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Harley Doubles Down on LiveWire with Transition from Single Model to Stand Alone Brand "Family"

JUNE 2021

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In a news release to investors posted on May 10, Harley-Davidson announced "the launch of LiveWire as an all-electric brand."

Initially, this might seem like a no big deal, 'nothing to see here' story, merely a Mk II attempt to refresh stalled impetus into the 2019 launched LiveWire electric motorcycle. However, the key word here is "brand" - Harley is elevating LiveWire (if that's the right term) from a single, specific model to being an entire family of EV solutions - motorcycles and otherwise. In doing so, it is clear that it is seeking to capitalize on the one thing that was a runaway success when the LiveWire launch was finally confirmed two years ago - namely the hype and the brand profile that it generated. The multimedia success that Harley had with the LiveWire project was unprecedented, either for Harley or any other established motorcycle manufacturer's foray into electrification.

Of course, the profile had already been marinating for at least seven years by the time the first 'metal' was being shipped to dealerships - Harley's first LiveWire unveil was in 2014 when it demo-toured the model around the United States, Europe and further afield. By that stage, there had been at least 24 months of intense

“ 'LiveWire' is more than a motorcycle ”

engineering and design work. Fast-forward to the HardWire, and the conventional playbook would see most manufacturers by now looking to jettison something that must still be a long way from providing any kind of positive return on investments. Especially in the context of a manufacturer that is taking a second drink from the well of strategic

realignment in just four years, but not so the iteration of Harley-Davidson we are seeing emerge in the 12 months since CEO Jochen Zeitz grabbed the handlebars.

Instead, Harley is 'doubling down' on its investment into the 'brand' so far by positioning it (Serial-1 E-bikes aside) to champion all that will come out of Milwaukee in electric motorcycle terms in the months and years ahead.

"LiveWire is more than a motorcycle," says the release. "LiveWire plans to redefine electric, delivering the best experience for the urban rider, with personality and soul. LiveWire creates a unique connection between rider and vehicle. Today, the next chapter in the LiveWire journey begins."

Bold statements for a technology whose primary Achilles heel (in all manufacturers' hands) is widely accepted to be the very fact that electric drivelines do not and likely cannot ever compare to the visceral

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Important News # 1 & 2



MÜLLER MOTORCYCLE AG

Indian Challenger Wins Again



Buell's Fuells



Harley Icons



AHDR - after a COVID-hit comeback season last year, Bill Rowe's hard work and dedication has resulted in a second season for his bid to reestablish All Harley Drag Racing in the United States. Hurrah! Jeff Workman reprised his 2020 Pingel Modified Class win at the soon-to-close Atlanta Dragway.

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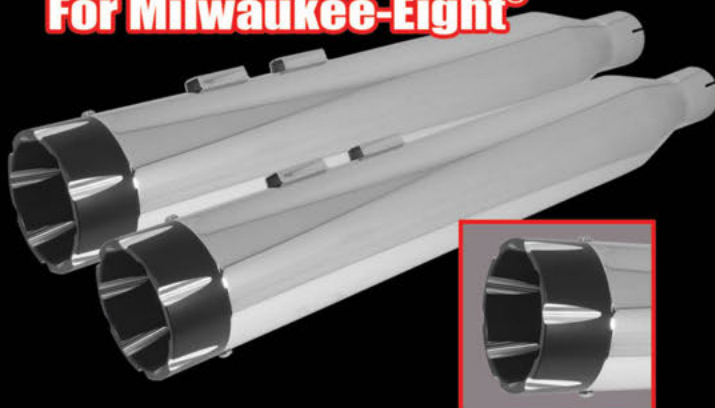
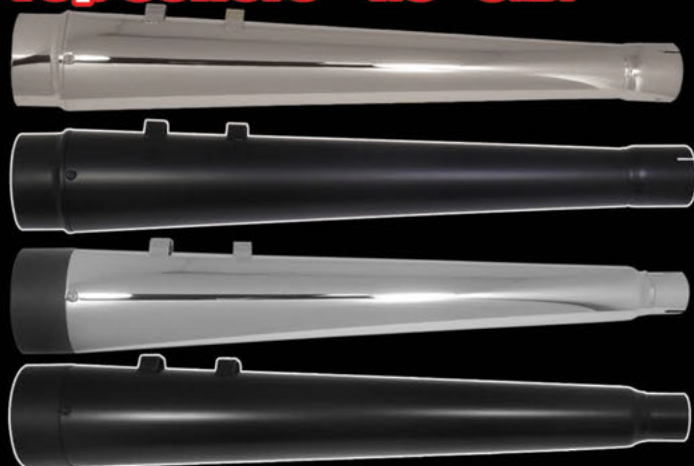
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COMMENT - Understanding Capitalism 4

Robin Bradley thinks Harley has got it (very) right by purposing LiveWire as a brand to signal its electrification products, and in doing so to build the dynamics of change that beat at the very heart of capitalism into a gas power end game.



OEM CONSORTIA - Pathways to Growth 24-25

The work of the CMC (Connected Motorcycle Consortium) and Swappable Battery consortia are extremely important developments for the future of the motorcycle industry - both represent a future in which changes boost PTW use and sales.



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Following the departure of Scott Wine to pastures industrial and agricultural, Polaris has now confirmed Mike Speetzen as CEO.



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PRODUCT EXTRA - Müller Motorcycle AG 40

It is 20 years since Werner Müller introduced the first ever adjustable motorcycle height-lowering kit - the friend of 'Smooth Operators' everywhere.



PRODUCT EXTRA - Vity's Design 58

Motorcycle Storehouse is 'Going Big' on the Italian Made Vity's Design parts and accessories range.

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Understanding Capitalism

Harley's decision to transition the LiveWire brand from a single model name into having a broader brand meaning is interesting on many levels.

For a start, it does call into question the extent to which the launch into the electric motorcycle sector was initially thought through. With the benefit of hindsight, we now understand just how flawed the 'More Roads' strategy document was and, in the case of the LiveWire model, it has been the pricing strategy (and range/charging) that revealed a mistaken understanding of the nature of the power that the 'Harley' brand has built up.

The original LiveWire model was predicated on a read of the Harley brand name that failed to understand the disconnect between where the brand had been for greater than 115 years and where 'More Roads' assumed it could be driven.

Who knows what the future may hold, maybe 'Harley' will be a verb one day, but at present it is 'one of many' brands, all competing for the leisure spend dollar. It is not yet ready to be a 'Hoover', a 'Xerox' or a 'Biro'. It has a very specific meaning, it is not a category-defining portmanteau term.

That said, pricing was only one flaw. Others were misunderstanding where the Powered Two-Wheeler (PTW) cycle was in demographic and urban mobility terms, misunderstanding the rapid evolution of EV tech, and failing to fully grasp the implications of the platform's shortcomings in charging cycle and range terms - especially in the context of the present geographic distribution of its dealer network.

'More Roads' did 'visit' that latter issue, but unfortunately the launch went ahead long before plans to build an urban/suburban commuter retail network were ready. "Build the bikes and the people will buy them" doesn't cut it when the brand values 'Speak in Tongues' that ill-match the message, and when the brand is transitioning from a largely monopolistic market into one infested by shoals of sharks.

All that said, it's not that the original LiveWire was a bad bike, it was simply the wrong bike. It was wearing concrete boots in terms of its ability to 'do the job' required by its buyers - it could never be a downtowner. Downtown is an environment in which bikes get thrashed, bashed and trashed.

The average on-the-road MSRP of the kind of e-bikes (scooters and motorcycles) that define the major urban environments of places like Rome, Milan, Madrid, Paris and ultimately New York, L.A. etc., is in the region of \$6,500 at most - they are largely a short-term consumable, not expected to last the rigors of their use much beyond their warranty.

With Harley's Chinese supply chain moving forward, the company has access to the kind of bottom-feeder units that make money in cities. If it wants to make sense of domestic U.S. manufacturing overheads, then it will need the kind of charging cycles that are indeed on the way, but that are still only just starting to move from labs to productionization (e.g. lithium metal solid state battery technology).

The good news is that, shorn of the baggage that drove Harley down the 'More Roads' route of blinkered vision, Jochen Zeitz and his management team now have the freedom to visualize this with an unobstructed view, and execute upon it.

Therefore, leveraging the huge brand profile that LiveWire achieved, and using it

for a family of PTW, wider powersports industry and other transport solutions is a plan that has potential (shame about the logo though!).

This 'Gen II' thinking makes way more sense of 'where Harley is at' in terms of its own evolution, issues and opportunities. It makes way more sense in terms of the transport policy, demographic and, therefore, market changes and challenges that still lie ahead.

While Zero Engineering may well have grounds to take issue with Zeitz' claim that the existing LiveWire model is the top selling American made electric motorcycle (or words to that effect), as he states, the vision that Zeitz is able to embrace because rather of than despite Harley's brand heritage is the one of desirability.

Zeitz and his newly minted cohort of 'New Gen' Bar 'n' Shielders are right to be eying Harley as the powersports industry's 'Apple Store' of the future. Harley is probably the only existing industry brand for whom such ambitions may not

necessarily be doomed to descend into hubris, plus maybe Ducati and MV Agusta; Piaggio and Yamaha are also trying it, but theirs is a more orthodox company store mission.

Unlike the prior management iteration, Zeitz and his crew appear to realize that they couldn't do this with the existing product line of gas-powered bikes and with legacy Harley-Davidson brand values - venerable and righteous though, they definitely remain in their context.

The first LiveWire branded motorcycle is scheduled to launch on July 8, 2021 (at IMS Outdoors in California), and it is California

that is the target for the first of a generation of aspirational, inspirational and motivational retail environments.

Those are not new qualities for Harley of course - they are the very stuff that the existing Harley dealer network so successfully leveraged in its heyday. But what is now needed is a parallel universe of geographically, technologically and demographically discrete, distinct and inclusive retail brand environments in which diversity of customer values replaces the homogeneous identikit that brought Harley this far.

It's not Harley's fault the world has changed, and will continue to change. It's not anyone's fault. It's just change, that's all. It always has changed, and it always will. The definition of corporate failure is to fail to adapt. Exhibit One, Your Honor - Newton's second law of thermodynamics. Case dismissed.

For me, the single most important aspect of the 'LiveWire as brand' announcement is the remarks that relate to 'LiveWire' being a brand under which new tech can be developed. That tech will then be used to inform the Harley branded product offer that will be needed for the brave new world of sustainability and wealthy Millennials. At last, someone who "gets it"!

“second law of thermodynamics”

Robin Bradley
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NEWS BRIEFS

Harley-Davidson became an Official Partner of the 2021 MotoAmerica Series in April. The hook was the three-round Mission **King Of The Baggers** series as well as Kyle Wyman's 'Scream'n' Eagle Road Glide entry.

Michelin has announced its 'Scorcher Adventure' as a "tailor-engineered" stock tire for the H-D Pan America 1250, for 80% road and 20% trail use, plus the 'Anakee Wild' as an authorized Harley dealership available option for high-performance trail use. More than 40% of the motorcycles manufactured by Harley are equipped with the French firm's products.

The biennial **Tokyo Motor Show** has been canceled for the first time in its 67-year history. First staged in 1954, it drew 1.3 million visitors in 2019 and had been due to be staged again in October this year. Japan is facing a surge in COVID-19 cases, driven by more infectious variants of the virus, and was expected to declare a state of emergency for Tokyo, Osaka and two other prefectures from 25 April to 11 May.

In contrast, April saw the world's first major global car exhibition go ahead since the start of the pandemic. Auto Shanghai 2021, the biggest motor show in China, was open to the public, but with attendees having to take COVID-19 tests to gain entry. Described as a "Petri dish for Electric Vehicles," the show is a bellwether for the change of direction in the car industry. Some 1.3 million EVs were sold in China in 2020 - around 40% of the global market.

Following its ill-starred dalliance with Mercedes Benz, storied Italian boutique motorcycle manufacturer and former H-D subsidiary **MV Agusta** has been under Russian investor ownership since 2018. The company has now unveiled a "new brand strategy" to develop its business in the United States, Canada and LATAM. Headed up by Christian Henderson as Managing Director Americas, "the focus will be on the development of a premium support network, the application of the latest business technology, and the launch of exciting new products and services to create a thrilling customer experience."

<<< Continued from cover

and dynamic nature of the internal combustion engine experience. However, Harley is not alone in needing to 'talk a good game' where electric motive power is concerned. The future-facing changes that are already upon the industry affect all motorcycle manufacturers and cannot be ignored - in terms of electrification or of automation.

Jochen Zeitz is quoted as saying: "One of the six pillars of the HardWire strategy is to lead in electric - by launching LiveWire as an all-electric brand, we are seizing the opportunity to lead and define the market in EV. "With the mission to be the most desirable electric motorcycle brand in the world, LiveWire will pioneer the future of motorcycling, for the pursuit of urban adventure and beyond. **LiveWire also plans to innovate and develop technology that will be applicable to Harley-Davidson electric motorcycles in the future.**" Now that is the important bit! See this month's comment on page 4.

The first LiveWire branded motorcycle is scheduled to launch on July 8, 2021 and to premiere at the International Motorcycle Show on July 9, 2021 [IMS Outdoors at Irvine, California]. LiveWire is described as drawing on its DNA as an "agile disruptor from the lineage of Harley-Davidson, capitalizing on a decade of learnings in the EV sector and the heritage of the most desirable motorcycle brand in the world.

"With an initial focus on the **urban market**, LiveWire will pioneer the



electric motorcycle space, and beyond. Innovating by design and attracting industry-leading talent, LiveWire will be headquartered virtually, with initial hubs in Silicon Valley, CA, (LiveWire Labs) and Milwaukee, WI. "From launch, LiveWire [the brand] will work with participating dealers from the Harley-Davidson network as an **independent brand**. An innovative go-to-market model will blend digital and physical retail formats, tailoring the experience to the local market and allowing customers to discover LiveWire on their own terms."

However, as LiveWire seeks to "seize the opportunity to lead in EV and innovate across the customer journey," there will still be some **"dedicated EV showrooms"** at select locations, starting with California - allowing customers to "experience the LiveWire brand in an immersive and innovative way.

"With a dedicated focus on EV, LiveWire plans to develop the technology of the future and to invest in the capabilities needed to lead the transformation of motorcycling. LiveWire expects to benefit from Harley-Davidson's engineering expertise, manufacturing footprint, supply chain infrastructure and global logistics capabilities.

"Harley-Davidson and LiveWire intend to cooperate and share their technological advancements to ensure an industry-leading application in their respective core segments."



Harley has never formally released sales numbers for the LiveWire - they are not detailed in the fiscal reporting either. However, it is an open secret that the numbers have been way below expectations and below anything that would represent a suitable return on investment. But the profile generated by the hype is money in the bank for a brand that remains largely undamaged by the lack of sales, and largely distanced from any Bar n' Shield baggage among the demographic who are likely to be the earliest electric motorcycle adopters.

Motor Bike Expo returns June 18/20, 2021



In pandemic terms, events have been moving quickly in Italy - with the third wave and lockdown now starting to give way to a return of the freedoms we all take for granted. Specifically, the Italian authorities have given the 'green light' to the reopening of the national exhibition network in June. Motor Bike Expo, Verona, grabbed the holoshot and became the first motorcycle industry event to grab the

opportunity and confirm Friday 18th to Sunday 20th June as dates for the much delayed 2021 show at its usual Veronafiere venue. Not only will it be one of the first events of any kind to open for business in Verona, but is thought likely to be the first international trade fair to reopen in Italy as a "safe exhibition with in-person attendance." In April this year, the

Italian government decreed June 15 as the reopen date for exhibitions in Italy.

This will be the 13th MBE to be staged at Verona since the event moved from Padua, and with the better weather, the plan is for an event that will capitalize on the opportunities to add outdoor activities, including demo rides and a riding safety school. For the first time, visitors will be able to bring their own motorcycles into the expo complex with a new, fully equipped parking area.

The capacity of the Verona exhibition center complex is large enough to guarantee social distancing, with an algorithm driven surveillance system to help avoid overcrowding; ticketing will be electronic only.

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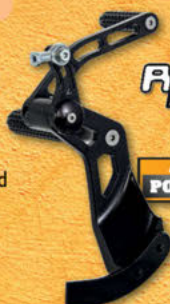


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NEWS BRIEFS

For the second year in succession, **H-D Europe** has canceled its 29th annual **European H.O.G. Rally**. It had been slated for 10th to 13th June at Portoroi on the Adriatic coast of Slovenia, close to the Italian and Croatia borders. An international highlight of the international H.O.G. calendar, the Rally regularly attracts riders from more than 60 countries.

Pied Piper has reported **Harley dealers** as ranked #1 in 2021 for responding to website customers. The Indian Motorcycle brand was ranked second, followed by BMW and Polaris. Dealers for top brands were found to have improved their website response behaviors dramatically over the past two years, while dealers for other brands failed to improve. The 2021 internet lead effectiveness (ILE) study results show that dealers selling Harley, Indian, BMW or Polaris sent an email or text answering a website customer's question about 50% of the time on average - in 2019, the figure for the same dealers was only about 35% of the time. In contrast, Honda, Kawasaki, Triumph or Yamaha dealers sent an email or text answering a website customer's question only about 30% of the time.

The Custom Bike Show, an AMD World Championship of Custom Bike Building Official Affiliate planned for the Motorama Expo in Madrid, Spain in June has had to be **postponed** for 2021. It had been slated for the first weekend of June, and while the pandemic is largely under control in Spain, with the Madrid City authorities issuing a permit for Motorama itself to go ahead, organizer Expo Motor Events has had to conclude that time was too short to be able to prepare the custom show to the required international standard. It is hoped that it will go ahead in its usual annual slot in March 2022 instead.

NHRA Announces New Electric Vehicle Class

NHRA has announced the creation of an all-new electric vehicle (EV) racing class that will join the NHRA Summit Series in 2022.

For decades, NHRA's Member Tracks have seen EVs, hybrids and alternative-energy vehicles use their racetracks as a proving ground. Creating an EV class within the NHRA Summit Series accelerates the NHRA's commitment to its racers and partners looking to develop new technology. With the rise in performance of electric street vehicles also comes the need for the NHRA to provide a safe place to race and a platform for competitors to evolve and demonstrate their capabilities.

"We are thrilled for this new opportunity for our NHRA competitors," said NHRA President Glen Cromwell. "NHRA Drag Racing is about performance and innovation and we look forward to seeing how these vehicles perform in 2022."

"Summit Racing Equipment supports all forms of motorsports, and we are excited to help bring EV technology to the track through our longstanding partnership with the NHRA," said Jim Greenleaf, Summit Racing Equipment Motorsports and Events Manager. "This is a great opportunity to expand on one of the most successful grassroots sportsman drag racing programs in the country."

The NHRA's EV race car initiative was launched to bring automakers, racers, the safety industry and the performance aftermarket together. Multiple meetings between the NHRA and global OEMs during the past four years have discussed the technical challenges and opportunities that come with EV drag racing.

During that time, NHRA fans have seen the debut of the Chevrolet eCOPO, a match-race between a supercharged Ford Cobra Jet Mustang and the all-electric Cobra Jet 1400 all-electric



motorcycles in the hands of Vance & Hines, and a 200-mph EV-record breaking pass by an all-electric dragster. "The NHRA will continue to foster EV development as drag racing is the motorsport best suited to demonstrate the electrification of vehicles."

Rules for the all-new Summit Series EV class are in discussion and will be released as soon as possible to give builders and racers ample time to prepare for 2022.

Vance & Hines NHRA Pro Stock Contingency



Vance & Hines has announced a contingency sponsorship program offering payouts to riders in the NHRA Pro Stock Motorcycle (PSM) class who use the new Vance & Hines VHIL18504V Suzuki-based engine and Vance & Hines carbon pipe. Riders that meet the requirements will receive \$500 for a race win and \$250 as a runner-up.

"Terry Vance and Byron Hines made a name for themselves and started this company at a racetrack. We do everything we can to support racing with great engines and components, and this contingency payout is our way of saying thank you to our riders," said President of Vance & Hines Mike Kennedy. To qualify for the contingency payment, riders must run the appropriate equipment and have Vance & Hines



identification on their bike. The NHRA will determine who is awarded the payments. Vance & Hines Team riders are not eligible for this prize money. In other news, Vance & Hines is to add six-time NHRA PSM champion Andrew Hines and four-time champion Eddie Krawiec to its NHRA Pro Stock Motorcycle Racing Team for the remainder of the 2021 Season after sitting out the first two

PSM events.

Both Hines and Krawiec will ride motorcycles equipped with Vance & Hines' recently announced VH160VT engine and NHRA-approved Buell 1190RX bodywork. They join three-time champion Angelle Sampey as part of the "winningest team in NHRA PSM history."

"It was hard to sit out the beginning of the 2021 NHRA Season," said Hines, "but both Eddie and I had our hands full at the RDC (Vance & Hines Racing Development Center). It was important for the business that we launch our two new racing engines and the components that our customers need. When we went to the NHRA events in Florida and Nevada it was great to see our engines perform, but I really wanted to grab my gear and be on the track."

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NEWS BRIEFS

Vancouver, Canada based **Damon Motors** has received an "Honorable Mention" accolade in the Transportation category of the 2021 Fast Company World Changing Idea Awards. The recognition is for its HyperSport superbike, which Damon describes as "the world's smartest, safest, most powerful, fully connected electric motorcycle." The awards honor the businesses, policies, projects and concepts that are actively engaged and deeply committed to pursuing innovation when it comes to solving health and climate crises, social injustice or economic inequality; www.damon.com

Although **Cycle World** has been reduced to, basically, being a click bait tool for an online loan shark (aka a 'FinTech' start-up), the brand name still carries some residual cache. So, when Cycle World passed judgement on the Pan America, it is still worth taking notice of. Its verdict? "It's legit." In fact, not only does Justin Dawes think Harley has "pulled it off" and built a legitimate adventure-touring motorcycle, but that the Pan America 1250 Special "is the best motorcycle The Motor Company has ever produced." There you have it! It may not be "game over, move over" for BMW yet, but Harley is "in the game." Cool!

After releasing 'The Exhaust' for Euro 5 Fat Bob models, Dutch noise management exhaust specialist **Dr Jekill & Mr Hyde** is also now shipping 'The Exhaust' for Euro 5 Touring 107/114 inch models and the CVO 117 inchers.

Piaggio saw Q1 two-wheeler sales grow by +35% over Q1 2020 and +22% from Q1 2019, with highest Q1 consolidated net sales revenue since 2007 and "best ever" Q1 EBITDA and net profit. Piaggio reduced debt by €100m and sold a total of 135,000 vehicles of all kinds worldwide in Q1 (+15.3% from 117,100 in Q1 2019). In two-wheeler terms (Piaggio, Vespa, Moto Guzzi, Aprilia etc), the Group sold 103,200 two-wheelers worldwide (+35% from 76,400 in Q1 2020), generating net sales of €296.9m/+42.2%. Sales were +90% in India and America, +47.2% in Asia Pacific and +70% in Italy.

Harley Icons Collection

As alluded to by CEO Jochen Zeitz in his Q1 investor conference call, Harley has confirmed the long rumored limited edition specials program that had been an open secret for months.

An annual program "offering very limited edition motorcycle models designed to elevate traditional forms and celebrate Americana, either by revisiting classic Harley-Davidson design themes or by exploring ideas that represent the future of motorcycle style," the Icons Collection makes its debut with a limited edition 114" M-8 Electra Glide 'Revival' model.

Presenting one or at most two models annually, with a single production run for each motorcycle model - production of that model will never be resumed or repeated - each Icons Collection motorcycle will be serialized, with the buyer receiving a certificate of authenticity.

"With the Hardwire, we made a commitment to introduce a series of motorcycles that align with our strategy to increase desirability and to drive the legacy of Harley-Davidson," said Zeitz. "With that in mind, I am proud to introduce our new limited edition Icons Collection, a series of extraordinary adaptations of production motorcycles which look to our storied past and bright future."

The Electra Glide Revival model is "a retro-classic motorcycle for the nostalgist who longs to ride a bike with a style that is both distinctive and timeless. Global production of the Electra Glide Revival model will be limited to a one-time build of 1,500 serialized examples (scheduled to



reach authorized Harley-Davidson dealers in late April) with an MSRP of \$29,199."

The look of the Electra Glide Revival model is described by Harley as being "inspired by the 1969 Electra Glide, the first Harley-Davidson motorcycle available with an accessory 'batwing' fairing. The fairing became an iconic - and often imitated - Harley-Davidson styling cue, its shape an instant on-the-road identifier of many Harley-Davidson models and the foundational design of the fairing featured on current models.

"In 1969, the accessory fairing and saddlebags were only offered in white molded fiberglass, and the Electra Glide Revival replicates that look with a Birch White painted finish. The period-inspired tank medallion and Electra Glide script on the front fender complete the look." The Electra Glide Revival will be offered in a single color scheme inspired by the original 1969 colorway: the two-tone fuel tank in Hi-Fi Blue and Black Denim bisected with

a Birch White stripe, with Hi-Fi Blue paint on the fenders and side panels.

"We live in a very dynamic time, each of us experiencing constant change," said Brad Richards, Harley-Davidson vice president of styling and design. "The Electra Glide Revival model is an oasis in this daily turbulence, a way to reconnect with the fundamental Harley-Davidson DNA that created Grand American Touring."

Design highlights of the Electra Glide Revival model include a solo saddle with a black-and-white cover and a chrome rail, mounted over an adjustable coil spring and shock absorber, also a nod to Harley-Davidson FL models from the 1960s and a functional feature that adds rider comfort. Chrome steel laced wheels and wide whitewall tires add to the nostalgic look, as do brilliant chrome on front fender rails and saddlebag rails, front fender skirt, ventilator air cleaner cover, fork covers and auxiliary lights.

www.h-d.com/icons

Zero Special Edition Raises Funds for the National Forest Foundation

Santa Cruz, California based **Zero Motorcycles** launched a special, limited edition DSR in celebration of its 15th anniversary. In commemoration of Earth Day (April 22, 2021), Zero will give \$500 from the sale of each special, limited edition motorcycle directly to the National Forest Foundation in the United States.

Sam Paschel, Zero Motorcycles CEO, said: "The campaign is designed around Zero Motorcycles' continued effort to help to preserve Earth's natural treasures, and to encourage customers to spend more time outside.

"Zero was founded with a passion for off-road motorcycles that could be ridden in the Santa Cruz Mountains. It has been our mission to transform the riding experience with pure electric vehicles, and a passion



for conservation is deeply rooted in our DNA. Our bikes are an incredible way to experience off-road riding, including in America's National Forests, and we stand with the National Forest Foundation in their mission to guarantee access to those lands for future generations."

Available through all US Zero Motorcycles dealers, these 15th anniversary models are powered by the heralded Z-Force 75-7 motor capable of 116 ft-lb of torque, 70 hp, a top speed of 102 mph, and up to 163 miles of range per charge (MSRP is \$15,495).

Take the scenic route

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The Predator III seat features a 6" tall driver support with unique styling covered in automotive-grade vinyl. The molded polyurethane foam provides maximum comfort and has a narrow driver's cut for better leg clearance.



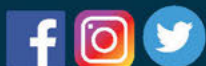
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NEWS BRIEFS

Ducati delivered 12,803 bikes from January to March 2021, an increase in sales of +33% over Q1 2020 and +2% over Q1 2019. The company says it had a best-ever forward order book at the end of the quarter, with +93% growth over 2020 and +135% compared to 2019. Italy remained its strongest market (2,354 units), followed by USA (1,723) and Germany (1,275). The Ducati Scrambler 800 range were the best performers in Q1, with the Multistrada V4 the most delivered single model, followed by the V4 Streetfighter.

Honda has said that it is targeting **100% EV sales in North America by 2040** (battery-electric and fuel cell) having achieved 40% by 2030 and 80% by 2035. The company is aiming for carbon neutrality for all products and corporate activities by 2050 and zero traffic collision fatalities involving Honda automobiles and motorcycles globally by 2050.

Race legend Dick Mann has passed away, aged 86. The winner of two Grand National Championships, Mann was touted as one of the greatest to ever compete in various motorcycle racing disciplines. He is best known for being the first person to ever win all five types of circuit included in the AMA Grand National Championship: short track, TT, half-mile, mile and road race. Mann was inducted into the Motorsports Hall of Fame in 1993 and the AMA Motorcycle Hall of Fame in 1998.

Southern Thunder H-D in Southaven, Mississippi, has been sold by Bob Parsons (of Go Daddy fame) to Dale Rhoads, owner of DEFCON Powersports - owner of H-D locations in Tulsa, OK; St. Paul, MN; Eden Prairie, MN; Lakeville, MN; Blaine, MN and Wichita, KS. Parsons instead intends to focus on his Arizona-based operations, including GO-AZ and H-D of Scottsdale, which, at 150,000 sq ft, is said to be the world's largest H-D store by floor area. Parsons acquired STHD eight years ago from Lisa Rossmeyer-Wade. This is DEFCON's seventh Harley store and is expected to take group revenues to \$120m a year.

FUELL E-Bikes Now Looking for Powersports Dealers

More on the 5th Avenue, New York based FUELL E-bike and electric motorcycle project that Erik Buell is involved with as Chief Technical Officer.

Building on what the company says has been "string sales momentum" so far in 2021, FUELL is inviting applications from dealers as it now

step in the journey with a host of new products being developed like the Flow electric motorcycle that will complement and enhance the entire FUELL collection of vehicles.

"The new FUELL dealer program has been created to set up key powersports dealers as full service FUELL dealers where customers can



The Flluid 1-S E-bike comes standard with two large lithium batteries, top speed of 28 mph and 125 mile range.

seeks to add brick and mortar powersports store availability to its model.

"This new and exciting dealer program is the next stage in the growth of the rapidly expanding business featuring the FUELL Flluid E-bike series of urban mobility vehicles.

"Launched in 2019, FUELL's mission is to reinvent the pleasure of riding. The primary concept behind FUELL is to develop a unique range of vehicles for the new urban adventurers, thanks to freedom of design, engineering and distribution. The Flluid E-bike is the first

come in to see, touch and feel the beautifully designed, powerful and efficient Flluid E-bike. Why powersports dealers? In a recent survey, 50% of customers who bought a Flluid E-bike are also motorcycle enthusiasts; most are between 45-65 years old and make between \$100,000 to \$200,000 per year.

Erik Buell is quoted as saying: "I have a passion for engineering and two-wheeled vehicles, and I love our new Flluid E-bike because it gives people a new way to find real personal mobility. "We feel that powersports dealers are

the perfect place to bring in people who are already comfortable on two wheels and ready to try something new."

The program will feature the Flluid 1-S - it comes standard with two large 504Wh lithium batteries, a torque sensing 500W mid motor and a Gates carbon belt drive with an internally geared hub. "This exceptional E-bike provides incredible efficiency, a sleek modern look and a range of up to 125 miles and is available for new FUELL dealers to order now."

www.fuell.us

New Event Space to be Added at Harley Museum



The Harley-Davidson Museum and its 1903 Events arm have announced that construction on a new event space will begin this summer. Called 'The Garage', The 8,200 sq ft event space at the H-D Museum campus is expected to be completed by the spring of 2022.

"We've all been missing the fun that comes when friends and

families gather to celebrate," said Bill Davidson, Vice President of the Harley-Davidson Museum. "And we know there are a lot of people who are looking forward to coming together in person in the near future.

"This new event space will give our 1903 Events team the opportunity to deliver unique experiences that can only be

found on our campus. This investment represents our growing commitment to the community, to the city of Milwaukee, which Harley-Davidson has called home for 118 years."

The new space will replace 'Chrome', a formal seasonal event space, and will be located just south of The Shop.

www.1903Events.com

Insert Lighting Front to Back

Increase visibility with Drag Specialties front dual ring turn signal inserts. Newly designed with 2" diameter GEN 300 Series LED clusters that are even brighter than the original. Available in bullet or flat lens style styles, these inserts feature an outer ring of white LEDs driving lights and an inner ring of amber LED turn signal lights. The white LEDs turn completely off for the entire turn signal cycle, providing greater visibility to the amber turn signal. The inserts fit signals with an 1157 bulb base and must be used with a clear or smoked lens (sold separately).

Also available are amber or red LED inserts for OEM flat- or bullet-style turn signals. These inserts are a plug-and-play design and give a wide viewing angle when activated. 1156-style inserts are available in amber or red; 1157-style inserts are available in red.



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Dyna pictured with "Pleated" style.
FXR pictured with "Gripp Tape" style.
Bagger pictured with "Diamond" style.
Sportster pictured with "Basket Weave" style.
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4 Styles
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NEWS BRIEFS

Polaris has confirmed further donations of more than \$80,000 to off-road and all-terrain vehicles (ATV) organizations across the United States as a part of its ongoing T.R.A.I.L.S. Grant Program. Nine non-profit organizations were awarded spring 2021 T.R.A.I.L.S. grants ranging from \$6,000 to \$10,000. Since its inception in 2006, the program has supported 324 ATV, off-road and snowmobiling organizations with more than \$2.7m in grants.

Industry veteran Greg Blackwell has been hired by Texas based UTV manufacturer **HISUN Motor Corp.**, USA to help develop its dealer network. His 30-year career has included senior roles with Metzeler Tires, LeMans Corporation, KTM North America, Tucker Powersports and more. At HISUN, colleagues will include ex-Cardo Systems man Jamie Cheek, who he knew as a vendor in his distributor days, business development manager Tyler Houghton and former distributor Tim Calhoun as Director of Parts and Accessories.

Jörg Bucher, the newly elected President of Motosuisse, the motorcycle industry trade association in Switzerland, has announced that the Swiss Moto trade fair is to be rebranded and moved from its long-time home in Zurich to new facilities at the Swiss capital, Bern. The first edition of the new iteration of the show will take place at Bernexpo in February or March 2022. Motosuisse says that "in the future, the festival character is to be strengthened, making the event relevant for a younger target audience."

Loveland, Colorado based **Thunder Mountain H-D**, one of the largest destination H-D stores in USA, has a new ownership team: long-time senior employees Justin Lynch and Nick Hill, and their backers, Steve and Laura Tuschmidt (former owners of Mid America H-D), their daughter Katie Tillitt as COO (a former H-D Field Sales Manager and F&I Consultant for HDFS), and long-time Tuschmidt family friends Andrew and Tonya Lear. New ownership was sought after the former owner pleaded guilty to a misdemeanor sexual-assault charge last summer.

Euro 5 Triumph Scrambler 1200

I know that, in theory, there are plenty of reasons and explanations as to why Harley hasn't got into the Scrambler market - or its kissing-cousin Street Tracker market - but with the lights likely to be about to go dark on the venerable Sportster (according to all the reports we've been seeing for the past nine months or more), is Harley's failure to update rather than abandon its XL niche as clever as it thinks?

With the likes of Biltwell and others having shown just what could be done with Sportsters, it does beg a question when you see what can be achieved by a low-volume, low cost (Thailand) production run in the hands of someone like Triumph - to say nothing of the Ducati Scramblers and no end of Chinese manufacturers, including QJ's Benelli Scrambler-esque badged output.

Triumph's Scrambler 1200 XC and XE may not have delivered quite the "category-dominating specification and style, incredible torque delivery and signature soundtrack" that the company is claiming it has, but stimulated by the need to be Euro 5 compliant, the new 2022 update shows what can be done, delivering lower emissions "whilst retaining all the thrilling performance, high power and torque that they are renowned for."

Alongside the 2022 generation



The 'Steve McQueen' Scrambler special edition

Scramblers comes "a new, beautiful and unique limited edition that celebrates the most famous movie star, stunt and motorcycle in history - the Scrambler 1200 Steve McQueen Edition."

The new engine update is matched to an updated exhaust system with improved heat distribution, a high power 1200 cc Bonneville twin engine with dedicated Scrambler tune (81 lb-ft at a low 4,500 rpm and 89 hp at 7,250 rpm), Öhlins long travel, fully adjustable RSUs and long travel Showa forks, up to six riding modes, including Off-Road Pro, optimized cornering ABS and optimized cornering traction control - "a dual-purpose Classic and Adventure

cross-over."

Given the ability to compete that Harley's engineers have demonstrated with the Pan America, surely it is only a matter of time before Milwaukee becomes tri-lingual and learns to talk 'Alt Moto' as well as Big Twin and ADV?

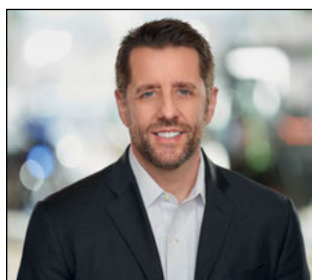
With Triumph's MSRP for its Euro 5 compliant Scrambler 1200 XC quoted at USD \$14,000, rising to \$16,400 for the 'McQueen', it is not as if it's a niche that couldn't have balance sheet juice in it, and it certainly wouldn't do the Bar 'n Shield brand any harm at all with the next generation of mid-life buyers. It is still a shame that nothing ever came of the contacts between Harley and ATK.

Speetzen Confirmed as Polaris CEO

As expected, Polaris Inc. has moved to confirm interim CEO and former CFO Michael Speetzen as Scott Wine's permanent successor, with Bob Mack as Executive Vice President and Chief Financial Officer. Speetzen is also appointed to the board of directors. John Wiehoff, chair of the Polaris Board, is quoted as saying: "Mike is a proven and highly respected leader within Polaris and across the powersports industry. His strong vision and deep understanding of the business gives us great confidence in his ability to further build on Polaris' legacy of innovation and growth."

"In his six years with the Company and as interim CEO, Mike has consistently demonstrated his ability to inspire our team, build strong stakeholder relationships and drive strategic execution. We are excited about Polaris' next chapter of success and value creation under Mike's leadership."

Speetzen had publicly stated that his name was 'in the ring' for the job and that he hoped to succeed Scott Wine,



Michael Speetzen has been confirmed as Polaris' CEO

and in response to confirmation of his permanent appointment, he is quoted as saying "Polaris is an incredible organization, and one that I have been privileged to be a part of for the last six years."

"As our results over the past year show, Polaris has tremendous opportunities as the undisputed leader in the powersports industry. I look forward to the continued partnership with Polaris' talented senior leadership team, including Bob in his role as CFO, as we continue building on our momentum and fully

capitalizing on the booming interest in outdoor recreation."

Speetzen continued: "Bob is a results-driven leader who was integral in expanding Polaris' role as an industry leader through strategic M&A activity and his leadership of our Global Adjacent Markets and Boats operations. While serving as interim CFO, Bob has been a trusted advisor and partner whose financial acumen and breadth of experience make him well suited to continue advancing our financial strategy as CFO." Mack will continue to oversee Polaris' Corporate Development and Global Adjacent Markets teams.



Bob Mack, Polaris' Executive Vice President and Chief Financial Officer

Expanding the Duo Concept

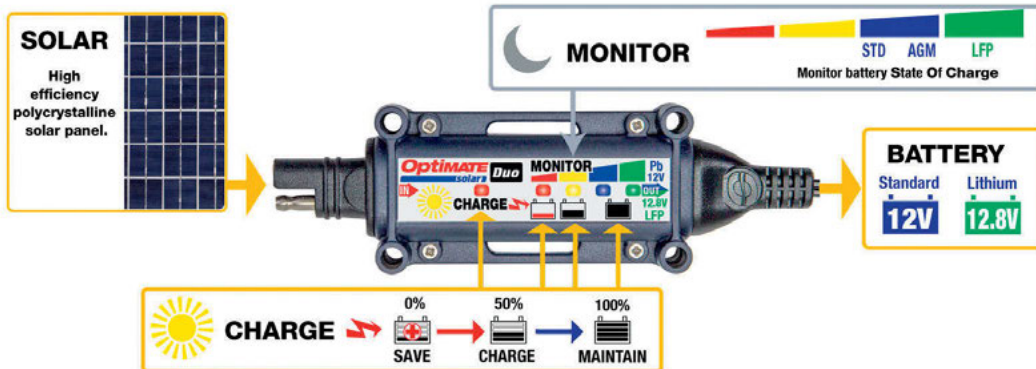
In the past, solar chargers have been a reluctant purchase for many - not only are they more expensive than a comparative AC powered battery charger, but many also find that the lack of information and feedback during charging is discouraging. The typical solar charger does not indicate charge progress, how fast it is charging, if at all, and then (literally) at the end of the day, how much charge the battery received.

TecMate's solar chargers have changed that - the smart controller answers all those questions.

When the sun is up, you can follow charge progress on the LED control panel; when the sun is down, even in the dark of night, the same LED panel displays how much charge the battery is holding.

And now its solar chargers have made it even easier - there is no need to think what battery you want to charge. The latest OptiMate combination charger and battery monitor automatically saves, charges and maintains both 12V lead-acid (Pb) and 12.8V/13.2V Lithium Ferrous Phosphate (LFP) batteries.

When charging, the controller optimizes power output according to incoming sun power. So, on a cloudy day it collects that slow incoming power and delivers pulses of charge that are more effective than a very slow trickle of current; in full sun it delivers



continuous power, i.e. the fastest charge.

TecMate offers different sizes of OptiMate SOLAR DUO chargers - 10W is the entry level and ideal for smaller batteries, delivering 0.6A on average. The OptiMate SOLAR DUO 20W model is ideal for larger battery maintenance,

even that of a car or pickup truck - delivering 1.2A on average.

The OptiMate SOLAR DUO 40W models deliver 2.4A (average) to 3.3A (max.), great for faster charging next to the track or out in the middle of nowhere on a riding adventure.

Martin Human, CEO/CTO of TecMate, says: "We can all agree that no one really cares about their battery until it's dead. Then they might wonder what battery is in the vehicle and how it needs to be charged - but only then!"

"We've made that part extremely easy - all you have to do is connect an OptiMate SOLAR DUO charger to your battery, point the panel to the sun, and the 'no brainer' solar maintainer does the rest! Plus, at night the monitor mode will tell you how far it got. Smart solar charging has arrived!"

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NEWS BRIEFS

The club of **BMW Motorcycle Owners of America (MOA)** has confirmed that its 2021 National Rally is being held June 24-27 at the Montana ExpoPark in Great Falls, Montana.

The MIC is opposing proposed changes by the U.S. EPA to modify and remove E15 fuel labeling requirements at gas pumps. This fuel includes high levels of ethanol, between 10.5 and 15 percent, "which can harm powersports engines, degrade performance, increase emissions, cause fuel leaks and even engine failures - as well as voiding manufacturer warranties. The proposed labeling changes will make it more difficult for consumers to distinguish the difference between E15 and the less harmful E10 fuel and will fail to communicate the risks of improper E15 use."

Having secured prominent sponsorships in AFT and motorcycle drag racing for 2021, **Mission Foods** - the American Tortilla chips, wraps, dips and salsa manufacturer - has signed on with MotoAmerica as naming rights sponsor for the 2021 **King of the Baggers** V-twin motorcycle road racing series; www.MotoAmerica.com

BMW has recorded deliveries of 42,592 motorcycles and scooters in Q1, up by 22.5% from 34,774 units in Q1 last year. Revenues from motorcycles are put at €753m, up by 35.7% from €557m for the year-ago quarter. The profit on motorcycle operations is put at €135m, up by 72% on the year- ago period (€87.5m).

Michael Veracka has acquired 76-year-old **Volcano H-D of Vancouver**, Washington (formerly Columbia H-D, owned by Jennifer Rodgers), saying he plans to hire 50 additional staff at the location. The addition takes his MOD Enterprises network to seven Harley stores - Rawhide H-D in Kansas, Avalanche H-D in Colorado, Riverside and Huntington Beach in California, Desert Wind H-D at Meza, Arizona and Jet City at Renton in Washington state; www.mod-enterprises.com

NHRA and Virginia Motorsports Park have announced the postponement of the Virginia NHRA Nationals (the event had been slated for June 4-6 at Petersburg, Va.) and the addition of the Thunder Valley Nationals at the Bristol Dragway in Tennessee, October 15-17.

Back to a Period-Correct Future

There aren't many motorcycles still in working order from 1937 - most have long since either disappeared or are now enjoying quiet retirement in a museum or collection of some kind. There are even fewer accessory vendors from then still in business today, but one such - National Cycle of Maywood, Illinois - is not only still in rude health as a world leader in the windshields business, but still has the 'Heritage Chops' to not just recognize and honor its own past, but to do so in the context of the extraordinary journey of development that motorcycle design has been in that time.

Founded as 'The Nation's Cycle Center' in 1937 by a certain Gordon Willey, National Cycle, as it has been to generations of riders, is still in the same family ownership, with Barry Willey and his wife Ann still very firmly at the helm. Under their stewardship the business has never failed to move forward, especially where embracing and developing advanced materials and windshield safety is concerned - but so too, Ann and Barry have never forgotten their roots.

These new vintage style, beaded windshields in four color options are now available for restoring 1936-47 Knuckleheads or 1948 Panheads. These windshields were modeled directly from actual vintage windshields that National Cycle manufactured beginning in 1937. "If your original windshield is old or cracked, replace it with an exact reproduction made by the same

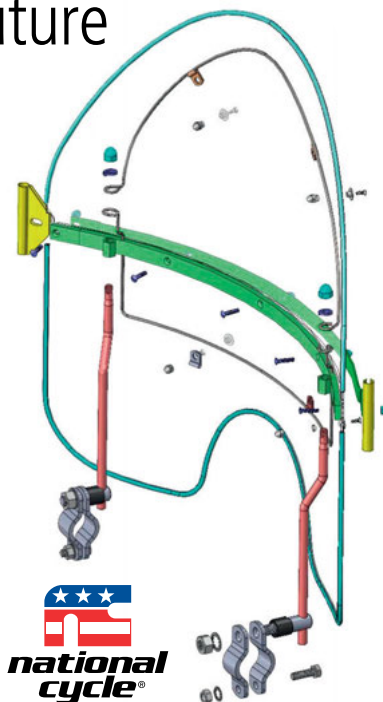
original manufacturer - National Cycle!"

The National Cycle vintage beaded windshields come complete with mounting hardware exactly like the originals, and with lower sections in choice of clear, blue, red or black.

The period-correct windshields were made from Pyralin plastic, which was somewhat flexible and thus required a beaded edge as well as a steel reinforcing ring.

These new reproductions are made from virtually unbreakable polycarbonate, with the upper section having National Cycle's exclusive Quantum hardcoating for what is widely recognized as the world's best scratch resistance.

The beaded edge and steel ring are retained for an authentic, period-correct appearance. All National Cycle polycarbonate windscreens are protected by a 3-year warranty against breakage.



www.nationalcycle.com



Cardo Under New Ownership

Tel Aviv and Plano, Texas based **Cardo Systems** has been sold by prior owner and founder/chairman Dr. Abraham Glezerman and leading Israeli private equity tech investor specialist Fortissimo Capital to London, England based EMK Capital for an undisclosed sum. Cardo's products are sold in over 80 countries, with additional operations in Europe and Asia, and employs over 100 people worldwide.

Dr. Abraham Glezerman founded Cardo in 2003. A year later, the newly formed company was the first to introduce personal Bluetooth-based communicators to the motorcycle industry, adding a completely new product category to the accessory market. To date, the

company has sold over six million communication devices worldwide.

"Leading Cardo's evolution from an idea to a leading global brand was a unique experience," said Glezerman. "Its success could only have come about thanks to the ever-inspiring dialog with millions of customers worldwide and due to the creativity, dedication and professionalism of the immensely talented people who work at Cardo."

www.cardosystems.com



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NEWS BRIEFS

The **Rider Pass**, described as the largest motorcycle sharing marketplace, has announced that bikers can now pay a monthly subscription for discounted rides across the motorcycle rental marketplace. A subscription pricing plan from Austin, Texas based **Riders Share** is said to be an industry-first service for peer-to-peer rentals. Launched in 2018, Riders Share is said to have over 100,000 registered total users and says that over 15,000 people have shared their motorcycles on the platform. The base monthly subscription price is \$24 with a 12-month term, or \$22 per month if prepaid in advance.

Only a year since announcing its plans, BMW is starting battery component production in Germany at Leipzig and Regensburg and expanding its e-drive production network. The BMW Group is investing a total of around €790m in expanding production capacity for drivetrain components for electrified vehicles at its Dingolfing, Leipzig, Regensburg and Steyr locations between 2020 and 2022.

Anyone who thought that the MV 'Ever Given' Suez Canal drama was over has underestimated the long-term implications. While the blockage may have been resolved in a week in March, the ship itself is still parked in a lake on the Canal in Egypt and has become the center of a huge international game of legal jeopardy. As ever, the attorneys will be the only winners - Yamaha and Ducati certainly won't be. They have complete bikes (in the case of Yamaha) and components trapped there among the 18,000 containers that are now being held hostage.

Internationally respected vehicle and performance engineer **Ricardo** has opened an Electrified Propulsion Research Centre (EPRC) as a global center of excellence for electrified transport engineering. "It is enabling the research and development of the next generation of electrified vehicles, from component level subsystems to fully integrated powertrain." It is servicing vehicles across all platforms including automotive, commercial vehicle, defence, industrial and off-highway, high-performance and motorsport, and motorcycle.

O'Hara takes Road Atlanta KOTB Race Win for Indian/S&S

Having posted a top speed of 144.2 mph on his way to qualifying first for the first King of The Baggers race of the season at Road Atlanta, Jamie O'Hara took the win on his Mission Foods S&S Indian Challenger on Sunday May 2nd to pick up where he left off when he scooped the win at the first ever KOTB race (Laguna Seca) in 2020. In a closely fought race that likely

Frankie Garcia brought the Roland Sands Design Indian Challenger home in third, some 25 seconds back but only 0.122 of a second ahead of Hayden Gillim on the Vance & Hines RDC (Racing Development Center) prepared 131" Fuelpak FP3 custom tuned, hi-output 2-into-1 exhaust equipped Electra Glide in fourth. Eric Stahl (Jiffy Tune Racing) and John



POS	NO.	NAME	TOTAL TM	BEST TM	SPONSOR
1	29	Tyler O'Hara	12:58.498	1:36.392	Mission Foods S&S Cycle Indian Challenger
2	33	Kyle Wyman	12:58.952	1:36.651	H-D Screamin' Eagle
3	14	Frankie Garcia	13:24.250	1:39.626	Roland Sands Design Indian Motorcycle
4	79	Hayden Gillim	13:24.372	1:39.478	Vance & Hines
5	55	Eric Stahl	13:36.494	1:49.887	Jiffy Tune Racing
6	48	John Seuberling	13:41.450	1:55.117	Mad Monkey Motorsports

foreshadows the story of the three-race season, O'Hara took the win on his OEM and S&S Cycle backed Indian Challenger by less than half a second from the H-D Screamin' Eagle Performance backed, 131" crate engined Road Glide raced by pro rider Kyle Wyman - the son of Kim Wyman, owner of Harv's H-D at Macedon, near Rochester in upstate New York.

Seuberling (Mad Monkey Racing) brought their Harleys home a lap behind Gillim as fifth and sixth finishers. Michael Barnes, also on a Harley (DTF Performance/Hoban Brothers Racing/Darkhorse Crankworks), was classified DNS - despite clearly having the chops to compete, having been the fourth best qualifier just 3.2 seconds behind O'Hara.



Yamaha Completes Historic AFT Triple Victory Sweep at Atlanta Super TT

Staged on a hybrid Super TT course, the seven weeks wait for the return of AFT action following the season-opening Double Header in Florida in March produced a sensational triple win across all three classes for title sponsor Yamaha at its home race in what proved to be a historic evening of Progressive American Flat Track racing at Atlanta Motor Speedway. Just miles from its American base of operations, Yamaha became the first manufacturer to ever pull off a victory sweep across all three classes in a single evening thanks to the virtuoso performances of Estenson Racing's JD Beach and Dallas Daniels. Beach completed the remarkable triple win in absolutely crushing form aboard the No. 95 Estenson Racing Yamaha MT-07 DT in the Mission SuperTwins presented by S&S Cycle main event. The multi-time national champion roadracer and TT race winner opened up a full straightaway's advantage early on and then cruised home to a near-five-second margin-of-victory by



Photo: Kristen Lassen, AFT

the end. An entertaining melee for second saw Sammy Halbert (No. 69 Coolbeth-Nila Racing Indian FTR750), Briar Bauman (No. 1 Indian Motorcycle/Progressive Insurance FTR750), Jarod Vanderkooi (No. 20 Mission Roof Systems Indian FTR750), and Davis Fisher (No. 67 BMC Racing/Dick Wall 60 Indian FTR750) slug it out in Beach's wake. In the AFT Production Twins presented by Vance & Hines, Dallas Daniels (No. 32 Estenson Racing Yamaha MT-07) added to his quickly burgeoning reputation, not only winning in his Progressive AFT twin-cylinder debut but flat out dominating the Production Twins main event. All-around ace

Dalton Gauthier (No. 79 D&D Cycles/Vance & Hines Harley-Davidson XG750R) came home a clear second, with Dan Bromley (No. 62 Memphis Shades/Vinson Construction Yamaha MT-07) third. In a red-flag impacted AFT Singles, despite pressure from Spanish flat track superstar Ferran Cardús (Honda CRF450R) and Mikey Rush (Yamaha YZ450F), Daniels held the lead from holeshot to chequered flag, becoming the first rider to win two classes at a single event since Ricky Graham. Next Up is the Mission Foods Texas Half-Mile at Texas Motor Speedway in Fort Worth, on May 22nd. www.americanflattrack.com

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THE BRADLEY REPORT™

By AMD founder Robin Bradley

R. Bradley

robin@dealer-world.com

Connected Motorcycle Consortium - *this is Big News #1*

Founded in 2016, the Connected Motorcycle Consortium (CMC) is a multi-manufacturer effort to establish a common standard that would be a foundation on which motorcycle makers could base interconnectivity systems and devices (**Cooperative Intelligent Transport Systems/C-ITS**) for motorcycles to be able to communicate with other vehicles.

After four years, December 2020 finally saw the members of CMC (**ACEM, BMW, KTM, Honda, Yamaha, Suzuki and Triumph**) publish the 'Basic Specification' - a set of documents addressing various topics related to the introduction of C-ITS for motorcycles, such as the system triggering conditions, localization accuracy, algorithms and communicated data, as well as rider interface and antenna performance. ACEM's **Antonio Perlot** stated: "This breakthrough result is the outcome of all the efforts made over the years by CMC members. They have been working intensively to achieve this goal and have made significant progress in this area through several studies, the development and evaluation of prototype bikes and through meetings and discussions with different major stakeholders. "The CMC built on the ACEM Memorandum of Understanding on Cooperative Intelligent Transport

Systems - motorcycle manufacturers, suppliers, researchers and associations joined forces with the objective to make motorcycles part of the future connected mobility." The primary first objective of the consortium has now been achieved by meeting the stated aim to define common 'Basic Specifications' for C-ITS systems for motorcycles and have them ready for publication by the end of 2020.

C-ITS allows road vehicles to communicate with each other, with roadside infrastructure and with other road users. C-ITS has a high potential to prevent accidents, especially for motorcycles. CMC has been working on around 30 applications in which

"the work of CMC 'Next' started in January 2021"

connectivity would warn drivers and riders of potentially dangerous situations.

"The integration of motorcycles in the C-ITS ecosystem will bring significant safety benefits and will lead to better integration of motorcycles in the transport system," said Perlot.

At the presentation of the 'Basic Specification' documents and signing



of the extended **CMC 'Next'** agreement between the manufacturers, **BMW** stated that "for decades, BMW Motorrad has been leading the way with regard to improving motorcycling safety. As a founding member of the CMC, BMW Motorrad will continue to work together with other renowned manufacturers to further increase the safety of motorcycling and to make riding pleasure on two wheels even safer and more attractive".

The next phase will now see the approach widened and the work include investigating the conspicuity of motorcycles by **ADAS systems** (Advanced Driver Assistance System). This 'system' approach looks at creating synergies between on-board sensor systems and connectivity.

"The 'Basic Specification' is a first step to describe the function of motorcycle V2X systems (Vehicles-to-Everything - which includes 'Vehicle-to-Vehicle' and 'Vehicle-to-Infrastructure'). In a further step beyond basic specification, the participating manufacturers will define further essential functional requirements to standardize in detail.

Now that motorcycles will be able to develop standardized communication, a further crucial step for CMC 'Next' is cooperation with the car industry and other vehicle manufacturers, so that motorcycles can integrate with the on-board sensor systems (radar, camera, etc.) and driver assistance systems being developed in the automotive, rapid transit and road freight markets. CMC believes that tailored



motorcycle/car scenarios and tests need to be developed and standardized. The new organization has already started its work in January 2021. The six motorcycle manufacturers encourage other motorcycle manufacturers, suppliers, car manufacturers and the other related organizations to join the cooperation to further pursue the deployment of new elements for motorcycle safety.

Executive Officer **Takuya Kinoshita**, Chief General Manager of Motorcycle

"V2X - 'Vehicle-to-Everything' communications technology"

Business Operations for **Yamaha Motor Co. Ltd.**, stated: "The future of traffic has to be one of being increasingly connected, and motorcycles must be integrated into that ecosystem.

"Motorcycles need to stay a solution and remain an enjoyable means of transport for the decades to come. This is why activities like CMC are so important for the motorcycle industry."

The CMC 'Basic Standard' documents are available for download at www.cmc-info.net



Photo: Autotalks Ltd.



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Swappable Battery Consortium - *this is Big News #2*

At last, there appears to be some progress on an issue that was set to plague efforts by the motorcycle (and wider PTW/powersports) industry to secure a foothold in the evolution of future transport markets and infrastructure developments.

Addressing an issue that we here at AMD Magazine and many other observers have pointed to, especially with regard to Harley-Davidson's plans for further developing its electrification programs, **KTM/Husqvarna, Honda, Yamaha and Piaggio Group (Vespa, Moto Guzzi, Aprilia)** have signed a 'Letter of Intent' for the creation of a **Swappable Battery Consortium** for motorcycles and light electric vehicles.

It is an issue that affects all manufacturers, including Polaris/Indian, Zero, and all the others not yet singing from this song sheet and one that, as things stand, could be a major foot on the hosepipe as they

enthusiasms forward, and ever more difficult to see two wheels as a viable option in the future. A common swappable battery platform may not sound like a big deal, but in the real world of consumer convenience, choice and lifestyles, it really is.

In the same way that the Connected Motorcycle Consortium efforts to secure motorcycles' viability in a Level 4 and Level 5 connected vehicle landscape (see elsewhere in this edition of AMD Magazine), so too the issue of a swappable common power source is of critical importance.

Though being initially discussed in the European context, this is something that needs an "all in or none in" global approach. As one of the members of the SBC (KTM) is quoted as saying - "the founding members of the Consortium believe that the availability of a standardized swappable battery system would both promote the widespread use of electric motorcycles and light vehicles and contribute to a more sustainable lifecycle management of batteries used in the transport sector.

"Also, by extending the range, shortening the charging time and lowering vehicle and infrastructure costs, the manufacturers will be trying to answer to customers' main concerns regarding the future of electromobility.

"The aim of the Consortium will, therefore, be to define the **standardized technical specifications** of the swappable battery system for vehicles belonging to the L-category: mopeds, motorcycles, tricycles and quadricycles. By working closely with interested stakeholders and national, European and international standardization bodies, the founding members of the Consortium will be involved in the creation of international technical standards."

The Consortium will start its activity in May 2021. The four founding members encourage all interested stakeholders to join the cooperation to enrich the Consortium's expertise.

As **Stefan Pierer, KTM**, said: "Sustainability is one of the key drivers to the future of mobility, and electrification will play a major role in achieving this goal. For powered two-wheelers, the constraints of electric drivetrains regarding range, charging time and initial cost are still evident.

"To overcome these challenges and provide a better customer experience, a swappable battery system based on international technical standards will become a viable solution. Considering the entire lifecycle, a widespread



Stefan Pierer, KTM: "A widespread application of batteries compliant with a common standard will support secondary use as well as a circular economy."

application of batteries compliant with a common standard will support secondary use as well as circular economy. We are glad to be part of the Consortium as we strive towards our goals in the e-mobility sector."

This is a view shared by all four of the manufacturers. **Yamaha** Executive Officer **Takuya Kinoshita**, Chief General Manager of Motorcycle Business Operations, Yamaha Motor Co., Ltd., said: "I believe the creation of this Consortium holds great significance **not just for Europe but the world** as we move towards establishing standards for swappable batteries for light electric vehicles. I'm confident that **through work like this, the technical specs and standards that currently differ by regional characteristics or the state of the industry in different markets will be unified**, and, in the future, will help lead towards maximizing the merits of electric power for customers on a global level."

Michele Colaninno, Chief of Strategy and Product at **Piaggio Group**, said: "An international



Michele Colaninno, Chief of Strategy and Product at Piaggio Group: "A strengthened cooperation among manufacturers and institutions will allow the industry to better respond to the main challenges of the future of mobility."

standard for the swappable batteries system will make this technology efficient and at the disposal of the consumers. Finally. A strengthened cooperation among manufacturers and institutions will allow the industry to better respond to the main challenges of the future of mobility." For **Honda**, which, at a corporate level at least, is probably the most advanced in terms of its investments and preparations for an electric future, **Noriaki Abe**, Managing Officer Motorcycle Operations, Honda Motor Co., Ltd., said: "For the widespread adoption of electric motorcycles, problems such as travel distance and charging times need to be addressed, and swappable batteries are a promising solution."



At a corporate level at least, Honda is probably the most advanced in terms of its investments and preparations for an electric future. Noriaki Abe, Managing Officer Motorcycle Operations, Honda Motor Co., Ltd., said: "For the widespread adoption of electric motorcycles, problems such as travel distance and charging times need to be addressed, and swappable batteries are a promising solution."

try to decode a future in which internal combustion engines are consigned to being a footnote in transport policy history.

In motorcycle terms, the numbers sold annually mean that only concerted action on the issue of power source will allow the industry to achieve a viable critical mass. Without it, consumers will find it ever more difficult to take their motorcycle



Yamaha Executive Officer Takuya Kinoshita: "I believe the creation of this Consortium holds great significance not just for Europe, but the world. The technical specs and standards that currently differ by regional characteristics or the state of the industry in different markets will be unified."

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AHDRA Opens at the Closing of Atlanta Dragway

By Tim Hailey, www.eatmyink.com



The AHDRA All-American motorcycle drag racing series gave Atlanta Dragway a flaming, thundering, nitro Harley send-off as the AHDRA opened its 2021 campaign at the soon-to-be-razed Commerce, Georgia speed facility on April 17-18.

TKR & Associates Top Fuel Harley



The biggest thunder in Georgia was brewed up by the big nitro V-twins of the TKR & Associates Top Fuel Class. Ryan Peery's quickness nailed down number one Top Fuel qualifier on Saturday, and remarkable consistency carried him all the way to the final on Sunday. "We were the quickest on qualifying day, which paid off and gave us a bye run in the first round," said Peery - his 6.55 was third quickest of the round.

Jay Turner's path to the final included low ET (6.412) and high MPH (224.28), but The Bulldog chewed up a cam in the semi and couldn't make the final against Peery - guaranteeing Ryan the win.

"We weren't the quickest on elimination day, but we ran consistent, and consistent passes will win races," said Peery. Peery had the opportunity to ease up or go for broke in the final, and broke is what happened. "We still wanted to put on a good show for the fans, so we left a good tune-up in it, but unfortunately we ended up torching the front head (at about half track) on our finals pass. All in all, it was a great weekend. The last TFH race at Atlanta became my first ever TFH win."

Hawaya Racing Nitro Funnybike



Red Rhea's bike took the Hawaya Racing Nitro Funnybike win with brand new rider Mike Baulch aboard. Number one qualifier Armon Furr "Just got beat," according to Furr, when he met Baulch in the final.

"It was absolutely perfect," Baulch said about his first win. "I just kept the throttle open and stayed in it. The tune-up Red put together gave me the ability to look good with a poor (.256) reaction time. That win belongs to Red."

Hawaya Racing Pro Fuel



Preston "President" Bartlett started his Hawaya Racing Pro Fuel championship defense with a win in a stout seven bike field for the carbureted nitro class, but his name wasn't at the top of the charts until the final round win.

Kirby Apathy qualified number one with a 7.32, but "experienced a catastrophic mechanical failure in the semis" against Bartlett, who beat champion Rocky Jackson in round 1.

Preston faced steady Jim Martin in the final, where Martin's back tire kicked towards the wall at about 150 feet. Jim was forced to back out and Preston - already with a .120 advantage at the tree - ran his best of the weekend (7.391) for the win.

"It was a tough weekend," reported Bartlett. "We hurt the motor during the third qualifier, so we scrambled till 2:00 in the morning, then stopped 'cause everybody was tired. We finished up in the morning, then went one round at a time."

GMS Racing Pro Open



Last year's Extreme Gas and Outlaw Street are now the HMS Racing Pro Open. Mike Motto won both of those last year and started this one-off with a win in the new class. But before Sunday's win came perhaps Motto's biggest win of the weekend - a match with Richard Gadson, who was on hand to make laps on Mike Beland's turbocharged Meth Beth bagger.

"We made some new changes for this year," said Motto. "We needed some runs to test, so we got down to business. We were not sure what the bike would run with the new changes, but we were hoping for 7.60s at 175-180 mph. The bike ran great, but fell a little short of the numbers we expected."

Then came the race with Gadson - a huge rivalry between Mottos' builder HMS and Beland's A1. "It was a great race!" said Motto. Gadson was on hand

specifically to try for a 7 second pass on the Beland bagger, and the "race" happened in round 2 of qualifying. "It was a race?" Gadson asked later. "There were people side-betting on the sidelines everywhere," remembered Motto. "A lot of people bouncing around and pointing when we pulled up to stage. I assume they were betting, but I was in my zone, so no telling what else was going on around me!"

Motto left like it was a race, with an .070, while Gadson left like he was focusing on laying down a perfect pass, with a .173. After that it was all turbo pumping and nitrous spraying (or would have been...turns out Motto's solenoid was broke) to the stripe. "I beat him with an 8.12 to his 8.18 in a very close race!" said Motto, who noted that his bike ran 7.92 at 169 last year.

"He treed me and beat the snot out of me, that's for sure," agreed Gadson. "A good old ass-kicking." "I'm pretty excited to be able to line up next to a legend like Gadson and pull off a win," said Motto. "GMS power, baby!" That "Grudge" win held up for number one qualifier for Motto, who went on to handily beat Kevin Campbell for the win in the final.

Zipper's Performance Pro Modified



Shane Pendergrast swept Zipper's Performance Pro Modified, qualifying number one, setting low ET (8.546) and high MPH (158.99) and winning the final against George Futch III. "I Just want to thank the AHDRA for a good event and my sponsors Hotshotz, SA Racing and Pope's Automotive." Pendergrast also thanked this author "for taking the time to write something for us."

Pingel Modified



Jeff Workman is another defending champion who opened the season with a win - in this case, the Pingel Modified class. Workman had to beat number one qualifier Gary Douglass in the final, and it took low ET (9.376) to do the job after Douglass halved Workman's reaction time (.046 to .092).

"It was some very close racing all weekend long," said Jeff. "I know it would be a very difficult task to keep my belt, but I pulled it off!" "I'd like to thank AHDRA and Bill Rowe for a great event, Atlanta Dragway for hosting it, POWERMIST racing fuel, REBEL GEARS, DBR fabrication, family and friends for helping me along the way. Fantastic weekend of racing."

Horsepower Inc. Hot Street



Gary Douglass may have lost the Pingel Modified final, but his son Charley sealed the deal in Horsepower Inc. Hot Street. Charley's .030 light set the stage for the 9.68 to 9.87 win over number one qualifier and defending champion Scott Shenkel.

"First round of qualifying was my first time riding this year," said Charley. "It was ugly for sure. We have to foot shift these bikes in Horsepower Inc. Hot Street, and I didn't get a clean pass in qualifying. Sunday during eliminations I felt much more at one with my bike. I won the semi-final with a 9.84 and went on to win the finals with a 9.680."

"Energy One clutches has been a long-time supporter of Douglass Racing. Lynchburg H-D and Vreelands H-D both also helped with discounts on parts, a thank you goes out to them."

Law Tigers Pro Bagger



In addition to Gadson, there was another Suzuki Pro Street racer sending a bagger in Atlanta. Victor Gotay picked up a last minute ride and swept Law Tigers Pro Bagger - qualifying number one, setting low ET (9.423) and high MPH (144.38) and then winning the final round against redlighting (-.010) Orlando Williams of Street Kings.

Vreeland's Harley-Davidson 9.90



Brad Reiss Jr. won a stirring Vreeland's Harley-Davidson 9.90 final against Crosby Blair. Both bikes ran identical 9.952s, but the winning difference came at the tree with Brad's .094 light obliterating Blair's .171. Vance Houdyshell qualified number one with a perfect 9.90 but lost a double breakout quarterfinal to Blair.

Universal Fleet & Tire 10.90

Reiss followed up his Vreeland's 9.90 success with a Universal Fleet & Tire 10.90 win. Brad caught a little bit of a break when double defending champion, final round opponent, Kevin Winters took the tree by .011 but still broke out by .012. Reiss' 10.904 lit the winlight. Number one qualifier Jason Leeper lost early with a .197 reaction time.

10.30 index and T-Man Performance Bagger Eliminator

Reiss wasn't the only double winner on Sunday, as Scott Tomsu won 10.30 index and T-Man Performance Bagger Eliminator.

"Wow, what a great weekend at the AHDRA Georgia Peach Nationals," said Tomsu. "We won two classes, but I am pumped about the Super Pro 10.30 win. That is the closest side-by-side racing I have ever been a part of. Also, I was the only bagger in class, I had no electronics (2-step, delay boxes or air-shifter), and no wheelie bar. The racers in that class are very experienced as well, so every round was tough."

Especially Tomsu's 10.30 final round opponent - 9.70 number one plateholder John Shotts. Tomsu took the tree by a full .102 against wheelie bar racer Shotts in a double breakout race. Vance Houdyshell qualified number one with a near-



perfect 10.302 and lost to Shotts in the quarterfinals.

Tomsu won Bagger Eliminator when final round opponent Brett Carlisle redlit. "Dragbag also went 141 mph! I believe that is the fastest of any naturally aspirated Harley-Davidson with stock cases EVER! Just more proof that STFUmotorcycles.com has the best pistons, rods, drop-on kits currently on market."

The next AHDRA round will be at Cecil County Dragway on May 21-23 in Rising Sun, Maryland.

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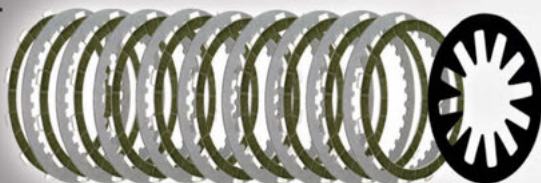
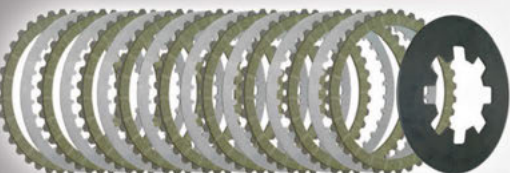


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sales@hawghalters.com
www.hawghalters.com

Three-Snap Bubble Shields

Californian helmet designer Biltwell says its bubble shields "have the perfect vintage look on any three-snap helmet - like our own Gringo or Bonanza - but they are also packed with a variety of high-tech features."

Features such as colored shields with in-molded tint technology, injection-molded scratch and impact-resistant polycarbonate thermoplastic construction, and durable plated stainless steel snaps that fasten securely to snaps on the helmet brow for easy installation.

The mirrored shields feature reflective technology in a variety of surface finishes to reduce glare, and Biltwell says that "every shield color and style provides 91% UV/A and 99% AV/B light resistance based on AATCC-138 test standard" and that the "anti-fog treatment on the shield interior fights moisture build-up from breathing and humidity."

BILTWELL INC.
Temecula, California, USA
Tel: 951 699 1500
service@biltwellinc.com
www.biltwellinc.com



Barnett Clutch Spring Conversion Kit

Ventura, California based Barnett's clutch spring conversion kit for 1998-17 H-D Big Twins (except 2013-17 narrow primary models) includes a CNC precision-machined billet aluminum pressure plate and two sets of six heavy duty coil springs.



Designed to replace the stock diaphragm spring/pressure plate assembly, this spring conversion kit "provides smoother shifting and a more progressive, linear clutch engagement. The two spring sets of different tension ratings allow for three different spring pressure options, making it ideal for stock to high performance applications." Installation is 'bolt-on' with no modifications required. A hydraulic version is also available.

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AMD PRO GUIDE

Zodiac International Additions

Tommy & Sons Universal
License Plate Mount



Billet aluminum and fully adjustable to take almost any size license plate, this universal license plate mount is made in Europe by renowned custom bike engineers Tommy & Sons. It comes complete with red reflector and LED license plate illumination.

Replica Keihin CV
Carburetor



A perfect replica of the Keihin CV (Constant Vacuum) carburetor, Zodiac says that all the interior parts are the same quality items as those supplied by Cycle Pro. It also features Cycle Pro's upgraded slide spring for improved throttle response and its Super Flow emulsion tube as supplied with its EZ Quick Tuner kits, which gives access to the idle mixture screw. It comes complete with a selection of main and slow jets and instruction sheet to tune it for your model and year. It fits 1988-2006 Sportster, 1990-1999 Big Twin, 1999-2006 Twin Cam and carbureted Buell models.



Tire Solo Seats



These universal solo seats with a 16 gauge (1.6 mm) black electroplated steel base have firm polyurethane foam and a cover made from genuine new motorcycle tires. This makes the cover completely waterproof and anti-slip, with the unique appearance of a motorcycle tire. The cover is sewn with Goodyear stitching and sealed seams to prevent water getting into the foam. They are available with straight back (36 cm long, 27 cm wide) or smooth curved back (36 cm long, 27 cm wide).

Micro LED Turn Signals



LED technology allows for the creation of very small but still functional turn signals. These EU approved Micro lights feature clear lenses and one super bright shining amber LED. They come pre-wired and are just 2 1/2" (7 cm) long and 5/8" (1.5 cm) high and feature a rubber-mounted M-8 stud mount. They are sold in sets of two in chrome or black.

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Smooth Operators MÜLLER MOTORCYCLE AG

It is already 20 years now since former German Harley dealer Werner Müller unveiled his first patented clutch assist device - the Power Clutch - and in that time the company he founded has sold over 100,000 of them, worldwide.

Based near Ingolstadt in Bavaria, Germany, these



SMOOTH OPERATOR



Hydro clutch for Twin Cams and M-8 models with hydraulic clutches



Power clutch for Bowden cable Harley clutches - including 2021 models



days the business is operated by Werner's son Fabian Müller, a well-known custom bike builder as well as parts and accessory designer. The original 'Bowden'

"up to 45% less lever effort"

cable Power Clutch for mechanical clutch operation is still available, and the latest iteration is the Hydro Clutch - for Twin Cams and M-8 models with hydraulic clutches.

Müller says that the maintenance-free Hydro Clutch is producing up to a 35% reduction in lever effort of Twin Cams with the Harley hydraulic clutch and up to a staggering 45% reduction in clutch lever effort on M-8 models - Softails and Touring.

Now that Harley has dropped its hydraulic clutch (just too many problems with its design), both designs - Power Clutch and Hydro Clutch - are equally important opportunities for dealers and help turn every rider into a "Smooth Operator"!

The Müller design produces "a clutch that still works - the plates separate perfectly. With some of the other designs we have tested, we have been seeing a loss of stroke when the plates don't operate smoothly,

but with our designs, clutch operation is precise." The invisible/hidden install is described as simple and intuitive.

By improving the precision with which riders can control clutch operation, the Power Clutch and Hydro Clutch can improve the durability and service life of the clutch and the gears in the transmission. The improved sensitivity and feel therefore contribute to better handling and safety - especially in heavy traffic and urban/suburban riding conditions.

Another Müller specialty is lowering kits. Werner Müller's first design was introduced some 30 years ago for EVO models and is still a strong seller. At the time it was said to have been the first ever height-adjustable lowering device for any Harley application, and was likely to have been the first adjustable lowering device for any motorcycle model.

Following that, the version he designed for Twin Cams went a stage further and allowed the height to still be adjusted even once installed - which really brought motorcycle height adjustment into its ergonomic sweet spot.

Marking another advance, for M-8 models, the Müller design is said to be the only lowering kit on the market with stepless height adjustment.

Height adjustable lowering kit for EVO



Lowering kit for M-8 with stepless height adjustment

Lowering kit for Twin Cam, height can be adjusted even after installation



Müller lowering kits are 100% made in Germany and, as with its easy clutch devices, are backed by a lifetime warranty and designed to be durable and maintenance-free.

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Complete Wiring Harnesses - Three Universal Solutions

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." "The last thing anyone ever thinks about, and it's a haunting task that can have your customer's ride laid up for months, is the wiring harness," says President and Chief Technical Officer Jeff Zielinski, "but we don't think it should be that way. "So, our wiring gurus here have put in all the thought, effort and quality engineering you have become used to from NAMZ and we are proud to offer you three simple complete wiring harness choices to keep that ride where it belongs - on the road.

"They are 100% universal and can be installed on



NCBH-01-A

ANY motorcycle. All you need is some creativity, time and some basic tools - we even provide color printed instructions to keep the blood pressure low!" The first choice and most popular is its "feature-filled" NCBH-01-A kit, which provides running light and turn signal functions to front turn signals on one power wire per side - two functions on one wire. The rear signals offer its patented running light, brake light and normal turn signal functions all on a single wire per side.

The NCBH-01-B is the same kit except it offers

standard turn signal functions only for front and rear; lastly, the NCBH-01-C kit is a "bare bones" chopper style kit without any turn signal functions.

Features of the kits include OEM color-matching wiring with 11-second self-canceling turn signal module, (A & B kits only). A fuse block that holds a full size, commonly available and replaceable starter relay and three ATO fuses. A 30 amp circuit breaker is installed and is ready for any regulator/charging system and the harness provides running light and turn signal functions to the front turn signals, run, brake and turn signal functions for the rear turn signals.

There is oil, neutral, high beam and turn signal indicator wiring, color-matching handlebar switch wiring (as found on '96 - '13 non-Glide models); headlight wiring with headlight socket and terminals (A & B kits only); rear fender harness with connectors and terminals (A & B kits only); key switch wiring with ring terminals and coil wire with ring terminals, tachometer, horn, oil sending unit, brake switch and neutral switch wiring with terminals.

The sections of 3/16", 1/4", 3/8" and 1/2" ID have heat shrink included and there are heavy gauge 12 (+) power and (-) ground wires with terminals for battery connection.

"The best part," says Jeff, "is that you do not need a degree in Electrical Engineering to install them. The instructions make life easy, all of the hard connections are made for you. All you need is a good crimping tool, angle cutters and a heat gun. If you want to get slick with hiding wires, then a drill and some bits will be needed. Just take your time, make a plan of what you want to put where and have a go at it!

"Serviceability has always been important to our product designs, so you will never hear that 'you



NCBH-01-B

can't get it' again. Our harnesses are designed and 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



NCBH-01-C

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.

NAMZ CUSTOM CYCLE PRODUCTS

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www.namzccp.com

'Air Stinger' Stealth Air Cleaner Kits

S&S Cycle's original Stealth air cleaner kits have been a solid performance addition for the V-twin market since their launch in 2012. Each year S&S has been able to further develop the line with a new cover or fitment, and this new 'Air Stinger' adds another chapter to the story.

Drag Specialties says that the added air filter surface area on the recently added 'Air Stinger' Stealth air cleaner kit from the masters of "Proven Performance" will hugely "improve airflow compared to the standard Stealth air cleaner filter."

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

The kit includes the backing plate cover, filter and hardware "for an up to 55% gain



in airflow over a factory filter in an M-8."

"Big bore and modified engines require additional airflow, and the Air Stinger was designed specifically for those needs. Also available with the (separately available) classic mini teardrop cover in black or



chrome or as a replacement cover plate to update an existing Stealth system. Just like the original Stealth filters, the Air Stinger filter element is washable and designed to last for years; applications available for most Harley models from 2001 to current.

DRAG SPECIALTIES

Janesville, Wisconsin, USA

Tel: 608 758 1111

drag@dragspecialties.com

www.dragspecialties.com

www.sscycle.com



GMA Updated Forward Controls Design - "Ultimate in Form and Function"



Californian manufacturer Belt Drives Ltd. (BDL) has updated the design of its GMA brand forward controls.

"With unmatched aggressive style, these cutting-edge controls provide fine-tuned operation and excellent rider feel and feedback. The mounting brackets on the most recent models have been completely reshaped to provide a noticeably lower profile."

Additionally, they now feature a splined shift shaft and unique shift shaft arm design with a pinch bolt for plenty of indexing options. The shaft is also larger in diameter now and supported by an oil impregnated bronze bushing pressed into the left side mounting bracket. There is also an adjustable actuating rod and clevis design for the rear brake pedal, while retaining the adjustable indexing foot lever - "a nice touch to get both the brake and shift levers right where you want them."

The controls are offered with either flat or banded round pegs. The redesigned mounting brackets make for a straightforward installation and provide plenty of clearance for aftermarket frames. The new controls will fit standard OEM three-hole left side and two-hole right side FX and early FL style frames. GMA quotes 1986-1999, but they will fit earlier models - though 1970s Shovelhead applications require a modified voltage regular mount. Available finishes include chrome, black and polished. "Manufactured 100% in the USA, these high-tech, durable, high-strength, precision machined controls provide the ultimate in form, feel and function."

BELT DRIVES LTD
Brea, California, USA
Tel: 714 693 1313
info@beltdrives.com
www.beltdrives.com

Mini Markers

New from V-Factor, these chrome-plated, super bright 12 volt LED mini marker lights are 3" long, have a dual filament and are sold with a choice of amber or red lens. Made from cast aluminum, they are available in a ball milled or smooth style housing. Mid-USA Motorcycle Parts, USA, www.mid-usa.com



ROEG - 2021 Collection

Motorcycle Storehouse presents the new "old school" ROEG brand collection of helmets and goggles.

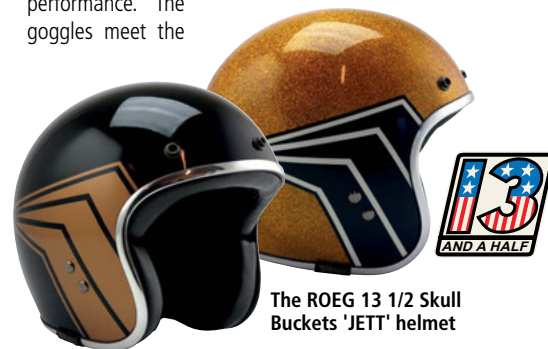


Roeg

'JETTSOON', the new "old school" kit of ROEG

The latest addition to the ROEG helmet line-up is the 'JETTSOON' - handmade in a four-size PolyFibre shell with a "super comfortable woven liner - so it sits nice and low on the head. Tested and approved to the highest ECE-R22.05 standard, it comes complete with padded chin strap, classic double D-ring closure and small peak - plus, brass rivets for visors/shields and a wide, rough trim with a leather lining gives the 'JETTSOON' that distinguished 70s vibe."

The matching 'JETTSOON' "old school" moto goggles "fuse vintage moto design with modern styling and technology for a timeless look with 'next level' performance." The goggles meet the



The ROEG 13 1/2 Skull Buckets 'JETT' helmet



The ROEG 'JETTSOON' "old school" moto goggles

CE EN1938:2010 regulations applicable to motorcycle use. The chrome retro goggle frame is finished with 100% premium cowhide and fitted with a grey anti-scratch lens and a 35 mm woven strap.

Designed in collaboration with the editors at '13 and a Half' magazine, ROEG has also produced "an incredibly special of-the-moment 'JETT' Skull Buckets collection - also featuring chrome trim and contemporary features such as the multi-size CE approved PolyFibre outer shell and luxury liner."

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Ness 'Velocity 90' Air Cleaners



If it's got the Arlen Ness logo on it, then you know it's going to look great as well as perform well - and this black powder-coat finish 'Velocity 90' performance air cleaner doesn't disappoint.

The forward-facing intake design, positioned at a 90° angle, and proprietary black synthetic high-performance air velocity filter "result in massive horsepower, torque and mileage performance gains while keeping ample legroom for aggressive riders," says Zach Ness.

Featuring the award-winning Ness patented hidden breather technology, it works with factory Bagger lower fairings (lowers), features a cast aluminum backing plate and air cleaner elbow and has a California Air Resource Board (CARB) Executive Order (D-639-9).

"The smooth and sculpted one-piece aluminum cast backing plate shape wraps around the throttle body for excellent leg room and features our patented hidden breather technology, which is O-ringed at the

heads and exits out the mouth of the injector/carb to provide efficient engine breathing, eliminating the need for any external hoses or hardware for a virtually closed loop system."

M-8 engine applications include a formed throttle servo cover that is finished in black powder-coat to match the gloss black powder-coat of the backing plate. The water resistant and washable black synthetic material air filter does not require oiling and features an inverted top design that forces air through the front of the filter in addition to the sides. The smooth outer filter ring integrated into the front of the filter acts as a radius air inlet. The hidden air filter clamping area means no exposed clamps and a clean look.

Applications include '99-'17 Twin Cam (except

heads and exits out the

mouth of the injector/carb

to provide efficient engine breathing, eliminating the need for any external hoses or hardware for a virtually closed loop system."

M-8 engine applications include a formed throttle



FBW); 2001-2017 Twin Cam Delphi EFI (Fuel Injected); 1999-2006 Twin Cam CV Carb; '08-'16 Touring/'16-'17 Softail and FXDLS (FBW); 2008-2016 FLT Touring/Bagger - FLHT/FLHR/FLHX/FLTR/H-D FL Trike; select 2016-2017 Softails; 2016-2017 Dyna FXDLS; 2014-2015 FLSTNSE; '13-'14 FXSBSE; '11-'12 FLSTSE; several '91 and up Sportsters, and more. It will only work with selected FBW models.

Also seen here, from the Ness 'Method' accessory range, these Performance Bagger fork boots in black anodized finish (for '14-up FLT Touring models) feature lightweight, race-inspired styling that protects and exposes the fork tube for a unique look. CNC-machined from 6061-T6 billet aluminum, they replace OEM lower fork covers on FLT Touring/Bagger models.

The universal styling and high-quality finish fits with all styles from Performance Bagger to big wheel Bagger; they are designed to work with factory or aftermarket lower fork legs and look great with gold or all black coated fork tubes.

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Drag Specialties Additions



Easy-Find Kickstand Extensions

Drag Specialties says that these easy-find kickstand extensions "are what you need to make hard-to-reach kickstands easier to operate. Installs quickly (some drilling required) and includes all necessary mounting hardware." They are available in a black finish and for '07-'17 FLST and '86-'21 XL models.

Predator III Seats for Softails



Drag Specialties Seats' Predator III seats are now available for '06-'10 FXST, '07-'17 FLSTF and '08-'11 FLSTSB models. They feature a 7" tall driver support with molded polyurethane foam interior and a thermoformed ABS seat base with a carpeted bottom and rubber bumpers. "The high-quality automotive-grade vinyl cover is available in Smooth or Double Diamond stitch with black, silver or red thread and measures 30" L (14" x 11 1/4" W front) (10 1/2" L x 6 1/2" W rear).

Intake Manifold Flange Kits

These replacement intake flange kits are made from die-cast material with a silver base color and choice of chrome or zinc finish. The kits include two flanges with NBR or Viton seals and four screws and fit '06-'17 Twin Cam models; they replace OEM part numbers 26993-06 and 26995-86B.



Backrest Docking Kits



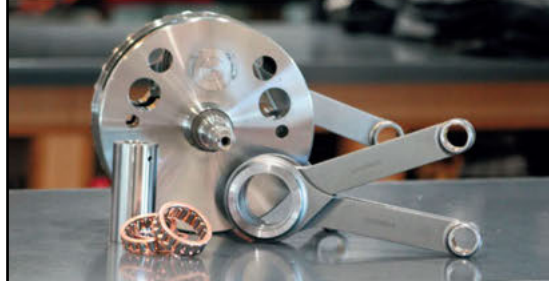
These 4-point docking kits are made of steel and include all hardware for a fast and easy installation, with choice of chrome or black finish. The kits fit '14-'21 FLHT/FLHR/FLTRX/FLHX models.

Premium 80W-140 Synthetic Transmission Oil

This Drag Specialties Premium full synthetic 80W-140 transmission oil is highly recommended for use in 4-, 5- and 6-speed Big Twin transmission. "Specifically formulated for high-performance gearboxes, its exceptional extreme pressure additive package provides excellent wear protection and durability. Specifically blended for hot weather applications, the viscosity of this product protects components across a wide range of temperatures. While providing smooth shifting operation across all rpm, this USA made oil meets and exceeds API GL-5/MT-1 service rating.



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PM 'Phatour' Style 180 mm 18" x 5.5" Front Wheel Designs

Performance Machine "continuously strives to bring you the ultimate in high-performance wheels" and, seen here, the 'Assault'



"is a perfect example of mission accomplished."

Featuring aggressive 11 spoke styling coupled with lightweight agility, the rim lip is back-cut to reduce mass at the outer edges of the wheel for decreased rotational inertia and a reduction in unsprung weight.

Equipped with PM's Race Weight Series hubs, where all of the excess material has been machined away for improved weight reduction, "this wheel is serious about maximizing performance on the street." The 'Assault' design is now available in an 18" x 5.5" front wheel size, which allows



the use of a 180 mm front tire on 2008-up H-D Touring models. "These extra wide front wheels pair perfectly with the PM 'Phatour' 180 front wide tire kit for 2014-up H-D Touring models with 49 mm front ends and are available for ABS and non-ABS dual disc applications - in your choice of either black or gold anodized finishes." Also seen here, the PM 'Revolution' is the latest in its line of Forged Race Weight Series aluminum wheels - "a one-piece lightweight masterpiece captured between ultra-light modular

PM Race Weight Series hubs to create a wheel that weighs less than even the lightest stock wheels. "The nine spoke transitioning to 18-spoke design teamed up with a back-cut rim lip provide the strength you need with the weight reduction and decreased rotational inertia you are looking for in a high-performance wheel for the street. "Now available in an 18" x 5.5" front wheel size, which allows the

use of a 180 mm front tire on 2008-up H-D Touring models, these extra wide front wheels pair perfectly with the PM 'Phatour' 180 front wide tire kit for 2014-up H-D Touring models with 49 mm front ends." They are available for ABS and non-ABS dual disc applications in choice of either black or gold anodized finishes. PM recommends its separately available Race Weight Full Floating Dominator or Speedstar rotors for 2014-up Touring applications as most stock rotors for these models will not fit with PM wheels.

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S&S 'Qualifier' 2:1 for the Royal Enfield 650 Twin



same strategy to the RE 650 Twin. "Each throttle blip is now greeted with a throaty growl, making the mild mannered twin sound more like its larger cc brethren and adding a noticeable bump in power. Pair the Qualifier exhaust with the S&S high flow air cleaner and you've woken up the sleeping beauty trapped inside the 650 Twin." The Qualifier is 50-state legal in the United States and designed to bolt on without the need for a tuner.



S&S Cycle unveils its first complete exhaust system for the Royal Enfield 650 Twin - a 'Qualifier' 2-into-1 in stainless steel.

S&S' David Zemla says that "shortly after the Royal Enfield 650 Twin was launched, the crew at S&S Cycle began pounding out performance parts and they do not seem to be letting off the gas! Their latest

is the Qualifier, an all stainless 2:1 exhaust that looks and sounds the part.

"Hand fabricated in the US, each system is a brushed stainless piece of performance art. S&S has revolutionized the American V-twin market with high performance exhausts designed to make real power (instead of noise!) and looks to have applied that

S&S CYCLE INC.
Viola, Wisconsin, USA
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ESE EQUIPPED



Let There Be Light

To celebrate its 60th anniversary, Italian brakes specialist Brembo has launched the new 'G Sessanta' (G Sixty) - "a new concept inspired by the first-ever brake caliper for motorbikes produced by the company, embodying our new vision of the future of mobility."

"The core of the concept lies in the revolutionary application of LED technology directly on the body of the caliper. This solution is adaptable to every application and type of caliper and enhances its form and function: it can be both an interface, communicating directly with the user, and an aesthetic choice, adapting to the user's tastes and preferences."

"The light takes Brembo's experience in the use of

color to a higher level, giving it new values. The Brembo new 'G Sessanta' is a concept designed to be individualized, by using wireless technology, when the vehicle is at stop, to control the desired shade of light to express mood, enhance the style of the bike, or adapt it to the surroundings."

"The use of color and light also has the potential to enable data and information to be sent on the conditions of the vehicle and the caliper itself, or even to help localize a parked vehicle by emitting a courtesy light."

The new caliper concept "celebrates the design of the brand's first ever brake caliper to be manufactured for motorbikes in 1972, and the name of its designer."

Brembo says that the design "remains true to the iconic lines that were the hallmark of that history-making first model" and that the concept "reinterprets its body with a next-generation framework of dynamic solids and voids, which are still essential in their immediacy and formal consistency."

Okay, whatever, happy birthday Brembo!

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Heat Shield Liners

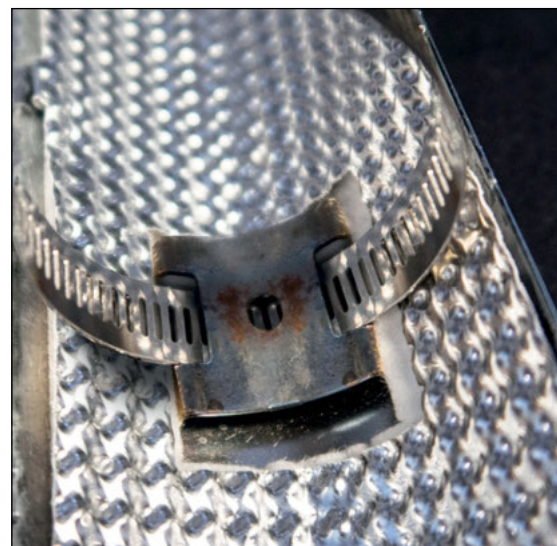


Avon Lake, Ohio heat and sound management specialist Design Engineering Inc. (DEI) has these effective, discreet motorcycle heat shield liner kits, for "when looks are as important as performance."

The discreet installation maintains the outer look of the exhaust system, while insulating the outer heat shields. Each piece is precision-cut to fit between the exhaust pipe and the heat shield, blocking heat transfer and lowering the surface temperatures of the outer shields.

"DEI's heat shield liners are completely hidden when installed," says John Gabriel, powersports manager, DEI. "The kits reduce the amount of heat radiating from the exhaust system, giving the rider and passenger a cooler ride. This is especially noticeable when the rider stops and puts the feet on the ground."

Easy to install with no permanent modifications required, the heat shield liners have a dual-layer construction of aluminum and feature DEI's proprietary



Dura 2000 insulating material, providing a more than 60% reduction in heat. Available for stock and popular aftermarket head pipes, including black or chrome, the kits are CNC-cut for a perfect fit. The durable, long-lasting components install easily, and create no smoke or odors.

DESIGN ENGINEERING INC
Avon Lake, Ohio, USA
Tel: 440 930 7940
sales@designengineering.com
www.deipowersports.com

Audiophile Meets Wanderlust



This new Kuryakyn WanderBar portable soundbar by MTX Audio "provides incredible sound in a rugged, go-anywhere package designed to match active lifestyles."

Available in 10" and 14" sizes, WanderBar portable soundbars are powered by an internal 35W dynamic/stereo amp that feeds a total of six speakers: two 2" x 3.2" neodymium woofers and four 1" Teteron dome tweeters.

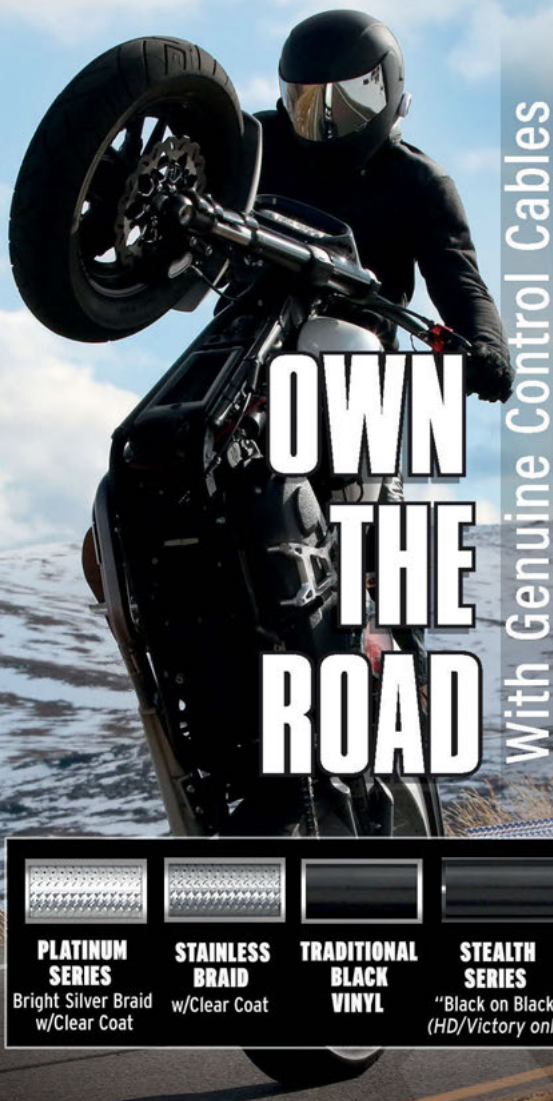
"Integrated passive radiators produce thumping mids and lows not typically achieved in a compact soundbar, while keeping the waterproof design

intact, unlike ported designs. Additionally, true audiophiles will appreciate the crystal-clear sound and immersive depth thanks to an integrated Digital Signal Processor (DSP) that delivers peak performance at all volume levels and in any environment."

All-weather construction in accordance with IP65 rating plus available mounting kits (sold separately) "make the WanderBar perfect for use on motorcycles, side-by-sides, ATVs, golf carts, or virtually any recreational vehicle. When not mounted on a vehicle, the onboard rechargeable lithium battery ensures hours of powerful wireless playback on the road, at home, or wherever you wander."

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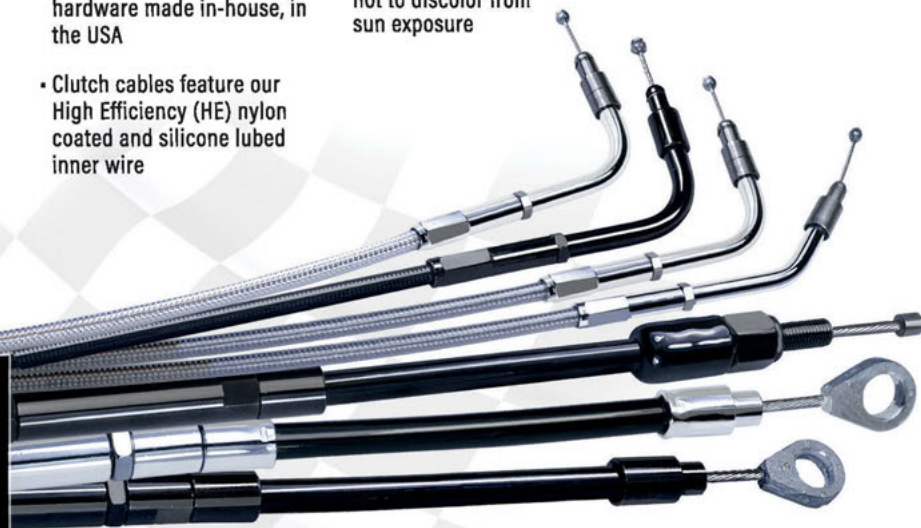
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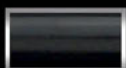
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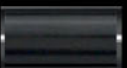


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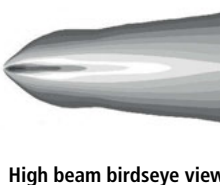
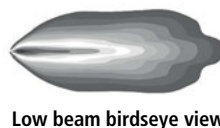
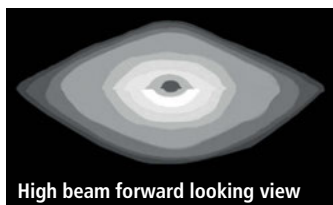
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Swivel extension is coated with a plastic sleeve to ensure the surface on your exhaust system doesn't get nicked or scratched



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PowerHouse Plus - Seriously Bright Headlights



New from PowerHouse, these 12 volt Seriously Bright Headlights feature a patented optical design that creates an optimized Bi-Beam (low beam and high beam) projection for improved, high intensity light distribution patterns. Available chrome-plated or black powder-coated, they feature battery-friendly low power consumption of 2.3 amp in high beam mode, 1.0 amp in low beam and just 0.7 amp for the parking/running light

functions. They have four-color lead wires and are USA DOT and European CE standards compliant.

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Beringer Brakes Additions

Bagger Brakes Kit



Internationally respected and popular French motorcycle brakes specialist Beringer - a favorite for high performance V-twin brakes among custom bike builders worldwide - has put together a Bagger-specific brake components kit that "has the stopping power that Harley Baggers, Tourers and all heavier bikes need."

The kit consists of an oversize Beringer 'Aeronal' 400 mm (15 3/4") brake rotor, the popular 6-piston Beringer 'Aerotec' brake caliper and the adapter plate it needs.

The company says that it can be fitted on all Harley-Davidson models from 1985 to today with a minimum 19" rim.

Without the rotor, the caliper and adapter plate can be purchased separately and mounted on any 380 to 400 mm (15" to 15 3/4") OEM brake rotor.

291 MM



320 MM



Brake Rotor Bracket

This bracket allows a larger-than-stock brake rotor to be installed - going from 291 or 300 mm disc to a 320 mm disc.

There is no need to modify the otherwise stock motorcycle, the oversize rotor and the 6-piston caliper simply mount instead of the original.

Radial Caliper

Beringer offers an adaptor bracket to replace the original axial caliper with a radial caliper. You will have the choice between a 4-piston radial caliper with 108 mm center distance or a 6-piston radial caliper with 130 mm center distance. This bracket fits all discs, Beringer or other brands, from 291 mm to 330 mm.

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*Kits include either throttle + idle control cables or pre-terminated throttle-by-wire extensions, clutch cable or hydraulic clutch line, DOT brake lines, copper crush washers, hardware, and terminated turn signal & switch wiring extensions.

Custom Dynamics Additions



Marking its 10th anniversary with Drag Specialties, Youngsville, North Carolina based Custom Dynamics' new integrated low-profile LED taillight uses 45 dual intensity red LEDs behind a spherical lens design "to produce a bright red running and brake light with built-in left and right amber LED auxiliary turn signals. "The low-profile design protrudes only two inches from the stock taillight baseplate for a sleek, custom solution for the rear fender. They are available with a red or smoked lens with optional license plate illumination window."

Available for a wide range of models and backed by its lifetime LED warranty, the kit includes a replacement gasket and nylon washers for easy plug and play installation.

Also seen here is a dual color amber/red LED fascia panel for the back of the Street Glide/Street Glide Special, Road Glide Custom/Road Glide Special or Road King Special.

"These new dual color LED fascia panels offer an all-in-one solution with plug and play dim red running light and bright, full intensity red brake light with amber turn signal flash behind a smoked lens (preview). The design of the fascia LED panels complements the ProBEAM LED TriBar perfectly, completing the look of the rear fender while adding extra visibility."

They are completely sealed units with a smoked lens and a decorative chrome or gloss black trim. Units adhere to each side of the rear fender fascia with double-sided tape and include a plug and play wire harness for a simple install. A lifetime LED warranty is included, and plug & play installation is available for 2006-2009 Street Glide (FLHX), 2010-2013 Street Glide (FLHX) and Road Glide Custom (FLTRX) and 2014-2021 Street Glide (FLHX), Road Glide Custom (FLTRX) and Road King Special (FLHRS), but does not fit CVO models.

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



Say Hello to 'Jim' and 'Sid'

Noted for its handlebars, Burly Brand has two new designs "that are sure to hit the mark with riders seeking unique bars to give their bike a custom look."

Named for two late friends of the PM crew - Jim Hogg and Sid Stocker, the 'Jim' is bent as a narrow clamp-mount handlebar "for splitting lanes and taking names, at 26" wide, this is by far the skinniest bar we offer." It is made with 1-inch steel tubing featuring slots for internal wiring and crowned for throttle-by-wire applications. Welded and mandrel bent for precision fit, it is available in 9" and 11" heights with black powder-coat or chrome finishes and has a 2.5" pullback x 5.5" center width.

Also seen here, the 'Sid' is described as "one of



those handlebars characterized by simple but innovative style. A simple window bar with a kicker – "nothing more, nothing less." It too is made with 1-inch steel tubing featuring slots for internal wiring and crowned for throttle-by-wire applications. Welded and mandrel bent for precision fit, the 'Sid' is available in 8" and 10" heights with black powder-coat or chrome finishes and is 28" wide x 2.5" pullback with 5.5" center width.



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La Palma, California, USA
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info@burlybrand.com
www.burlybrand.com

BURLY BRAND
MOTORCYCLE ACCESSORIES

Keeping It Simple

Californian cables, tools and controls specialist Motion Pro believes that the best solutions to tricky maintenance tasks should be the simplest ones - and this new 36 mm axle socket available for H-D applications is exactly that.

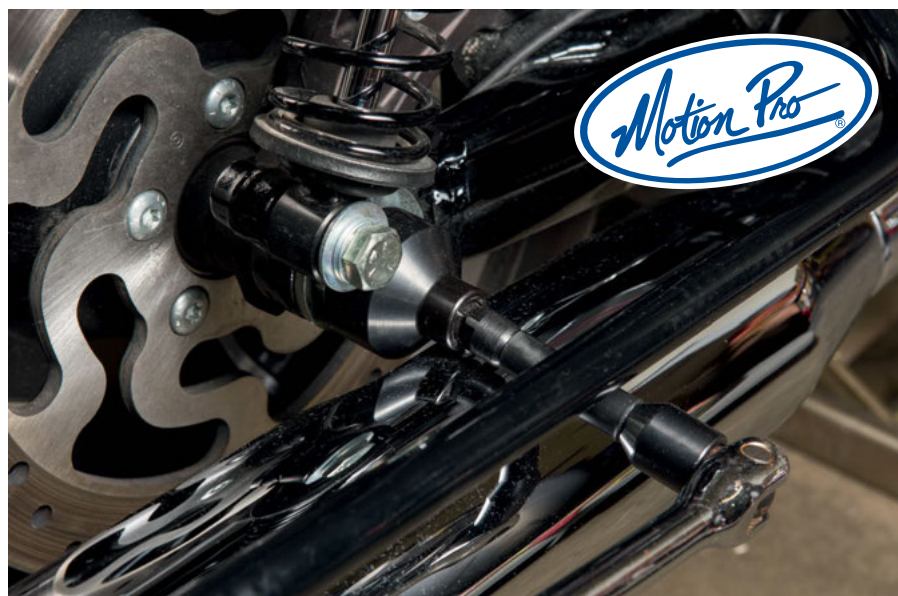
"Accessing the rear axle nut on a Harley bagger was a pain to do until now," says V-twin specialist Joe Fratis. "This swivel extension and socket combination allows you to easily reach the rear axle nut on your bagger. It means you can perform rear wheel maintenance or simply adjust belt tension without the hassle of removing excess motorcycle components or the rear exhaust to remove the rear axle nut."

"The captured swivel extension helps navigate past the exhaust system and is coated with a plastic sleeve to ensure the surface doesn't get nicked or scratched. The specialty 36 mm socket is specifically



designed for the minimal working space and is rated for up to 175 foot pounds of torque." Constructed from heat-treated steel, the tool is black oxide coated for durability and is backed by the Motion Pro lifetime limited warranty.

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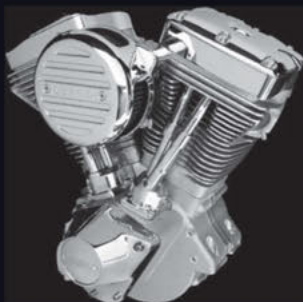


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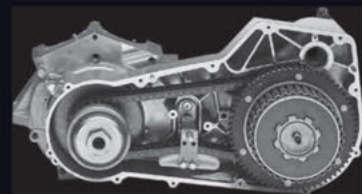
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Saddle Tramp 12-Piece App-Controlled RGB LED Lighting Kit

Holly Hill, Florida based Metra Electronics is now shipping a new app-controllable 12-piece Saddle Tramp brand plug-n-play RGB lighting kit with watertight OE connectors for 1996-up H-D Touring models with Tour Pak.

Via the app, the BC-RGB-K1 can be controlled for 16 million different color options, preset lighting transitions and flash patterns, the ability to flash the



lights to music, and more.

Saddle Tramp's new kit is pre-wired with trigger controls so installers can customize it to light up with the brake and turn signals, providing extra visibility for riders. The easy-to-install kit includes 12 pre-wired LED strips for the headlight trim, front fender, crash bar, gas tank, back engine, saddlebags and Tour Pak.

The 5050 RGB lighting strips have 3M adhesive backing with prep materials included. Metra



Electronics provides a 1-year warranty on the LED strips and RGB controller. A 6-piece version of this lighting kit is also available.

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

Wild Boar 400W Amp/Speaker Kit

This FLT Wild Boar 400W amp/speaker kit by Hogtunes features a plug-n-play, 400 watt, two-channel amplifier with R.E.M.I.T technology with Road Glide-specific mounting and Wild Boar Audio 6.5" 4 ohm Road Glide-specific front speakers.

The front speakers include black trim with chrome trim for speaker grills; the system is extremely easy to expand to add a second or third amp at a later stage and includes a high-



quality plug-n-play wire harness and everything needed to complete the installation.

The overall speaker size is 6 1/2" (165 mm); not suitable for use on CVO models.

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www.dragspecialties.com
www.hogtunes.com

Get Your Racks Here!

Californian wheels specialist and Vee Rubber tires distributor Metalsport has branched out with this classy new luggage rack design for stock tour packs. Precision CNC-machined from lightweight, high-strength aerospace grade aluminum, "it has been contoured to fit the profile and curves of Harley's stock hard luggage perfectly. We make them right here in the USA and they are available in either a chrome, black anodized or polished finish."

They "are a must-have for that complete custom look, adding style, form and function to standard or razor style tour packs."

Metalsport offers a full line of 3D, 2D and now Hybrid finished wheels featuring over 25 designs, including the Chip Foote Signature Series. "We have one of the largest selections of wheel sizes in the USA. Wheel sizes start from the 16" wheel to our monster 34" wheel - all available with matching rotors, pulley and sprocket options."



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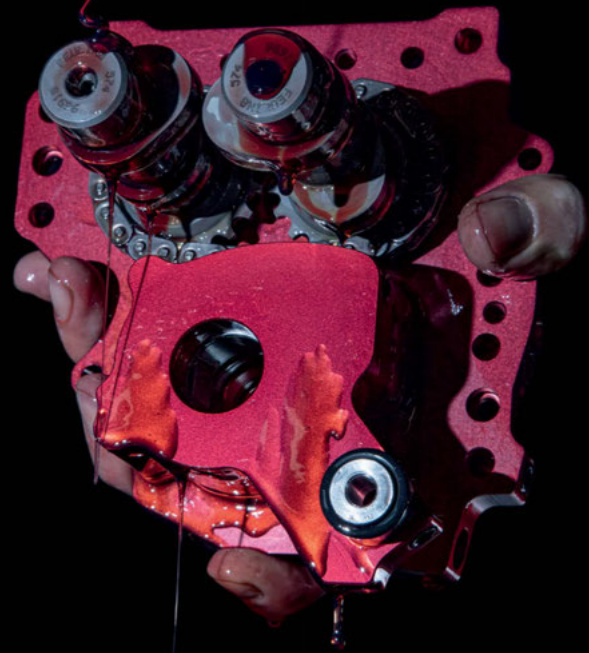
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Vity's Design - Italian Style

MADE IN
ITALY

European distributor Motorcycle Storehouse has added the Italian designed and manufactured Vity's Design range of parts and accessories.

"Designed as a balanced mix between the refined grace of classic elegance and a radical retro head turner, the level of attention to detail that Matteo Vitali puts into every aspect of his designs is exceptional."

The range features a wide range of designs, from velocity stacks, point and derby covers, handlebar master cylinder assemblies, taillights/turn signals, risers and mirrors, through to shifter rods, foot and shift pegs, heel/toe shifters, brake arms, floorboards, handlebar grips and saddlebag latch covers.

Vity's parts are machined from high strength, lightweight aeronautic grade billet aluminum with other materials used where warranted, such as Ergal (7075 zinc and aluminum alloy), stainless steel and brass.

Finishes include black, chrome and polished options and combinations. Vity's specializes in a 'contemporary-retro' look and altogether some 11 different combinations are available for selected '93-'15 Big Twins and M-8 engine Tourers and Softails.



Velocity stack Challenger



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Diamond slim handlebar master cylinder



Diamond 3-1 taillight

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Aeromach Skid Plates

Collegeville, Pennsylvania based Billet Proof Designs has its popular Aeromach design skid plate/debris shield back in inventory. Manufactured in lightweight, high-strength aluminum, the proven and durable design is available for Indian Scout, FTR1200 and Victory Octane models in black or raw aluminum. Founded by Damian Ercole in 2012, Billet Proof bought the Aeromach Mfg product line in 2020. Billet Proof Designs, USA, www.billetproofdesign.com



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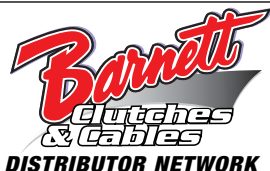
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NEWS BRIEFS

Polaris has declared a regular cash dividend of \$0.63 per share payable on June 15, 2021 to shareholders of record at the close of business on June 1, 2021 and also announced board authorization for the repurchase of up to \$1bn of the company's outstanding common stock. This new repurchase authorization replaces the prior board authorization.

Easyriders Events has announced rearranged dates for its Easyriders Rodeo events for this year at Fowlerville, Mi., August 20-22, and Chillicothe, Oh., September 2-6; easyridersevents.com

DynoJet is rolling out a new Authorized Reseller Program in the United States which requires dealers to register with Dynojet Research, using its online Authorized Dealer Registration Form.

Lowbrow Customs has announced Saturday, Nov. 6th, 2021 as the planned date for its free-entry Fuel Cleveland show - at the Twist Drill Cleveland (Ohio) building. Tyler Malinky: "This is a huge venue with LOTS more room. This will be the biggest and best Fuel CLE yet!"; www.lowbrowcustoms.com

The MIC has announced Q1 sales of new motorcycles and scooters through March increased +37.2% percent "among leading brands", compared to the same period last year. The data comes from the MIC Retail Sales Reporting System, which gathers new-unit numbers from 14 leading manufacturers and distributors in the U.S.

Associations Appeal to Suspend Retaliatory Tariffs

ACEM (Association des Constructeurs Européens de Motocycles - the motorcycle industry association in Europe) and USMMA (United States Motorcycle Manufacturers Association) have joined the call on European authorities and the US Administration to solve their differences without unduly impacting motorcycles.

A Coalition of 88 European and American associations has written to European Commission President von der Leyen and United States President Biden, supporting a suspension of the retaliatory tariffs in application, with EU-US ongoing trade disputes hitting unrelated sectors.

The appeal by the industry is made once again to build on the positive momentum of the suspension of tariffs imposed in connection with the World Trade Organization (WTO) disputes concerning civil aircraft subsidies for four months, hoping such agreement can be extended and built upon.

The call is also made to overcome differences within the steel and aluminum trade dispute, in anticipation of the 1 June deadline and

the application of further EU retaliatory measures, to avoid yet more collateral damage on unrelated sectors.

Ultimately, the Coalition wishes a return to a positive, reciprocally rewarding transatlantic relationship, supporting economic growth and benefiting producers and manufacturers, their distribution partners, importers and consumers, and all associated sectors.

ACEM and USMMA join the call as the motorcycle sector has repeatedly been unduly targeted within the EU-US trade escalation over the last few years. US motorcycles are heavily impacted by the EU rebalancing measures devised in response to the US decision to impose a 10% tariff on European aluminum products and a 25% tariff on European steel products as of 1 June 2018.

Under Commission implementing regulation (EU) 2018/886, a list of US products, including motorcycles with a cylinder capacity above 500 cc, have faced additional duties since 1 June 2018 when entering the EU.

As from 1 June 2021, European



Antonio Perlot, ACEM Secretary General: "This development confirms the urgency to suspend all additional tariffs on unrelated sectors, to avoid damaging escalations. We call upon the European Commission and the new US Administration to restart a positive transatlantic trade dialog. We continue to strongly support a return to reason and for both parties to find a solution."

authorities are expected to double these additional customs duties, which will impose a 50% tariff on US-made motorcycles above 500 cc, pursuant to Implementing Decision (EU) 2021/563 of the European Commission of 31 March 2021.

2021 Fall NVP Product Expo Canceled

LeMans Corporation, the parent company of Parts Unlimited, Parts Europe and Drag Specialties, has announced that it has "made the decision to cancel our 2021 Fall NVP Product Expo - previously scheduled for August 21-22, 2021 in Madison, WI.

"Due to conditions regarding the global COVID-19 pandemic and the current business demands of our vendors, dealers and sales reps, Parts Unlimited and Drag Specialties made the difficult decision to cancel the

event. It is in the best interest of our company to continue to navigate these unprecedented times with respect for the health, safety and well-being of our teams, dealers, vendors, industry colleagues and communities.

"Parts Unlimited and Drag Specialties are looking forward and planning for the future with one goal - to continue to support our dealers and vendors as we work through these challenging times."

www.dragspecialties.com



The news means that LeMans and vendors will have endured a two-year cycle, at least, before being able to stage their show again - seen here, the last was at Louisville in February 2020.

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