the engine guard is taken off."

A 100% stock 107" M-8 is said to get a boost to 140 rwhp and as much as 169 rwhp with cams and a 2-1 exhaust.

"No fluff, no hype, just the real world numbers you can expect to make when you take your M-8 Touring bike to the dyno for tuning or verifying power output. These are the kind of numbers you FEEL every single time you twist that throttle back."

ProCharger has made some drive changes to its latest supercharger systems for late-model H-D Touring bikes (Baggers) that use two dry belts (not running in oil within the bike's case) with the same "proven and reliable B-1 supercharger head unit and a large air-to-air intercooler."



The high output intercooled system is said to produce the coolest charge air temps and largest power gains with "smooth boost/power on-demand, for superior riding performance. The air-to-air intercooling provides consistent, reliable power, with no moving parts. The all-new dry belt design provides a long-lasting belt life, even in extreme environments."

A high output tuner kit is also available, which Sipp says "makes sense for someone wanting to perform custom tuning of the vehicle and push the envelope in performance. They would most likely be experimenting with alternative fuels and changing engine components like heads, headers, exhaust and cams for the engine."

Optional upgrades for the supercharger include polished or black finish.

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German Made 'Flywheel-Design' Fork Cover Options

Available in a range of designs for selected Sportster, Softail and Dyna models, these German made Flywheel-Design fork tube covers are available in a range of finishes from satin or gloss black to uncoated silver and chrome.

These good looking, precision CNC-machined aluminum covers serve as valuable protectors to keep fork tubes away from the tarnish and rigors of hard miles.

Two designs from the range are seen here. The convex 'Athene' upper fork cover design for select XL and Dyna applications from 2004 and up feature integral E-approved turn signals and ship with O-rings. The 'Palas' lower fork covers are available for select 39 and 48 mm Sportster applications from 2009 and up.



'Palas'



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Mating Speedometer Connector - "Done the Right Way"

Always striving to "make it easy for you to do it right," Oreland, Pennsylvania based NAMZ Custom Cycle Products has spent over 21 years coming up with solutions for problems that shouldn't exist. One such arose back in 2005 when, having found that water can interfere with the signal or cause damage to the speedometer, Harley started using a watertight speedometer connector - specifically a



Tri-bar eliminator harness

watertight 3-position Deutsch connector on the speed sensor, which was mounted in the transmission for the same reason.

The issue was that this new 12-position watertight speedo connector was only available from Harley and there was no mating male connector. How did they make it work? Just like several other connectors, the

mating connector was built into the housing of what it is plugged into - example, the 4-position female connector that plugged directly into the ignition coil. This posed a problem for speedometer relocation, and especially for NAMZ to be able to make a plug-n-play harness. To save money and make matters even less user-friendly, back in 2010 the factory started using this same connector on the fender tip tri-bar light on Street and Road Glides.

"Serviceability has always been important to our product designs," says president and Chief Technical officer Jeff Zielinski. "Sometimes there are what appear to be cheaper ways of doing things, but for us quality is at a premium if it is to have our name on it, so when it came to designing a practical, durable and ergonomically efficient mating connector, we decided to do it the right way.

"Our male speedo connector is available individually and from a selection of 100% plug-n-play harnesses - it is 100%, which means the wiring can be de-pinned for repairs. The removable 12-position wire seal keeps moisture out and 12 male terminals are included for simple do-it-yourself installation.

"Available in black with the NAMZ logo, this connector will make all speedometer harnesses 100% plug-n-play. We own the tooling and rights to this connector, and you will never hear that you can't get it again. Our harnesses are designed and



Speed extension harness

manufactured by our highly skilled and experienced technicians here at our own facility in Pennsylvania." NAMZ is celebrating 21 years in business, providing "world class" electrical components, LED lighting (Letric brand), Badlands lighting modules, wiring harnesses and installation supplies. NAMZ and Badlands products are available through Drag Specialties, Parts Unlimited, Tucker, Mid-USA, J&P Cycles, V-Twin, Parts Canada, Parts Europe, Custom Chrome Europe, Motorcycle Storehouse, W&W, Zodiac, Rolli's Speed Shop and Performance Cycle Wholesale Limited, or directly from the company's website.

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Lead-Free Wheel Weights and 'Axis' Truing and Balance Stand



Loomis, California based cables, controls and tools specialist Motion Pro offers a full line of high-quality steel wheel weights that are available in silver, black or nickel plate (for chrome wheels).

Motion Pro steel wheel weights have a strong self-adhesive backing and are available in either a 90 ounce box, containing 360 x 7 g (1/4 oz) segments, or in an 18 ounce box with 72 x 7 g (1/4 oz) segments.

"These are the best way to balance your motorcycle's wheels on most stock and custom wheels," says Joe Fratis, Motion Pro's V-twin market manager. "They offer a versatile solution to a dealer's wheel balancing needs, and above all they are a durable solution. They are made from steel and therefore lead-free, are a 20.4 mm x 13.1 mm horizontal design and will adhere to spoke or cast wheels."

Also seen here, the Motion Pro 'Axis' truing balance stand "makes a tricky job easy," says Joe. "It is designed to ensure accuracy and its simple design makes it a cinch to use. The 15 mm axle fits most modern street and off-road motorcycle wheels and

features premium bearings that allow precise wheel balancing.

"Aluminum hub cones with set-screws hold wheels firmly in place and are designed to work with wheel bearing I.D. (inner diameter) from 18 mm to 32 mm. For truing, an aluminum pointer is mounted to a clamp with horizontal and vertical adjustment - the unique single-sided design makes it easy to access spoke nipples." The blue powder coated steel tubular frame is designed to fold down for easy storage.

For more portable and trackside wheel servicing solutions, check out the sturdy welded steel Motion Pro tire station, which is designed to provide a secure platform for working on wheels and to hold and protect a common 5-10 gallon air tank, so you have a ready source of compressed air.

Plus, its redesigned valve core remover and ergonomic fit-for-purpose Bead Pro combination bead breaker and tire lever set in forged 7075 aluminum levers. "If you're headed to the track, never leave home without them," says Joe.



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Klock Werks 'Billboard Flare' for Indian Scout

Mitchell, South Dakota based Klock Werks says "our goal is to provide stability for the rider" with its latest 'Flare' windshield. It "improves the air pocket for the rider" compared to other Scout windshield designs.

Leveraging Brian Klock's "years of air management experience from racing and setting land speed records at the famed Bonneville Salt Flats, as well as on the road, the 'Flare' is available for 2015+ Indian Scout and 2016+ Indian Scout Sixty motorcycles. The 'Flare' windshield measures 21.5" tall (measured from the top of the headlight cut-out to the top of the shield) and 21" wide."

The addition of the 'Flare Wings' for Indian Scout motorcycles allows for increased torso-area wind deflection. "The 'Flare Wings' divert air from underneath the windshield to help eliminate the side buffeting and swirl experienced when riding a stock setup. Thirty degrees of adjustment allows the rider to tailor the air to their needs.

"The patented design features a 'flip', found at the top of the shield, to create an improved pocket of

air for the rider and passenger. The 'hips', located on either side of the shield, add stability by creating downforce. As with other 'Flare' products, the 'Billboard Flare' and 'Flare Wings' are made from polycarbonate and hard coated for additional abrasion resistance."

"Our love of the Indian Motorcycle brand made it an easy choice for us to focus our design efforts. Creating a better riding experience for Scout owners is our top priority," said Brian Klock, President of Klock Werks. "We continue to use information we learned from racing at the Bonneville Salt Flats to inform design decisions."

Klock Werks set more than fifteen land speed records at the Bonneville Salt Flats. Its time racing created opportunities to test designs and products in arguably some of the toughest conditions on Earth.

"Years of racing and setting records, along with the time we spend riding on the street, creates an opportunity to give riders the best testing and technology we have to offer," Klock added. "The



technology we used to race is exactly what your customers get when you sell them a Klock Werks Flare windshield."

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Rough Crafts Air Cleaners With Ness Big Sucker Tech

Internationally recognized for his custom bike builds, award-winning designer and engineer Winston Yeh's Rough Crafts parts and accessory program is growing fast with these new air filter designs in chrome or black finished aluminum.

Featuring Arlen Ness Big Sucker breathing

technology, each hidden breather is O-ringed at the heads, passes through the backing plate and exits at the mouth of the throttle body through proprietary shooter tubes, eliminating the need for any external hoses or hardware.

The synthetic filter media - which does not need to be oiled - can be washed and re-used for long lasting performance; the radius air inlet design provides unobstructed airflow and the common blow-by issues associated with M-8 engines is said to be eliminated.



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Bobber Style Steel Rear Fender Options

Rick's Motorcycles of Baden-Baden is famed for its parts and accessories programs and custom bike builds - in addition to being one of Germany's leading authorized Harley dealerships.

Bobber styling has long been one of its specialties, and this steel rear fender is a quick and simple bolt-on that transforms the look of the stock rear end on M-8 and Twin Cam Softails.

Rick's makes its steel fenders for the OE tire fitments and for up to 200 series tire widths - the Twin Cam fender option is also available in a short version and there is also a suitable Bobber style fender for Sportster fans.

The fenders are handmade and feature "excellent fit and craftsmanship. In addition to the fender, stainless steel struts with the popular hole style pattern (and matching adapter) are also supplied. The company also offers matching frame covers with seat holders for all bike models.

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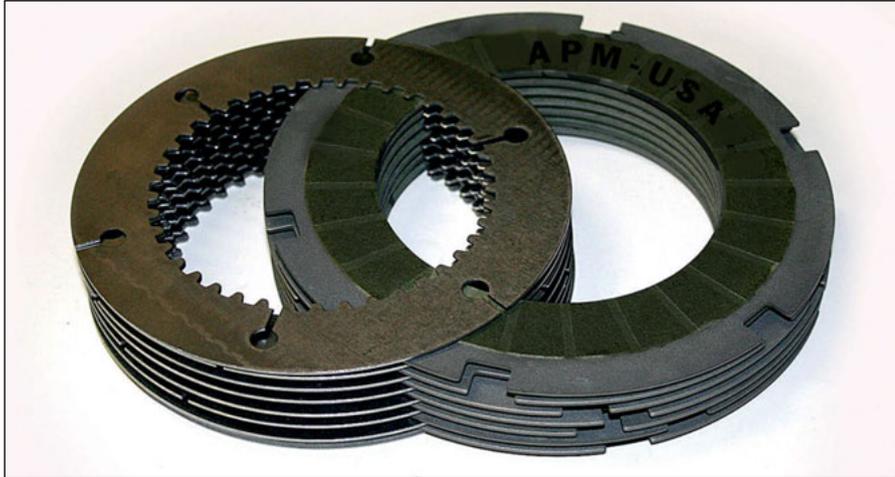
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Comp Master Clutches



Severe duty performance replacement clutch pack for 1056-0002 Comp Master clutch and Rivera pro clutch

American Prime Manufacturing Inc., located in Southern California, manufactures and distributes clutch products (among other transmission related components), many of them specifically made to replace or repair products manufactured by Rivera and Primo.

Company President Ben Kudon says: "We specialize in Comp Master brand clutches for American V- twins, but we also manufacture a wide range of other parts - all detailed on our website."

Ben says that the Comp Master clutches outperform their OE counterparts, "from any angle, and they are manufactured and assembled right here in the U.S.A." "They are designed and manufactured with quality and reliability uppermost, so dealers can rest assured that their customers are

well looked after. All our Comp Master clutches are easy to adjust and provide reliable, trouble-free operation. "Comp Masters are assembled with care from quality components, not mass-produced from inferior materials in order to be able to save a penny. All the materials used are from high-quality billet and then machined to exacting tolerances. "Our three different diaphragm springs give dealers a choice of stock-like performance with our black spring to our silver competition spring for performance motors, and finally our gold spring for race applications. "All our friction plates are covered with our proprietary carbon Kevlar friction material, which produces aggressive engagement while transmitting power fluidly. Our



Comp Master clutch kit, fits 1990-1997 Big Twins with primary chain drive



Steel inner drive hub, fits tapered main shaft Big Twins 1936-1984

friction plates also provide more surface area for better engagement and slip-free riding if adjusted correctly."

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Back in Black

Californian helmet manufacturer Biltwell has a full range of its flat and gloss black ECE, DOT and Dual Approval Gringo, Gringo S and Bonanza helmets back in stock - with and without graphics. New designs include the gloss black ECE-certified 'SPECTRUM' Gringo S for a touch of authentic 1970s race vibe!

Boasting fit, finish and safety technology that is identical to all of Biltwell's full-face designs, but with newly added CE-certified flip-up face shield for added safety and riding comfort.

The outer shell is made from rugged, lightweight injection-molded ABS, the three-piece Expanded Polystyrene (EPS) safety liner dissipates impact loads and reinforces the helmet structure for a secure fit without compromising comfort. A molded urethane chin bar pad dissipates energy from frontal impacts. The removable/replaceable comfort liner and cheek pads feature brushed fleece Lycra touch points to absorb and evaporate perspiration. The chin strap features brushed fleece Lycra touch points for comfort and an adjustable strap end retainer.

The CE-certified polycarbonate shield includes anti-fog and anti-scratch treatments for safety and durability; rugged shield hinge hardware with robust detents allows the shield to be opened at slow

Gringo S in gloss black Spectrum



Bonanza in flat black



Gringo in gloss black Holeshot

speeds for increased airflow. Molded recesses inside the EPS are designed to accept various aftermarket audio and communication components.



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Camera di Commercio Pordenone - Udine



NEWS BRIEFS

Spanish motorcycle industry expo Motorama has announced that it has had confirmation of a license from the Madrid authorities to operate its show in 2021 from June 4 to 6 at the popular, stylish and visitor friendly 'Glass Pavilion' of Madrid's Casa de Campo Fairgrounds. Among its many attractions, Motorama features the Spanish round of the internationally respected AMD World Championship of Custom Bike Building.

Biker Fest, another AMD World Championship of Custom Bike Building Affiliate event, has announced September 16 to 19 as a revised date for its hugely popular Italian Bike Week and Italian Motorcycle Championship. Usually staged in May each year, this will be the 35th edition of the free entry celebration of all things Moto. September 2020 saw an estimated 90,000 people descend on Lignano Sabbiadoro (UD) on the Adriatic Coast of north eastern Italy for the weekend.

H-D's Pan America 1250 has garnered its first award - the Best Bike award at the Bangkok International Motor Show 2021.

Harley spin-off Serial-1 started e-bike deliveries to participating Harley dealerships in USA in April. The Serial-1 RUSH/CTY has a battery-assist range of 35-115 miles, and an MSRP of \$4,499. An instructional video demonstrates how to assemble the bike on arrival.

IMS Outdoors 2021 Tour Venues

Progressive IMS Outdoors has confirmed nine dates for its 2021 event series, starting in July at the FivePointAmphitheater (Irvine, CA, July 9-11) and finishing up in Georgia in October, Georgia International Horse Park (Conyers, GA, October 29-31).

Organizer Informa Markets says that Harley-Davidson, Indian Motorcycle, Royal Enfield, Yamaha Motorcycles, Zero Motorcycles, Giant Bicycles, FLX Bike, "and more" have been "confirmed as tour-wide exhibitors. "The IMS family cannot wait to bring the Powersports community together at our shows, including both returning and new members," said Tracy Harris, Senior Vice President, IMS. "Each venue across our tour allows our IMS team, alongside our sponsors, including title sponsor Progressive, and exhibiting OEMs and brands to offer exciting, unique experiences to our attendees. No matter who walks the grounds, there will be something geared toward their liking." Attractions and event specifics will be released when tickets go on sale April 22nd at motorcycleshows.com. "As with past tours, attendees can look forward to seeing hundreds of the latest street bikes, dirt bikes, cruisers, scooters, ATVs and much more from leading manufacturers. Attendees will also be able to interact with leading brands in the electric mobility space, including Giant Bicycles and FLX Bike, which will be exhibiting its e-bike line as well electric skateboards from Miles Board. "The tour will also welcome back a number of returning tour-wide exhibiting brands including Arai, Cycle Gear, Enginehawk, Explorify Rentals & Tours, HJC, J&P Cycles, LiquiMoly, Michelin, National Cycle Inc., Ruroc Helmets, Yuasa, among others." Informa is the company that bought prior IMS series owner UBM



(Universal Business Media); they themselves were the company that had bought the series for the original owner, Advanstar. This announcement from Informa namechecks J&P Cycles as a "tour-wide exhibiting brand", but it makes no mention at all of the 'Ultimate Builder' Custom Bike Show

series - a staple and hallmark of the IMS indoor show series under the former ownerships. Subsequent research has revealed that the series will indeed host the Ultimate Builder Custom Bike Show program, and that J&P Cycles will again be the headline sponsor. However, at this stage, there are no prize fund or class details or other information available such as whether it will be staged at all nine events and when or where any finals will be held - but it is thought that it will be staged at all nine events.

The 2021 Progressive IMS Outdoors venues in calendar order are:

FivePoint Amphitheater	(Irvine, CA, July 9-11)
Sonoma Raceway	(Sonoma, CA, July 16-18)
Goebbert's Farm	(Pingree Grove, IL, August 20-22)
Brooklyn Army Terminal	(Brooklyn, NY, September 3-5)
Carlisle Fairgrounds	(Carlisle, PA, September 10-12)
Texas Motor Speedway	(Fort Worth, TX, October 1-3)
James L Ward Agriculture Center	(Lebanon, TN, October 8-10)
SUN n' FUN Campus	(Lakeland, FL, October 15-17)
Georgia International Horse Park	(Conyers, GA, October 29-31)



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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