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H-D Q2 - "Strong Demand, Improved Margins, Volatile Supply Chain Environment" as Harley Launches H-D1 Marketplace

Overall good results for Q2, backed up by strong evidence that the company is meeting initial Hardwire Strategic Plan objectives, failed to persuade investors that the 'Back Half' headwinds and margin hits that are stored up justify sustaining or improving the share price.

From a 2021 high of around \$52.00 in mid-May, Harley's share price had lost north of 10% of value to trade at around \$40.00 in the space of eight weeks either side to the Q2 fiscals announcement.

This was despite clear evidence that the Strategic Plan objectives are not just starting to be met, but that they appear to be robust 'proof points' that the Jochen Zeitz driven recovery is going to deliver investor value.

Indeed, in addition to margins likely to be softer in the second half of the year (operating margin is forecast at negative single digits for H2 from being positive mid-teens in H1), it would appear that Harley is already a

victim of its own success in unit sales terms.

Principally, but not exclusively, referencing the already sold-out-for-2021 Pan America, Zeitz told investors that the hoped for rebuild in dealer inventories in Q2 did not happen, and is not now likely to happen until into 2022 at the soonest - simply because



CFO Gina Goetter

Harley has been and will continue to "sell what we make, essentially." Worldwide H-D new retail motorcycle dealer quarter end inventory was at 21,000 units by the end of Q2 in 2020. Having reduced to some 14,000 units

by the end of Q1 this year, Harley has seen it stay low (at 13,000 units) by the end of Q2 this year - rather than seeing an expected rebound.

Zeitz said: "I'm pleased with the pace of improvements and with the strong quarter that we have delivered."

"We are starting to see the initial proof points as we execute our Hardwire Strategy, as demonstrated by these positive financial results. We are encouraged by the signs of consumer positivity in the market, however, we remain mindful of the significant supply chain challenges that we expect to continue to impact the sector."

Q2 H-D total consolidated revenue was up 77% (at \$1.5bn over Q2 2020), with North America Q2 retail sales up 43% over Q2 2020 and, more significantly, up 5% over Q2 2019. Bottom-line results reflect significant operating income improvement with strong results in both the Motorcycles and the Financial Services segments.

This quarter has seen the relaunch of LiveWire as a standalone Harley

Continues on page 8 >>>

SEPT 2021

ISSUE #266

FREE POSTER



Not Your Father's Sawicki



Wyman Wins for H-D



Mees Turns Promoter



SPORTSTER S

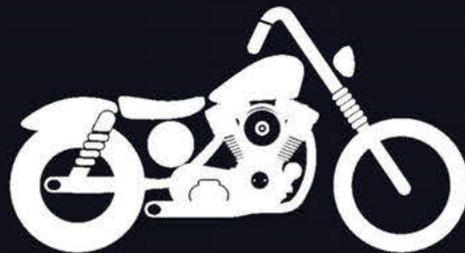


The Sportster S is the first model in Harley's "all new sport category"; we also have pictures of a 'base-level' model that is undergoing consumer research ... see pages 14-16.



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COMMENT - Real American Capitalism 4

In just 18 months Harley's German CEO has shown that he has the 'chops' to compete and 'Get The Job Done' as Jochen Zeitz' Hardwire strategic plan shows the first signs of 'Proof of Concept'.



POLARIS - Thinking Outside 64,25

Polaris Inc. CEO Mike Speetzen is quoted as saying that "Think Outside is resonating with new and current customers alike, with continued strong demand and Q2 results that beat our pre-COVID results from the second quarter and first half of 2019."



IMS OUTDOORS - The Sonoma Debut 28-30

The past two years have delivered the biggest shake-up to the established motorcycle industry events calendar for a generation, with many people believing that the nature of motorcycle events - industry/trade and consumer - is likely to emerge changed for ever.



PRODUCT EXTRA 40

'BELLAVISTA' - Sidecars for Indians

Iwan-Bikes of Southern Germany (aka Indian Holledau), a long-standing European sidecar specialist, has shown what it says is a World Premiere - the first sidecar rig designed specifically for the Chief.



PRODUCT EXTRA 52

MOTORCYCLE STOREHOUSE - Additions

Arlen Ness Mini 22 inch air cleaner assemblies, ECE-approved Fastline turn signals, Killer Custom M-8 Softail back frame spoiler, ProBEAM Dynamic Ringz LEDs, Abus Granit Detecto SmartX disc brake lock, Rough Crafts finned air cleaner assemblies and more.

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



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That's What You Call Real American Capitalism!

The response to Harley's second quarter results by Wall Street investors and their analysis was less than wholly enthusiastic with its share price losing over \$20 of value in the space of eight weeks either side of the announcement.

The general malaise and uncertainty that continues to shroud stock market sentiment so far in 2021, despite all three primary markets and indexes regularly posting new highs, is as much a comment on fear as it is on knowledge and understanding.

The global pandemic has rattled cages and regardless of the rapid comeback from the share price crash seen in March 2020, having mostly recovered most of its ground by Q4 last year, it has stalled since.

This appears to mean that the slightest 'head cold' sends sentiment tumbling, and in the case of Harley's share price, there is very little to justify the uncertainty.

In his Q&A session with analysis on the occasion of Harley's Q2 fiscals unveil in July, Zeitz appeared (to me at least) to be striking the right balance between pleasure at seeing good results and (already) 'proof of life' where the key markers of the Hardwire corporate strategy are concerned, and ongoing and widely shared caution in the face of motorcycle market, supply chain and wider economic headwinds.

Consumer confidence is just as fickle a beast as investor sentiment notoriously is - neither rational nor predictable, but irrational and unpredictable. Indeed, it is the jeopardy of market instability that makes stock exchanges the most compelling and highest stakes form of sports betting we have.

Matt Levatich and his trusty CFO sidekick John Olin made it a sacred tenet of their 'More Roads' corporate plan that the anticipated 100 new models in 10 years and other planned changes they were eyeing would be self-financing, with no major long-term debt being harmed in the making of their ambitions.

While Jochen Zeitz has jettisoned most of the plans launched in the 'More Roads' document, one of the few fundamentals that he has carried forward has been to avoid using debt to drive capital expenditure.

Indeed, Harley's \$2 billion plus cash position makes them so strong at this time that the debt it took on as an emergency guarantee of its ability to survive the pandemic remains largely unspent. The result being the possibility that Harley may resume share repurchases, in addition to its dividend payments and ongoing capital expenditure on new model development and the other reboot provisions of the Hardwire strategic plan. So, what has happened to investor best practice of studying the fundamentals? Instead, the markets are into 'just because it isn't raining, doesn't mean that it won't rain' territory, and not only with Harley. They are turning being risk averse into a food group. No longer is it the purpose of investment to fuel profit opportunities, but instead it is to just act as an inflation hedge. What happened to American ambition?

I've been listening to those Q&A sessions for years, but these days you can almost hear the fear in the analysts' voices - a fear of the capitalist dynamic.

Regular readers will know that I was beating the drum of Harley as an ADV bike manufacturer for years before it eventually emerged that it was indeed edging in that once blasphemous direction - despite it, actually, being the real origins of American style motorcycling.

If you discount the engineering deficit that we now know doesn't exist, it never really was a gamble, more just a self-financed calculated risk. After just three months, the

(albeit modest) planned production for 2021 has already sold out with the Pan America already emerging as the best selling ADV/dual sport model in the United States for May and June.

Harley is serious about its presence in what many still dismiss as a niche - it may well be, but it is not a trivial one. Although the ADV market is small in the United States in unit terms, way smaller than in Europe for example, Jochen Zeitz has made it clear that he does not believe it needs to stay that way and is determined that, domestically at least, Harley should lead it.

Now that's what you call American ambition!

During the second quarter, the Pan America was followed by the re-imagining of LiveWire as a Bar 'n Shield 'Brand Mate' and bringing conclusive to the pricing issue that has dominated the original model's progress - the metal has lagged the brand. But not now. Now the program makes sense.

Again, it may well remain a niche for some time to come yet. Indeed, if the gospel of 'Synth Gas' can finally attract enough believers, then maybe, just maybe, it will stay that way. Unlikely though that may be now, but technically it would be a perfectly plausible and valid solution.

Either way, LiveWire One positions the brand to compete in an ambitiously American way.

Then there comes what to do with the venerable Sportster. Does 65 years of faithful service buy a brand a break?

Rather than even worry about trying to break through the brick wall of emissions regulations in Europe, Harley elegantly danced round the issue by simply dropping the line there for 2021. Better still, in advance of achieving escape velocity from the profit killer

so-called "entry level" \$6k to \$12k price point, say hello to their "all-new Sport category."

As seen elsewhere in this edition, the Sportster S is the first of a new family of performance-oriented Sportsters; that 975 cc Rev Max developed for the abandoned 'Bronx' streetfighter is going to come in useful after all.

Compared to the glacial, sclerotic rate of corporate evolution since Keith Wandell laid down his scalpel, Jochen Zeitz has kicked sand in the face of stagnation and responded to the challenges by meeting them head on and beating them into submission.

In just 18 months he has shown Harley's baggage a clean pair of heels, and with all due kudos to the new management team and stricture, and to everyone downwind of them, if the pace of change in the past 18 months is anything to go by, you should all grab a bunch of them there shares while they are still going cheap!

“ buy shares while they are cheap ”

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NEWS BRIEFS

In another win for the powersports industry in the battle against tariffs, the Office of the United States Trade Representative decided in July not to impose additional trade restrictions on Vietnam, where small displacement motorcycles, riding gear and accessories are produced.

New motorcycle registrations in Italy were down by -5.95% in July (ANCMA) at 14,209 units, but were still running at +40.43% (88,776 units) for the first seven months of 2021. That is around 25k units ahead of the same period of 2020, and the best market performance in Italy for the first seven months of the year since before the 2007/2009 financial crisis. Total new PTW registrations in Italy for the period (all Powered Two-Wheeler vehicles) were +38.74% (199,582 units).

According to JAMA, exports of new <+250 cc motorcycles to the United States from the domestic Japanese 'Big Four' brand factories were up in June 2021 at 5,437 units for the month and were running at +98.66% for the YTD at 36,009 units - higher than the same period of 2020 and 2019 but lower than 2018 and prior years. First half-year Japanese made motorcycle exports to USA peaked in 2006 at 216,725 units. Exports to Europe were also up in June at 12,579 units and were running at +39.77% YTD (106,824 units). Global motorcycle exports from the domestic Japanese factories were +46.08% YTD at 178,439 units and +51.71% in total PTW (Powered Two-Wheeler) terms at 222,803 units.

New motorcycle registrations in the UK were down by -11.74% in July (MCAI) at 11,556 units, but were still running at +21.04% (65,961 units) for the first seven months of 2021. That is around 10k units ahead of the same period of 2020, but modestly up on the same period in 2019 - the best first seven-month market performance achieved in the UK since before the 2007/2009 financial crisis was the 71,623 new units registered YTD in 2016. Total new PTW registrations in the UK for the period (all Powered Two-Wheeler vehicles) were +21.00% (69,944 units).

<<< Continued from cover

'brand mate' with a much lower priced LiveWire One model; the Sportster S announced as the first in Harley's "all-new Sport category" air-cooled XL replacement range; the introduction of the H-D Certified pre-owned program and, with these financials, confirmation of its dealer inventory and consumer sales H-D 1 Marketplace online pre-owned buy/sell tool. In this context, Harley has every right

Q2; -7% YTD. Revenue from the Motorcycles and Related Products segment was up significantly during the second quarter, primarily driven by a 100 percent increase in wholesale

volume gains behind lapping last year's COVID-19 related shutdown, improved motorcycle unit mix and lower restructuring expense. As a result of its Q2 performance, for the full year 2021, the company now expects Financial Services segment operating income growth of 75 to 85%, an increase from the previously communicated range of 50 to 60% and GAAP Motorcycles segment operating income margin of 6 to 8 or 7 to 9%, subject to the outcome of the

Harley-Davidson sales revenue and production data... 2nd quarter 2021

Income statements in \$1,000s (except share)	THREE MONTHS ENDED		SIX MONTHS ENDED	
	2021 Q2	2020 Q2	2021 Q2	2020 Q2
Net sales revenue	\$1,331,500	\$669,274	\$2,563,607	\$1,769,062
Gross profit	\$407,051	\$107,628	\$827,536	\$426,548
Total operating income	\$280,360	\$(116,099)	\$626,534	\$(8,586)
Net income	\$206,340	\$(92,217)	\$465,484	\$(22,522)
Diluted earnings per common share	\$1.33	\$(0.60)	\$3.01	\$(0.15)
NET SALES REVENUE				
H-D Motorcycles	\$1,029,709	\$446,738	\$2,046,043	\$1,346,103
Parts & Accessories	\$222,670	\$168,708	\$372,529	\$303,393
General Merchandise	\$55,631	\$37,805	\$105,954	\$86,965
Other	\$14,618	\$11,120	\$24,697	\$19,669
MOTORCYCLE SHIPMENT DATA NOTE: H-D MOTORCYCLE SHIPMENT DATA IS NOT THE SAME AS RETAIL REGISTRATIONS				
United States	36,118	11,051	76,271	44,075
WORLDWIDE MOTORCYCLE SHIPMENTS				
Touring	24,333	9,709	51,649	31,306
Cruiser	20,966	11,874	41,434	32,005
Adventure Touring	4,048	-	4,048	-
Sportster/Street	7,321	6,786	14,347	18,031
Total	56,668	28,369	111,478	81,342
RETAIL SALES OF H-D MOTORCYCLES:				
United States	44,739	31,340	75,722	55,072
Canada	3,446	2,287	5,245	3,753
EMEA Region	10,248	10,964	15,191	18,694
Asia Pacific Region	5,986	6,888	11,779	12,640
Latin America Region	855	1,233	1,572	2,992
Total	65,274	52,712	109,509	93,151

to be eyeing Wall Street reaction with a large slice of "WTF have we got to do?!" - especially in the face of perfectly decent cash dividends of \$0.15 per share in Q2 2021. Global retail motorcycle sales in the second quarter were up 24% [18% YTD], driven by a strong Q2 North America retail performance [+43%]. EMEA Q2 retail sales declines [-7% Q2; -19% YTD] "were a result of the company's decision not to continue selling Street and legacy Sportster motorcycles in Europe. Latin America retail sales were impacted by a reduction in dealers [-31% in Q2; -48% YTD] and pricing actions across the portfolio, which were executed as part of the Rewire Strategy." Asia Pacific retail unit sales were -13% in

shipments as the company lapped last year's COVID-19 related shutdown. Parts and Accessories second quarter revenue was up 32%, while General Merchandise was up 47% over Q2 2020.

'starting to see initial proof points'

Second quarter gross margin was up 14.5 percentage points to Q2 prior year, while second quarter operating margin finished up 32 percentage points over Q2 prior year due to

EU tariff negotiations that are still ongoing following the Biden/EU summit in June. Motorcycles segment revenue growth is expected to be in the range 30 to 35%, with capital expenditures of \$190m to \$225m. Harley additionally says that, given its strong cash position, it may also choose to execute discretionary share repurchases. Using 2019 comparables to better contextualize this year's performance, CFO **Gina Goetter** said that Q2 reported revenue was down 6% versus 2019, "primarily driven by the actions taken as part of the Rewire Strategy to prune unprofitable

Continues on page 10 >>>



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NEWS BRIEFS

New motorcycle registrations in Spain were down by -26.41% in July (ANESDOR) at 17,524 units, but were still running at +11.70% (99,514 units) for the first seven months of 2021. That is around 10k units ahead of the same period of 2020, but 10k behind the same period in 2019 - the best first seven-month market performance in Spain since before the 2007/2009 financial crisis. Total new PTW registrations in Spain for the period (all Powered Two-Wheeler vehicles) were +9.71% (109,916 units).

After months, indeed years of speculation, Italian MotoGP legend **Valentino Rossi** (Petronas Yamaha SRT) has officially announced his retirement from motorcycle Grand Prix racing at the end of 2021. Over a career spanning more than a quarter of a century, Rossi won nine World Championships, took 115 wins and climbed the podium steps no less than 235 times. He remains the only competitor in history to win titles in the 125 cc, 250 cc, 500 cc and MotoGP classes. Known as 'VR46', his team will launch a MotoGP campaign in the 2022 season.

Pending "consultation," the UK has now confirmed 2035 as the end of the road for internal combustion engine PTW sales. It is acknowledged that PTWs only account for 0.4% of greenhouse gas emissions in the UK, but the deadline could be even sooner "if a faster transition appears feasible." There are presently 1.4 million PTWs licensed for road use in the UK, with an average age of just over 15 years.

Best known as the MIC's AIMExpo 'Chosen One', **Cinnamon Kernes** has a new role as Vice President of Market Expansion. As the MIC seeks to build momentum to get more riders riding more, Kernes will lead and develop a new multifaceted program, Ride With Us. With more than two decades in powersports, Kernes helped launch AIMExpo in 2011. Most recently she served as the Vice President of Marketing and Events for the MIC, developing the "foundational components currently being deployed in the Ride With Us program."

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motorcycles as well as exit unprofitable markets. Total operating income of \$280m was significantly ahead of 2020 and 9% ahead of 2019, with growth across both of our reported segments.

"The Motorcycles and Related Products segment delivered \$186m of operating income, which is \$307m better than 2020 and 3% better than 2019. Even though the quarter had 12,000 fewer units than 2019, we benefited from improved motorcycle unit mix, significantly lower sales incentives as we focused on building desirability, and a reduced cost structure behind our Rewire actions." For the H1 period, total revenue of \$3bn was 37% ahead of 2020 and 2% behind year-to-date 2019. "Again, the decline versus 2019 was primarily driven by the actions taken as part of Rewire to prune the portfolio and partially offset by increased volume driven by the shift in model year launch timing and improved unit mix. Total operating income of \$627m was \$635m ahead of 2020 and 48%

'essentially, we are selling everything we make'

ahead of 2019.

"This strong growth versus 2019 was driven by the Rewire actions noted as part of our Q2 performance, including favorable mix, lower sales incentives and reduced operating expense. The shift in timing of the model year launch had a positive impact as well.

"North America Q2 retail sales were up about 5% over Q2 2019. Growth over 2019 was driven primarily by improved sales in our core segments, Touring and large Cruisers. In our international markets, COVID continued to have an impact, with many key countries in various states of lockdown and reopening throughout the quarter. We also experienced a continuation of the logistics challenges noted in Q1, which resulted in longer ship times to key ports. EMEA sales recovered after much larger declines in Q1 as sales of Touring and Cruisers rebounded."

In Asia Pacific, in particular in **India and Australia**, Q2 retail sales were negatively impacted by the discontinuation of **Street** motorcycles. The region was also disproportionately impacted by global transportation headwinds.

"While we originally have planned for Q2 inventory levels to build coming out of Q1, we have seen that these lower levels have helped to foster



LiveWire One MSRP from \$21,999



increased desirability as evidenced by strong new and used motorcycle retail prices in the U.S. and continued improvement in dealer profitability in the quarter.

"The supply chain remains very fragile, not only for our business but for every global manufacturer. Our team has continued to do a great job managing through the unprecedented challenges, and to date, we've had no sustained downtime in our factories. We have continued to see inflation across all modes of freight as well as within raw materials, and we are forecasting this to continue throughout the fiscal year. To help offset, we implemented an average **2% pricing surcharge** on select models in the U.S. effective July 1st for the remainder of model year '21."

Limited Edition Street Glide Special

It's hard to completely detox from dependency. On the watch of CEO Jochen Zeitz, Harley has continued as a purveyor of fine paint jobs with a (albeit finessed) special edition program.

For its latest Limited Edition special it has turned its attention to the top selling Street Glide Special with a limited run of 500 Street Glide Special motorcycles featuring a handcrafted Arctic Blast Limited Edition paint set. This is not a Harley "Icon" series

special, but, unveiled at the 81st Sturgis Motorcycle Rally, each of the 500 (only, worldwide) will be serialized on the fuel tank.

All part of Zeitz' Hardwire 'Build Desirability and Exclusivity' mindset, the "Arctic Blast paint is executed in strokes of high-contrast color intended to communicate the appearance of motion," said **Brad Richards**, Harley-Davidson Vice President of Styling and Design.

The Arctic Blast Limited Edition paint is "hand-applied by the artisans at **Gunslinger Custom Paint** in Golden, Colorado.

The Street Glide Special model is a Harley-Davidson *hot rod bagger* that combines long-haul touring comfort and custom style with the authoritative performance of the Milwaukee-Eight 114 V-Twin engine. Key features include the iconic Harley-Davidson batwing fairing with splitstream vent to reduce head buffeting, stretched locking saddlebags, Daymaker LED headlamp, low-profile engine guard, Prodigy custom wheels and Boom! Box GTS infotainment system with color touch screen.

At \$38,999, the MSRP isn't trivial for a bike with a 2021 stock MSRP of \$26,699. A Chopped Tour-Pak luggage carrier with matching paint is also being offered for an extra \$1,699.95 - *which would get it across that reassuringly profitable \$40k threshold!*

Continues on page 12 >>>



MSRP from \$38,999

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

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NEWS BRIEFS

PSB reports that **Steve and Anne Deli of American Road Group (ARG)**, have acquired Wildcat Harley-Davidson in London, Kentucky, from previous owner Scott Maddux - taking their network to six locations. The name will be retained. Existing ARG stores include White Mountain H-D (North Conway, NH); Laconia H-D (Meredith, NH); Orlando H-D (South, Kissimmee, FL); East Orlando and Orlando H-D Historic Factory (Orlando, FL). Steve Deli, ARG CEO, led the recapitalization and then IPO of Harley in the 1980s when he was an investment banker for Dean Witter Reynolds. He is credited by Harley by being among Harley's "saviors" and is featured at the H-D Museum in Milwaukee. He also started H-DFS before becoming a 'mega-dealer' - he and his wife started ARG in 2000. Anne Deli grew up in Milwaukee, next door to Bill Harley, and was an influential VP and Head of Global Marketing at the Motor Company, credited with doing much to set the foundations of the post AMF and near death experience brand values that served Harley so well.

In the United States, the U.S. Court of Federal Appeals for the District of Columbia (Washington D.C.) has struck down an Environmental Protection Agency (EPA) ruling allowing year-round E15 fuel sales on the basis that the 2019 EPA rule "overstepped congressional authority." The rule allowed for the sale of a 15% ethanol gasoline blend during the summer months but concluded that the Trump-era waiver fell out of the administration's legal jurisdiction. The lawsuit was brought by the AMA and other stakeholders. The AMA opposes further expansion of E15 fuel in the marketplace, as none of the estimated 22 million motorcycles and all-terrain vehicles in use in the United States are approved by the EPA to operate on ethanol blends higher than 10%. Using higher ethanol blends in those vehicles is illegal and may cause engine and fuel system damage and void the manufacturer's warranty.

Former Tucker Rocky, Biker's Choice and Tucker Powersports executive Steve Reed has joined Mentor, Ohio based Race Winning Brands (RWB) as Wiseco Brand Manager. Marking its 80th anniversary this year, Wiseco Performance Products is noted for its pistons and related components, and in the V-twin context especially for its 'Go-To' big bore kits.

<<< Continued from page 10 Jason Momoa Apparel Partnership

It looks like riding buddies Jochen Zeitz and Bill Davidson, Director of the H-D Museum in Milwaukee, are embarked on a master plan to boost the revenue stream that the museum generates. Following the announcement of the new 'Garage' facility and a reboot for the museum based Labor Day weekend Rally, Harley has announced an apparel collaboration with current 'Influencer-in-Chief' Jason Momoa. The Museum X Jason Momoa Collection is a curated assortment designed in partnership with Momoa, blending his passion for the Harley-Davidson brand and aloha spirit. Described by Harley as a "vintage-



inspired collection" that features "iconic designs and styling that tie back to H-D's lineage while paying tribute to Jason's Polynesian heritage. Every piece tells a different story and captures the spirit of the open road." The American made collection includes 16 various men's apparel and accessory styles, including vintage-inspired racing jerseys, aloha shirts, a casual leather jacket, vintage tees and custom-printed bandanas. Due to the limited production of this collection, it is being sold exclusively through the H-D Museum, and according to Harley, the new line will likely have sold out by the time you are reading this!

"Let's Ride Challenge"

Timed to include Sturgis and the primary summer motorcycle rally and vacation season, Harley's second sweepstake of the year is designed to "celebrate the open road" and "unlock prizes as miles are ridden and tracked via the H-D.com app." The "Let's Ride Challenge encourages riders to rack up miles and unlock big prizes as each milestone is



reached," said **Theo Keetell**, VP Marketing. The promotion runs From July 23 through September 30, for riders in the U.S. and Canada - *but remember, that great big Bar 'n Shield in the sky is a watchin' ya!*

H-D1 Marketplace

Described as the "ultimate destination for pre-owned Harley-Davidson motorcycles in North America," Harley's new H-D1 Marketplace appears to be an integral part of the new production and pricing policy being driven by Project Hardwire. H-D1 Marketplace will provide consumers with "the most comprehensive opportunity to search, experience, **sell and purchase** pre-owned Harley-Davidson motorcycles across North America. Backed by the strength and scale of our **dealer network** and enhanced by the Harley-Davidson **Certified** program for extra peace of mind, H-D1 Marketplace will facilitate a seamless purchase experience.



"The launch of H-D1 Marketplace is the first step towards our ambitious transformation of H-D.com into the leading online destination for everything Harley-Davidson," said Zeitz.

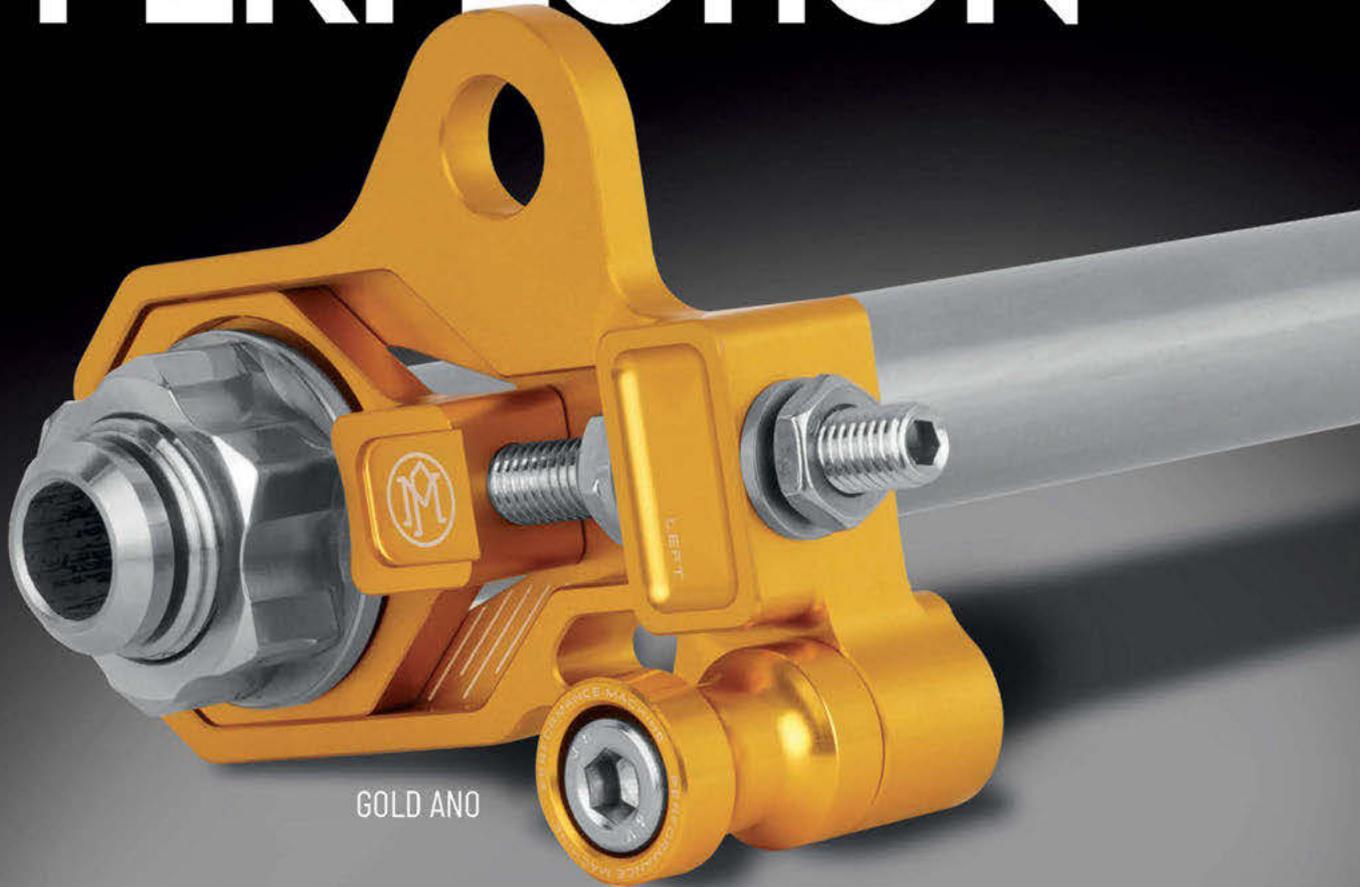
"This is the first step towards our ambitious transformation of H-D.com into the leading online destination for everything Harley-Davidson," said Zeitz. "The H-D1 Marketplace platform will connect our customers, community and our strong dealer network with the goal to become the largest marketplace for pre-owned Harley-Davidson motorcycles in the United States."

Launching first in USA, H-D1 Marketplace will "start with the **entire selection** of pre-owned Harley-Davidson motorcycles from our participating dealer network, that will be available for our customers to browse and customize online. Powered by **H-D Financial Services**, customers will have access to innovative, industry-leading financing solutions, to make purchasing even easier." Through the 'Sell My Bike' feature, customers will also be able to sell their motorcycles directly into the Harley-Davidson dealer network. "H-D1 Marketplace also fulfills our Hardwire objective to include riders of pre-owned Harley-Davidsons as an important part of the H-D customer base, recognizing their unique perspectives and contributions to the brand." The H-D1 Marketplace will highlight motorcycles offered through the recently introduced and growing Harley-Davidson Certified program. All H-D Certified pre-owned motorcycles have been subjected to a comprehensive 110-point quality-

assurance inspection by certified Harley-Davidson technicians, are sold with a **12-month factory-backed limited warranty on the engine and transmission** and benefit from new motorcycle finance rates and terms. H-D1 Marketplace launches in North America with the pre-owned inventories of all qualifying Harley-Davidson dealers.

Sources: AMD, IDN, FT, Reuters, PSB, Bloomberg, MSNW, Electrek, electricmotorcycles.news, RideApart.com, Motor1.com, CycleWorld, motorbikewriter.com

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Sportster S

Described as "combining unbridled power with contemporary technology," July saw Harley finally confirm the long awaited and much trailed custom V-twin planned on the 60-degree, 1,250 cc Revolution Max platform as an alternative (for now at least) to the 'Bronx' streetfighter - badged as the Sportster S.

Because it would have been unrealistic (on engineering and cost grounds) to try to achieve Euro 5 emissions compliance with the existing air-cooled XL 883 and 1,200 cc engines, the Sportsters had already been 'canned' in Europe for 2021. The naming of the new 'S' as a Sportster confirms the now likely shorty-term demise of the existing line of XLS domestically (and elsewhere) too.

Highlighting the "on-demand torque" delivered by the lower 121 hp version of the power plant seen in the Pan America, Harley says that "a taut, lightweight chassis and premium suspension deliver responsive, intuitive handling" offering riders "extraordinary power and performance" and creating "a new standard for the most enduring Harley-Davidson model."

The Sportster S is slated to start reaching dealers in the fall, and although the MSRP is considerably higher than the price-point at which Sportsters have traditionally been positioned, at \$14,999 Harley is clearly signalling its intention to leave the days of the \$9,999.00 base model 1,200 cc Sportster Iron in its rear view mirror as it redefines its entry level as being the used market.

It is a continuation of the pricing

structure reboot seen in the opposite direction by the newly adopted 'real world' pricing realism that started with the Pan America and continued with the also recently announced LiveWire ONE. That said, the \$15k mark clearly leaves wiggle room for a base model. "The Sportster S is the next all-new motorcycle built on the Revolution Max platform and sets a new performance standard for the Sportster line," said Jochen Zeitz, Chairman, President and CEO, Harley-Davidson. "This is a next generation Sportster defined by power, performance, technology and style. And it's part of our commitment to introduce motorcycles that align with our strategy to increase desirability and to drive the legacy of Harley-Davidson."

Harley says that "in profile, the Sportster S model appears crouched and powerful. The fuel tank and tail section frame the engine as the predominate centerpiece of the motorcycle. The massive front tire recalls the fenderless front end of a classic bobber, while the tail section, high-mount exhaust and slim solo seat draw inspiration from the Harley-Davidson XR750 flat tracker. The thick inverted forks and wide-profile tires suggest high-performance sport bike."

Actually, the styling looks like a classic Low Rider had a CAD/CAM fight with a Roadster and the judge's split decision is still pending. That isn't a 'Bad Thing' at all, quite the reverse. As owners of the World Championship of Custom Bike Building, in our humble opinion this is a potentially timeless and defining style of performance cruiser that should and could have been sat on showroom floors more than a decade ago.

"Every visual design element of the



Sportster S model is an expression of the motorcycle's raw power," said Brad Richards, Harley-Davidson Vice President of Styling and Design. "This is a wolf in wolf's clothing." Nice, but at 121 hp not necessarily true. Just wait for the aftermarket to get at it though!

This new version of the latest Harley-Davidson liquid-cooled V-twin engine is tuned to make "tremendous torque at low rpm, with a torque curve that stays flat through the powerband - engine performance designed to deliver strong acceleration from the start with robust power through the mid-range." As with the Pan America, the engine is integrated into the vehicle as the central member of the chassis - minimizing overall weight.

The use of lightweight materials helps achieve a desirable power-to-weight ratio. It has a US 3.1-gallon fuel tank, weighs in at 502 lbs. and this 'S' iteration has a high-mount 2-into-1-into-2 exhaust and a bunch of tech, including three pre-programmed, selectable Ride Modes (Sport,

Road and Rain) and two Custom Modes, Cornering Rider Safety Enhancements and a round, 4.0-inch diameter TFT screen for the 'Infotainment' displays.

The powertrain as stressed chassis member, eliminating the traditional frame, significantly reduces weight and results in a very stiff chassis that contributes to precise handling. A welded tubular steel trellis swingarm features a braced design and stamped X-member to further stiffen the chassis.

The Sportster S model is equipped with fully adjustable premium front and rear suspension - SHOWA 43 mm inverted cartridge forks and a SHOWA piggyback reservoir rear shock.

The rear suspension features hydraulic pre-load adjustment using a convenient knob located on the left side of the motorcycle. There are lightweight cast aluminum wheels with a staggered, five-spoke design; premium Brembo braking components - single front brake with a new Brembo radial monoblock four-piston caliper and a 320 mm diameter



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disc; two-piston Brembo caliper and 260 mm diameter disc at the rear. The unladen seat height is 29.6 inches, low enough for most riders to get feet down at a stop, and the brake and clutch hand levers are adjustable for reach.

Harley optimistically states that the relaxed riding geometry created by the forward foot controls and low

handlebar put the Sportster S rider in an "aggressive posture on the bike" - a stance that Harley tacitly accepts as being less than optimal for this model by the availability of a **mid-control conversion kit** as an accessory option.

The aftermarket will no doubt be quick to additionally offer revised handlebar and triple tree layout options that are more in keeping with the nature of the new model's potential.

The Sportster S model is pre-wired for accessory heated hand grips and is equipped with two dedicated power points for heated riding gear (heated hand grips and heated riding

gear/apparel each sold separately), plus a USB-C charging port. An external ambient temperature sensor and a low-temp warning on the display screen alert the rider to changing conditions. Cruise control and a proximity-based security system are standard equipment.

In addition to the mid-controls kit, other accessory options include a pillion kit, solo seat, compact detachable windshield and expandable tailbag.



Base Model Sportster Pictures Leaked

By Ben Purvis

The next step in the liquid-cooled 'New Gen' Sportster plan has already been revealed, courtesy of images of a base model that leaked via a survey sent to some Harley customers.

The online survey included six pictures of a **future 'Standard' Sportster** to complement the 'S', complete with traditional bobber styling and a twin-shock chassis, but on the Revolution Max water-cooled DOHC engine that debuted in the Pan America and Sportster S.

The sharp eyed may have noticed three snatched close-ups of the bike in the official reveal video for the Sportster S that was shot in Scotland - no doubt as a teaser for the next step in the master plan.

While the Sportster S bucks tradition by using monoshock rear suspension, upside-down forks and high-level exhausts, the base model Sportster will feature much more familiar styling. The front gets a circular headlight with a small cowl around it above

conventional forks and a large 19in front wheel.

The frame - made up of small front and rear subframes with the engine as a central, structural component - appears to be identical to the Sportster S, but the swingarm is different, with twin shocks mounted on alloy extensions either side of the bobbed rear fender. The rear wheel is much smaller than the front, probably 16 in in diameter, wrapped in a specially designed Michelin tire.

The tank is similar to the Sportster S, with the normal Sportster shape, but the seat is significantly lower and there's more rear bodywork. Mid-mounted footrests replace the forward controls on the S, and there's a very apparent radiator in front of the engine - Harley is making no attempt to pretend this is an air-cooled bike, so there are no fake cooling fins or attempts to hide the radiator.

A **two-into-one exhaust**, seen in Harley's official teaser images, is also apparent in the leaked pictures. Much



The apparently planned 'Standard' Sportster will likely use the 975 cc version of the Revolution Max that had been intended for the 'Bronx' streetfighter. Option combinations will include silver, bronze or black engines, chrome or black exhausts and silver or black wheels.

lower than the Sportster S system, it leaves space for **pillion pegs** above it, which means saddlebags will also be viable.

What's unclear at the moment is the detailed specs of the engine. The Sportster S has a 1,252 cc version of the Revolution Max, sharing the Pan America's variable valve timing but significantly detuned with a peak power of 121 bhp instead of the adventure bike's 150 hp.

However, with slimmer forks and a single front brake disc, with a conventionally mounted caliper

instead of the radial unit on the S, the base Sportster is likely to have less power.

Harley has already developed a 113 hp, 975 cc version of the Revolution Max engine, originally due to have been launched this year in the since-cancelled 'Bronx' streetfighter - which is also expected to appear in a future version of the Pan America. This smaller engine seems a likely initial choice for the base Sportster.

Just as the old Sportster range featured 883 and 1200 models, the new line-up will eventually use both 975 cc and 1,252 cc versions of the Revolution Max. Options look likely to include silver, bronze or black engines, chrome or black exhausts and silver or black wheels. *Harley's official teaser images imply that the version with silver wheels, silver engine and a chrome exhaust appears to have been given the green light.*





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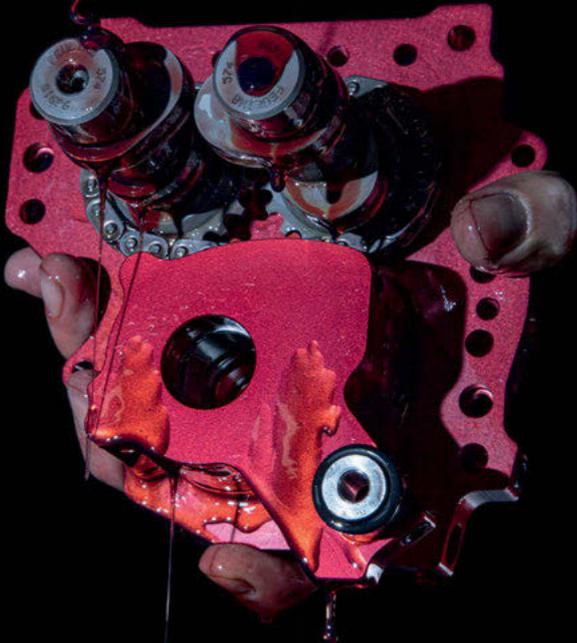


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NEWS BRIEFS

Derek Rickman, 1933 - 2021



Motorcycle industry icon and AMA 'Hall of Famer' Derek Rickman passed away July 3, he was 88.

(Pic here)

Seen here (#74) racing with his younger brother Don, the Rickmans dominated British MX in the 1960s and did much to shape the evolution of the sport in Europe and USA where Rickman framed bikes were influential to the development of motorcycle racing from the late 1960s through the 1970s.

They first rode in trials, then scrambles and eventually MX. Derek represented Britain in the Motocross des Nations in 1959, 1960, 1963, 1964 and 1966, with Don also on the team in 1963 and 1964. In the 1950s they started modifying standard BSAs and the term 'Metisse' entered the industry lexicon - colloquial French for a mongrel!

The modifications became more extensive until, in 1960, they produced their first frame and christened the complete motorcycle the Mark 3, which utilized either a Triumph or Matchless engine. Rickman MX bikes became highly prized, and the bulk of them were shipped to America - they were 30 to 40 lbs lighter than the stock bikes, looked beautiful, were compact and with nickel-plated, high-quality, large-diameter Reynolds 531 tubing carried the engine oil inside the frame itself. BSA in America asked the Rickmans to build 125 and 250 cc MX bikes. They bought 250 Montesa and 125 Zündapp engines and produced prototypes - and BSA America decided to import them. At one point, Rickman was Britain's largest manufacturer producing nearly 4,000 bikes a year - mainly for the U.S. market.

Later, Rickman Honda and Kawasaki bikes were some of the most beautiful and highly desirable motorcycles of the 1970s and found great success in competition - with nickel-plated frames, powerful disc brakes and Rickman-made fiberglass fairings.

Rickman developed a loyal following, but eventually the market changed with the Japanese manufacturers improving their MX machines and sport bike chassis designs by adapting many of the concepts the Rickman brothers pioneered. Although they diversified, the brothers sold their business in the mid-1980s.

Mees to Take Over Promotion of the Springfield Mile

The Springfield Mile has announced new event promoters for 2022. After four decades of successful event promotion, Kiesow Racing and IMDA are passing the torch to Jared and Nichole Mees of Mees Promotions.

Kiesow Racing and IMDA have promoted this legendary race since 1981, taking great pride in many accomplishments through the years. Such accomplishments include 78 national Mile events, 16 national TTs and 16 national Short Tracks at the Illinois State Fairgrounds.

"We proudly supported the sport for 40 years and have amazing memories and even more amazing friends because of it," said Tommra Kiesow of

Kiesow Racing, adding that they and the IMDA would like to "thank the team that has been so dedicated and helpful in making these events a success."

The future of this iconic event has been entrusted to Mees Promotions. Bringing years of experience as racers and promoters to this event, Jared and Nichole Mees are uniquely set to continue the legacy of flat track's crown jewel. Adding to their experience promoting the wildly successful Lima Half-Mile, both Jared and Nichole have raced at the Springfield Mile, were engaged and subsequently married there.

"We wish them many years of success



at Springfield and we look forward to being there watching in the stands," said Kiesow. "The IMDA members and us at Kiesow Racing hope to see all the familiar faces at this year's race as we end a 40-year run at Springfield. Thank you all!"

Tucker to Re-Enter the Snow and Winter Sports Markets

Following the announcement that Tucker Powersports has entered the PWC and boating aftermarket, the Fort Worth, Texas based distributor has now confirmed its expected addition of parts, accessories and G&A for the snowmobile and winter sports markets.

The new collection will include a broad range of products, available to snowmobile and UTV owners through their local Tucker dealer.

The Tucker Snow product line will include apparel, accessories, vehicle parts, tools and snow sports equipment.

"This product collection marks Tucker's return to the distribution of winter sports products and the parts and accessories needed to repair and maintain snowmobiles," said VP Sales Brad Turner.

"Over 1,200 of our current dealer customers sell snowmobiles, UTVs and other



winter powersports products. Our new program helps dealers expand their offerings to include winter apparel, snow helmets, replacement parts, lubricants, trailering needs and thousands of suspension, engine and drivetrain components for both competition and casual winter sports.

"In addition, the product line includes snowshoes, toboggans, sleds and other items for non-powered winter fun.

"A significant portion of the Tucker Snow catalog is dedicated to a large selection of parts and service items for hundreds of models of



VP Sales Brad Turner: "Our new program helps dealers expand their offerings to include winter apparel and parts."

snowmobiles from Artic Cat, Polaris, Ski-Doo and Yamaha. The offering includes both OEM replacement parts and performance upgrades."

Notable brands that are included in the catalog and are new to Tucker are Motorfist, Woody's, CA Pro Skis, Zox Snow Helmets, Sportstuff and Yukon Charlie's. The other brands in the Tucker Snow collection are familiar to Tucker dealers, including 100%, Quantum, Motion Pro, NGK, Cruz Tools and Yuasa Battery.

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NEWS BRIEFS

Triumph - Radical Expansion as British Brand Targets US Market

By Ben Purvis

As the corporate world grapples with sustaining work practices in a post pandemic landscape, **American Honda** has announced that it will "provide some of its U.S. associates more workplace flexibility by providing long-term opportunities to work remotely. Under this new approach, eligible associates will be able to work from home or in satellite locations for all or part of their workweek." The company says the decision marks a "significant pivot toward the future as Honda adapts its policies to match evolving workstyles. Remote work is a critical recruiting and retention tool."

The UK bike industry's annual consumer showcase, Motorcycle Live, is set to return after a two-year gap. The nine-day event has been scheduled at the National Exhibition Center, Birmingham, England, on 4-12 December 2021. Tuesday 7 December will be a dedicated motorcycle trade day. The organizers say they are hoping for a 100,000 total attendance. www.motorcyclelive.co.uk

In addition to the investments into synthetic gasoline production technology announced by both **Bosch** and **Audi** three years ago, **Porsche** has now entered into a research agreement with **Siemens**, and **BMW** is investing in Californian start-up **Prometheus Fuels** - a company that plans to remove carbon-dioxide (CO2) from the atmosphere and convert it into pump gas; www.prometheusfuels.com

Gettysburg Bike Week celebrated two decades of being one of the premiere motorcycle rallies in the United States this year with a record attendance. After being canceled last year because of COVID-19, the 20th anniversary event happened at the Allstar Events Complex in Gettysburg, Pennsylvania, from July 8, 2021 through July 11.

The **MIC** in California has a new membership manager - Lisa Delaney will lead member service operations while pursuing other powersports companies to join and participate in the industry association. Meanwhile the **MIC** has a new leader of the **MIC** IT Department - Eli Ralston.

It's been thirty years since the first Hinckley-built Triumphs rolled off the production line, and despite growth since then, the company has remained focused on much the same market segments ever since. So the announcement that Triumph is developing a whole range of motocross and enduro machines marks arguably the biggest shift in focus in the Bloor-owned era.

At the moment, the company isn't giving much away about the bikes themselves, saying only that it's developing a "comprehensive range of all-new competition motocross and enduro machines". In the process, Triumph has signed two huge names from those worlds - ex-racers **Ricky Carmichael** and **Ivan Cervantes**, with a vast array of off-road titles between them in Motocross, Supercross and Enduro - to help guide the bikes' development and the preparation of Triumph's entry into competition.

While the Triumph brand has a strong heritage in off-road competition, it all dates back to the post-war era rather than Bloor's ownership. The company has largely steered clear of open competition in recent years, often preferring one-make championships and involvement like the supply of Moto2 engines, where it's not in direct rivalry with other bike companies. From a marketing perspective it's a strong strategy: proving motorsport credentials without the risk of being defeated on track by a direct rival.

With the entry into what Triumph describes as "top tier championship racing in both Motocross and



Enduro", it will be in direct competition with the likes of **Kawasaki**, **Honda**, **Yamaha** and **KTM**, all companies with decades of experience in off-road competition. **Nick Bloor**, Triumph's CEO, said the announcement "marks the beginning of a new chapter for the Triumph brand" and went on to explain "we are 100% committed to making a long-lasting impact in this highly competitive and demanding world with a single-minded ambition to deliver a winning motorcycle line-up for a whole new generation of Triumph riders."

Why make the move into manufacturing a range of off-road machines now? The answer lies in the American market. In the States, the already large market for 'off-highway' motorcycles grew by 46.5% in 2020, and a further 45.4% in the first quarter of 2021.

Triumph has eyed the US powersports market for several years and came within a whisker of entering it back in

2014. At that time, Triumph planned to create a range of four-wheeled off-road vehicles including a 4wd side-by-side powered by a three-cylinder engine. A number of engineers were employed for R&D and the company set up a sub-brand to market the vehicles under Trident Powersports, had its own trademarked logos and even a teaser website up and running, but shortly before it was due to be officially revealed, the project was canceled with no explanation.

With an official announcement now made, Triumph appears set to go the whole way this time with its motocross and enduro models. While no technical details have been revealed, the intention to compete at the highest level suggests the machines will include newly developed 450 cc four-stroke singles.

Triumph couldn't ask for more experience than that brought to the project by Ricky Carmichael, who is considered by many to be the greatest motocross rider the world has ever seen. He is quoted as saying: "This is an incredible opportunity for me to join this historic brand, and I am honored and humbled to be a part of the development and release of their off-road motorcycles. Building something from the ground up is something that is really intriguing to me at this stage of my career. What is impressive to me is Triumph's dedication and passion to develop a top of the class product. Everyone that I have been involved with on this project, from the engineers to design groups, R&D department etc., have shown extreme passion for what they are doing and that is a recipe for success and something that I love being a part of. We all share that same passion, and that is to be the best."



Sources: AMD, IDN, FT, Reuters, PSB, Bloomberg, MSNW, Electrek, electricmotorcycles.news, RideApart.com, Motor1.com, CycleWorld, motorbikewriter.com

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NEWS BRIEFS

SEMA has announced that automotive specialty-equipment retail sales reached a new high, growing to \$47.89bn in 2020 (\$46.2bn in 2019), with early evidence suggesting stronger sales in 2021. While the industry was certainly affected by the pandemic, some businesses were spared from full lockdowns as auto parts were considered an essential business in some areas. Even amid the disruption of the pandemic, many of the industry's companies reported record sales in 2020 as enthusiasts spent money on their cars instead of other pursuits, with 48% of enthusiasts doing more online shopping for parts in 2020 than in 2019, and 40% reporting spending more time working on their vehicle.

Yamaha's recent 'Environmental Plan 2050' is the first acknowledgment by a major PTW manufacturer that 'synth gas' can and will have a role to play in the market's future. Given that ICE units have at least an average life expectancy of 15 years, and will remain available for sale right up to whatever deadline each individual country chooses, there will be a need for zero tailpipe greenhouse gas emissions gasoline for at least 30 more years if 2035 is taken as a median international adoption benchmark - longer if the powerful German auto industry lobby group (VDI) is able to maintain its grip on policy making.

Swiss watchmaker Breitling and British motorcycle manufacturer Triumph have announced a long-term partnership - gearing up for a limited-edition watch and a customized motorcycle to be revealed in early 2022.

PSB reports that, in the United States, Kawasaki has announced increased capital spending, employment growth at its Lincoln, Nebraska factory. Kawasaki has been manufacturing in Nebraska since 1974. Currently the facility covers approximately 2.4 million sq ft and employs over 2,400, and an estimated \$200 m in capital and tooling will be spent there in the next 18 months - much of it aimed at rail car projects.

H-D Screamin' Eagle Wins the 2021 King Of The Baggers Championship

Despite breaking his elbow a month ago in the Superbike race at Road America in Wisconsin, Kyle Wyman did what was necessary to back up that weekend's Mission King Of The Baggers win to secure the title on his factory Harley-Davidson Screamin' Eagle Road Glide on the iconic 2.238 mile Laguna Seca circuit, California, on Sunday July 11.

The three-round Championship wrapped up with Wyman starting from the pole and never headed in the eight-lap race. He gained more than a full second on second-place finisher and Mission Foods S&S Cycle Indian rider Tyler O'Hara on almost every lap of the race until he decided to slow his pace a little towards the end. At the checkered flag he took the win by just under four-and-a-half seconds over O'Hara, with an average speed of 86.100 mph, a total time of 12:28.596 minutes and a best lap time of 1:31.983 minutes.

Third place went to DTF Performance/Hoban Brothers Performance Racing Harley-Davidson rider Michael Barnes, just 4.913 seconds behind O'Hara with a 1:33.249 fastest lap - this followed up on their win in the premier Bagger GP



Class two weeks earlier at the inaugural Bagger Racing League event at Salt Lake City. Round one of the Roland Sands Design Super Hooligans QuaTTro Championship also took place at Laguna Seca on Sunday with the road race portion of the multi-disciplinary series.

Two KTM-mounted riders battled at the front, with Chris Fillmore prevailing over his teammate Andy DiBriano by just .045 of a second. SportbikeTrackGear.com Junior Cup regular David Kohlstaedt rode his Indian to third place.

Riding KTMs, Chris Fillmore (11) beat Andy DiBriano (62) to win the RSD Super Hooligans race.

Pictures by Brian J. Nelson



Kyle Wyman (33), riding his factory Harley-Davidson Screamin' Eagle Road Glide, jumped out front at the start of the Mission King Of The Baggers finale and was never headed - going on to win the race by nearly 4.5 seconds from S&S Cycle Indian rider Tyler O'Hara, with the DTF Performance/Hoban Brothers Performance Racing Harley-Davidson of Michael Barnes third.



KING OF THE BAGGERS (8 LAPS)

POS	NO.	NAME	MAKE	TOTAL TM	SPONSOR
1	33	Kyle Wyman	H-D	12:28.596	H-D Screamin' Eagle
2	29	Tyler O'Hara	IND	12:32.984	Mission Foods S&S Cycle Indian Challenger
3	34	Michael Barnes	H-D	12:33.509	DTF Performance/Hoban Brothers Racing
4	10	Travis Wyman	H-D	12:39.017	H-D Screamin' Eagle
5	155	Ben Bostrom	H-D	12:39.396	Feuling
6	79	Hayden Gillim	H-D	12:51.415	Vance & Hines
7	14	Frankie Garcia	IND	13:08.106	Roland Sands Design Indian Motorcycle
8	87	Patricia Fernandez	IND	13:15.049	Saddlemen
9	21	Zack Nation	H-D	13:46.581	Zack Nation Racing
10	55	Eric Stahl	H-D	13:58.615	Jiffy Tune Racing
11	69	Danny Eslick	H-D	12:53.213	Rossmeyer Daytona Racing
12	102	Logan Lackey	H-D	13:08.379	RPM Performance Iron Steed Road Glide

NOT CLASSIFIED (75% = 6 LAPS)

POS	NO.	NAME	MAKE	TOTAL TM	SPONSOR
DNF	44	Taylor Knapp	H-D	4:07.354	Vance & Hines
DNF	90	Cory West	H-D	5.836	Saddlemen
DNS	48	John Seuberling	H-D		Mad Monkey Motorsports

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

<<< Continued from page 64

market share improved during the quarter for its ORV and boat sector operations.

Motorcycles segment sales, including PG&A, totaled \$212m, up +50 percent compared to the second quarter of 2020, driven by increased sales of Slingshot, Indian Motorcycles and related PG&A. Gross profit for the second quarter of 2021 was \$24m compared to \$4m in the second quarter of 2020. As with the overall corporate performance, the increase in gross profit margin was driven by increased volume and lower promotional costs, partially offset by

increased input costs from supply chain constraints.

North American **consumer retail sales for Indian Motorcycles increased high-twenties percent** during the second quarter of 2021 in a **mid-to-heavyweight two-wheel motorcycle industry that was up mid-thirties percent**. North American consumer retail sales for Polaris' motorcycle segment, including both Indian Motorcycle and Slingshot, increased low-twenties percent during the second quarter of 2021. **North American consumer retail sales for the motorcycle industry, including both two-wheel and three-wheel,**



Polaris Inc. CEO Mike Speetzen: "We delivered double digit sales and earnings increases compared to our pre-Covid results from the second quarter and first half of 2019."

delivered double digit sales and earnings increases compared to our pre-COVID results from the second quarter and first half of 2019. All of our segments performed extremely well, posting strong increases in both sales and profitability in the face of a challenging supply chain and increasing input cost environment.

"While supply chain-related headwinds and higher input costs will continue into the second half of the year, the Polaris team's operational dexterity and nimble approach has been nothing short of spectacular. I remain confident in our ability to meet the product demands of our dealers and consumers and deliver value for our shareholders."

2021 Business Outlook - Given the 2021 first half results, and the expected continued solid retail demand and current dealer pre-order sales from consumers, the Company is **increasing its full year earnings guidance** and now expects adjusted net income to be in the range of \$9.35 to \$9.60 per diluted share, compared with adjusted net income of \$7.74 per diluted share for 2020.

Full year 2021 sales guidance was narrowed and is now expected to be in the range of \$8,375 to \$8,500m, up 19 to 21%.



North American consumer retail sales for Indian Motorcycles increased high-twenties percent during the second quarter of 2021 in a mid-to-heavyweight two-wheel motorcycle industry that was up mid-thirties percent.

increased mid-thirties percent during the second quarter of 2021.

Indian and Slingshot market share losses were driven by a lack of product availability during the quarter driven by supply chain challenges.

Polaris Inc. CEO Mike Speetzen is quoted as saying: **"Think Outside"** is resonating with new and current customers alike, with continued strong demand and second quarter results that beat last year's COVID-impacted quarter, as anticipated.

"Even more notable, we

More OEMs Confirm for EICMA

As the motorcycle industry worldwide continues to watch the COVID situation in Italy (especially), hoping that nothing will derail this year's EICMA (Milan, November 23 - 28), a slew of good news about preparations for the show includes confirmation by Yamaha, MV Agusta, Kymco, Motori Minarelli and Fantic that they are among the OEMs that they will exhibit.

The background to this, of course, being the 2020 announcements by both BMW and KTM that they were going to abandon the major international shows, and the pandemic-driven decision to cancel EICMA last year. Yamaha Motor Europe says it made this decision "thanks to the positive progression of the international and national vaccination programs and the steady easing of the restrictive measures against COVID-19 in Europe, and Italy in particular. "The expectation is that by the end of November visiting large exhibitions will be possible

again. Preventive safety measures to contain COVID-19 will still be implemented, in cooperation with the EICMA organization, to secure a pleasant and safe visit to the show. In that respect, the size of the Yamaha stand will be enlarged in comparison to 2019 to allow visitors more personal space."

Eric de Seynes, President and CEO of Yamaha Motor Europe N.V., is quoted as saying: "The

decision to attend EICMA was not an easy one to make for obvious reasons. However, after having observed the trend related to the evolution of COVID-19 and being reassured by the EICMA organization that we can provide a safe environment for all visitors, we believe it is the right decision to support the return of such an event.

"With arguably the largest international reach, EICMA has



ESPOSIZIONE INTERNAZIONALE CICLO E MOTOCICLO



great significance for our industry, being a unique moment and place where the motorcycle community can come together to feel the reaction from media and customers to the new products, keeping the connection with them alive and providing inspiration towards future trends. While we have yet to return to what most of us consider normality, this year's event provides the first opportunity for enthusiasts to come together and be connected again physically, rather than virtually."

PIERER Mobility - KTM, Husqvarna, GasGas

Following the announcement of record growth for the first quarter of 2021, provisional results released by PIERER Mobility AG, the KTM, Husqvarna and GasGas parent company, says it has doubled its sales in the first half of 2021 with **176,045 units sold** - a +95% increase over the Covid impacted 90,331 units sold in the first half of 2020.

Additionally, the group sold some 53,378 e-bicycles and non-e-bicycles, a +25% increase over the same period last year, of which **39,603 were R RAYMON, HUSQVARNA and GASGAS branded e-bikes**.

Europe recorded **73,224 motorcycles sold** (+76% over the same period of the previous year). Growth was particularly strong in **North America**, where 30,419 motorcycles were sold in the first six months of 2021 - this corresponds to an increase of +160% compared to the first half of 2020. A similar trend was seen in **Australia/New Zealand**, with a +25% increase for a total of 7,842 units sold.

Despite the ongoing difficult conditions related to the COVID-19 pandemic, sales in **India** increased by +52% to 30,561 motorcycles (previous year: 20,160).

Compared to June 30, 2020, the PIERER Mobility Group has increased its headcount by around **500 people** to approximately 4,900 and continues looking for new employees in various areas. As part of its apprenticeship offensive, 70 more apprentices will start their education in this year. In total, the group is educating around 200 apprentices.

In additional business news, **PIERER Mobility AG** has established a **joint venture in Bulgaria** with **Maxcom**



Ltd for e-bike production in Bulgaria. The move will expand Pierer's bicycle and e-bike production capacity in Europe.

The venture is a 50/50 deal with an investment of €40m and will see a "state-of-the-art e-bike production facility built on an area of 130,000 m² (approx. 1.4m sq ft). International suppliers are also given the opportunity to set up production facilities on site. Commissioning is planned for the second half of 2023. The annual production capacity is around 350,000 pieces".

Maxcom is one of the largest bicycle manufacturers in Eastern Europe and a member of the MAXEUROPE group in Bulgaria - they already produce the R RAYMON brand and some Husqvarna e-bicycles for Pierer E-Bikes GmbH.

Meanwhile, the **Byzantine evolution of the share ownership structure of PIERER Mobility AG** and its owners and holding company Pierer Industrie AG and PTW Holding AG that has evolved ever since **Bajaj Auto Ltd.** (India) took a major ownership stake in KTM is finally to be simplified. Allegedly.

An agreement in principle had been reached with Bajaj Auto Ltd. and its wholly owned subsidiary Bajaj Auto

International Holdings BV (Netherlands, "BAIHBV"), to place BAIHBV's 46.5% stake in KTMAG into PIERER Mobility AG.

As a next step, Pierer and Bajaj will now initiate competition and takeover law consultations with the relevant authorities as well as the necessary valuations. PIERER Mobility AG, for its part, will go ahead with preparations under capital market law.

"Depending on the outcome of the valuation process, the opinion of the Austrian Takeover Commission and the transaction negotiations as well as the clearance by the competition authorities, PIERER Mobility AG will carry out a capital increase through contribution in kind from the existing authorized capital of the company under exclusion of subscription rights by up to 50% of the existing share capital."

[In other words - "we are sorry our shareholding structure is such a mess, but we are now going to try to sort it out, honest".]

After completion of the transaction, the shareholding of PIERER Mobility AG in the operating KTM AG division will increase from currently about 51.7% to about 98.2%. The Pierer Group will continue to maintain sole control over PIERER Mobility AG.

Ducati

For the first six months of 2021, Ducati says it "delivered 34,485 motorcycles to enthusiasts" for an increase of +43% over 2020 and, more importantly, +9% over the same period of 2019.

"The order portfolio (motorcycles to be delivered) is the highest ever recorded by the company at the end of the first half," says Francesco Milicia, VP Global Sales Director for Ducati, "with +63% compared to the same period in 2020 and a growth of +284% compared to 2019."

"June confirmed the positive trend that began with the excellent second half of 2020 and with the significant growth in the first quarter of this year. Despite the great complexity seen in the supply and transport sectors,



Francesco Milicia, VP Global Sales Director: "June confirmed the positive trend that began with the excellent second half of 2020 and with the significant growth in the first quarter of this year."

Ducati recorded truly significant growth, exceeding pre-Covid values by almost 10%. The excellent order portfolio demonstrates the fact that enthusiasts are appreciating the 2021 range and the family of Ducatisti is expanding ever more."

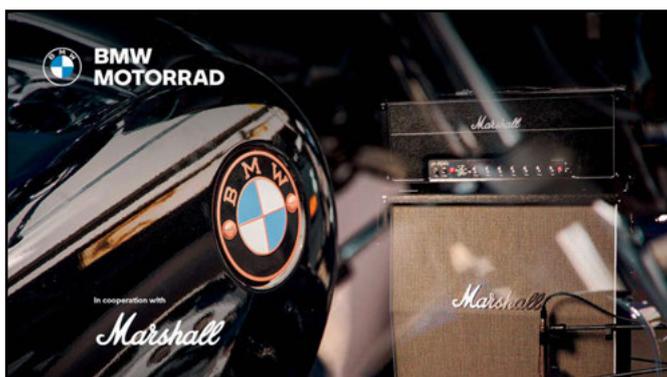
Growth was led by Australia (+82%), Italy (+55%), which remains its top market with 6,071 motorcycles, Japan (+53%) and North America (+51%). The bestselling bikes were the Multistrada V4, the Scrambler 800 and the Streetfighter V4, with excellent numbers for the new Monster too - it arrived in dealerships in April.

Ducati sells through 769 dealers in over 90 countries around the world. "The new Diavel 1260 S 'Black and Steel', which draws inspiration from the 'Materic' concept presented at Design Week in Milan, and the Hypermotard 950 SP, in the new dynamic livery that recalls the racing world, have just arrived in Ducati dealers."

BMW - Best Ever Half-Year

In the second quarter of 2021 (April - June inclusive) BMW delivered 65,018 motorcycles and scooters to customers worldwide, which was +55.1% over the COVID-hit year-ago period. For the first six months of this year, it delivered 107,610 motorcycles and scooters worldwide (+40.3%) - its best ever sales result for a first half-year, building on the all-time highs seen in Q1.

The company said that "this success relies on a strong product offering with a wide range of different models, including no fewer than eight new models released onto the market in the first six months of this year."



BMW has agreed a long-term partnership with iconic British sound pioneer Marshall to take its motorcycle sound systems to "new heights."



British Challenger Targets Electric Land Speed Record

By Ben Purvis

New British company White Motorcycle Concepts is aiming to prove its radical aerodynamic idea by taking the land speed record for electric bikes. Founded by Robert White, an engineer with a quarter of a century's experience in race vehicle development (on both two and four wheels), White Motorcycle Concepts has developed a machine with a huge reduction in both frontal area and drag coefficient. The company hopes to use it to establish a British land speed record for semi-streamlined electric bikes later this year, hitting around 200 mph on a tarmac runway, before heading for Bolivia in 2022 (Salar de Uyuni - the world's largest salt flat) to target the world record, aiming for more than 250 mph on the salt flats.

The record bike, dubbed WMC250EV, clearly shows the aerodynamic concept - there's a huge duct running all the way from the nose to the tail. This duct

reduces the bike's frontal area, but just as importantly it means that air hitting any part of the front of the bike doesn't have to be moved far, either laterally or vertically, to either slip past the bike or through the duct.

That gives an edge over traditional speed record bike designs, where the rider lies almost prone over a long, low chassis to reduce frontal area.

The duct also means that the bike's seat is at a conventional height, which means it has potential for future road-going bikes to reduce drag, a requirement that's likely to get increasingly important as bikes move towards electric power - less drag equates not only to more performance but also increased battery range.

In its most extreme form on the WMC250EV, computer simulations and real-world wind tunnel tests have both shown the bike to have 70% less drag than a Suzuki Hayabusa, often

cited as the most aerodynamic road bike on the market.

Although White initially considered small-capacity combustion engines for the project, including the idea of a turbocharged version of Yamaha's YZ450F motocross engine, he soon switched to the idea of electric power, which gives much more flexibility in where components are mounted. He's also aware that electric technology is rapidly improving, with smaller, lighter batteries and motors coming in the future, which will make it even easier to implement the idea.

As well as the duct, the WMC250 uses **two-wheel drive**, with four electric motors in total - two driving the rear wheel and another two inside the front hub. In its initial form, the bike has a total of 100kW (134 hp), but that figure will rise considerably before the attempt at the world record.

White also believes that the 2WD system will be a huge help in reaching record speeds, as on salt flats the battle for high speed becomes a fight

between drag and traction rather than a quest for ever more power. With minimal drag and both wheels driving the bike, the WMC250EV should have an edge over conventional designs.

Additionally, testing has shown that the aerodynamic duct massively reduces front end lift at speed, meaning there's as much as five times more load on the front wheel than on a normal motorcycle at the same speed, adding to the argument that the front wheel should be driven as well as the rear.

Even before the WMC250EV hits the salt, White Motorcycle Concepts is preparing to reveal a second machine using the aerodynamic duct idea.

Called the WMC300FR, it is a three-wheeled scooter, based on Yamaha's Tricity 300, to show that the aerodynamic gains are worthwhile even at city speeds. The 300 cc engine will be assisted by a hybrid system, and along with the duct, reducing drag by 25%. The intention is to achieve performance near that of a 500 cc bike while slashing CO2 emissions by 50%.

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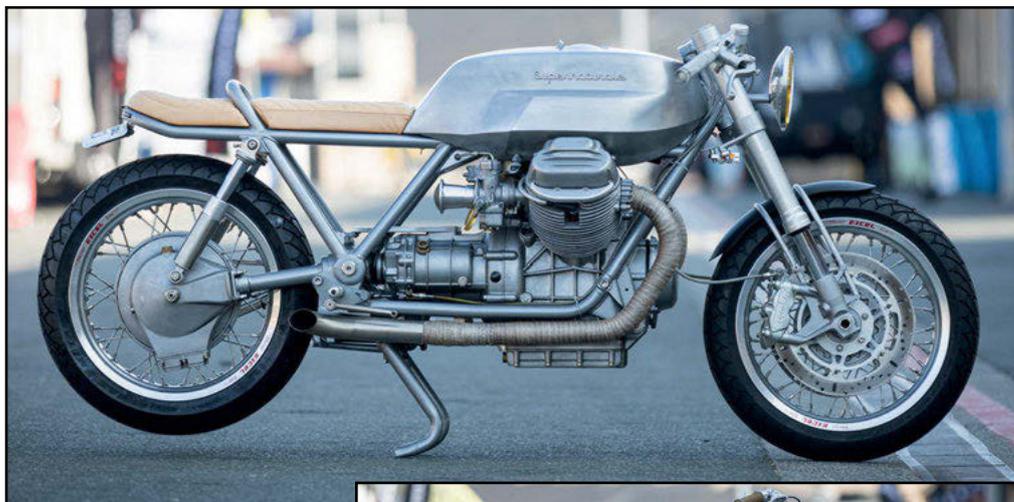
Photography by Progressive IMS Outdoors/
Manny Pandy Photography

Sonoma International Raceway, California, July 16 - 18

The past two years have delivered the biggest shake-up to the established motorcycle industry events calendar for a generation, with many people believing that the nature of motorcycle events - industry/trade and consumer - is likely to emerge changed for ever. In addition to the impacts of the global COVID-19 pandemic, the change premise is also predicated on the changing demographics as Boomers are replaced by the alphabet soup of digital era consumer age groups, the changing attitudes to and experience of the ownership and riding experience that we are seeing, and the widely touted impending demise of the internal combustion engine.

With entry into riding two wheels under greater challenge than ever, kudos to Informa, the current owner of the venerable International Motorcycle Show series, for responding to the issues that forced the cancelation of the winter 2020/2021 series by taking it outdoors. So far, consumer and industry reaction to the concept that made its debut at the Sonoma International Raceway north of San Francisco at the end of July has been mixed. Consumers appear surprisingly divided about the absence of the conventional indoor expo style exhibits.

However, it does appear that centering a cut-down event on the test rides, integrating them into the 'mother ship' rather than locating them a shuttle away, has gone over well.



Custom Classic - requires a 1999 or earlier OEM engine (no replicas allowed), but custom or stock modified frames can be used.

Hugo Eccles with Untitled Motorcycles won with a 1975 Moto Guzzi Supernaturale. The custom is a minimalist café racer that features an 844 cc engine and a 23% lighter build than its original 1975 donor. The hand-formed aluminum gas tank is a contemporary reinterpretation of the classic LeMans and encloses a state-of-the-art electrical system, and much more.

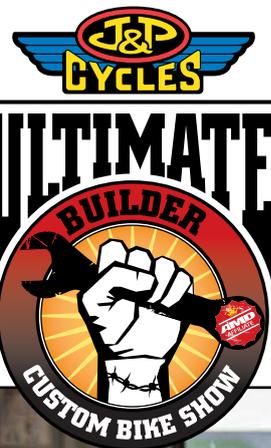


Dave Kelly secured runner-up with a custom-built 1939 Flathead.

By all reports, the attendance at this first 'IMS Outdoors' was light - especially compared to the crowds the series has seen in many of its Convention Center style expo venues in its illustrious 40-

year history.

In terms of aftermarket opportunities, for potential customers to feel the "extended experience" the vendor count was equally thin, with OEM offerings trumping the modest sprinkling of aftermarket P&A and G&A



Phil Susoev secured runner-up with a 2003 Harley-Davidson Softail standard, custom-built by Ricky Bray at RKB Kustom Speed.

Custom Street - based on 2000 and later major OEM engines and frames.

Dan Stern and painter Art Himsl won with a 2004 Harley-Davidson Softail/sidecar that features handmade fenders and body panels. The sidecar hosted exotic wood flooring, full aluminum louvered polished belly pans and custom luggage behind the seat. The custom also features handmade taillights and trim work, hidden handlebar controls, a bronze powder-coated engine, and much more.





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The popular **Freestyle Class** is where pretty much anything goes, and the only boundaries are those of the builder's own imagination and craftsmanship.

Gino and Denise Ilacqua with Jezabel Customs and painter Shane Leasure won with a 1976 Custom Chopper. The motorcycle features throwback rocker boxes, a custom oil tank, twist bar, plus bent metal pieces using camper propane tanks and a vise to shape fabricated pieces, and so much more.



Dave Kelly secured co-runner-up with a custom-built Pan Shovel.



Andrew Harris secured co-runner-up with a 2018 Sur Ron Lightbee. The all-electric on- and off-road Supermoto features regenerative braking and a complete lighting system including ambient RGB underglow.

shopping opportunities. All that said, the mission that Informa has fallen back on is the proverbial 'mission to inform', and in terms of letting recent and potential riders get to grips with the core product, the bikes themselves, then they may well have closed the gap with the MIC and its AIMExpo (which is now 100% 'trade' focused) and added another voice to the unified hymn sheet the industry needs to be singing from. The OE support appears to have been pretty good, though there were some obvious absentees - the BWM, Triumph, Ducati and Honda factory involvement, to shout out four of the non-believers - and idiosyncrasies abounded elsewhere. Harley was there, giving the LiveWire One a debut (there were some Serial 1

E-bicycles in evidence too), and whilst there were four or five examples of the new Sportster S in evidence, Harley was not offering test rides on them. That said, by all accounts, one of the longest lines to book test ride time slots on was for the Pan America. Most of the other 'Usual Suspects' were 'working it', including Indian Motorcycle, but at what was a relatively small event in real estate terms (in the Pit Lane area of the Sonoma Raceway), there appears to have been less in evidence from the four-wheel side of the powersports industry than the organizers were originally pimping there would be. This was the 11th annual UBCBS and J&P Cycles' ongoing involvement, indeed any involvement and backing from Revzilla and Cycle Gear too (all

three share the same ownership), is valuable equity for the organizers. The co-promotional and leverage opportunities between Informa and Comoto are immense, and it is to be hoped that the organizers "get that" and are "playing nice." Close cooperation between event organizers and 'stakeholders' and the deep and detailed understanding of mutual interests that should come with that are critical at this critical moment in the evolution of the market. The industry needs to capitalize on the growth that is being seen at this time, to build on it and take the public's enthusiasm for our market's products and lifestyle choices to another level. Failure to 'seize the moment' would be criminal. The need for a physical showcase in the United States is unanswerable, so it is time for partners, including our OEMs, to be just exactly that and to calibrate their partnerships by how well their collaborators do from the relationships that are there to be forged, not measure their own success by how little they leave on the table. The adversarial model of years, of decades past, needs to be consigned to that past - it is not our friend. If we are to move forward, everyone involved in an enterprise like IMS Outdoors needs to prosper if the rebooted concept can look forward to another 40 successful years. This is the 11th annual series for the J&P Cycles Ultimate Builder Custom Bike Show (UBCBS), and with precious few opportunities for customizers to show

the fruits of their efforts recently, but with plenty of time to hone concepts and execution, the results of this 2021 nine-city series should be among the best yet. UBCBS has a rich history as the largest motorcycle builder competition in the United States, featuring hundreds of motorcycles and offering the chance to win tens of thousands in cash and prizes. Custom bike show mastermind, V-twin industry guru and UBCBS Director Bob Kay says: "We designed the competition to spotlight professional and amateur builders alike, attracting world-class builders to showcase their rolling works of art at each stop along the tour. "Not only do the participants receive well-deserved recognition, but the custom motorcycles on display provide event attendees the opportunity to engage with some of the finest customs across the US." Each stop along the tour holds a competition at the event comprised of three classes - Custom Street Class, Custom Classic Class and Freestyle Class - and the People's Choice Award. Winners from each category are entered into the championship round held in Atlanta [October 29 - 31], competing for the grand prize and renowned 'King of Builders' title. "Congratulations to the winners in Sonoma - this year's bunch is truly a remarkable group of builders, with each bike telling a unique story. We are still accepting applications for the upcoming cities and welcome all creatives and builders to be a part of the fun," continued Kay.



Joe Stoesser won the People's Choice award with a 1994 Harley-Davidson FXR. The custom, known as The Team Dream, is a perfect example of the last of the FXR. The motorcycle was built in a one-car garage in San Francisco, features a nickel-plated frame, one-off swingarm, candy paint and a few hundred hours of hand engravings.

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It has been two years since British Columbia based custom bike builder and parts designer Tyler Sawicki sold his exhaust business. In Doylestown, Pennsylvania based Jason Browne he found someone who was determined to champion the brand's styling heritage, but take the manufacturing to a new level...

I had got to the point where I wanted to do something of my own in the motorcycle industry - either start my own business or partner with someone - but when the opportunity to buy the Sawicki Exhaust program came along, it was too good an opportunity to pass up," says Jason.

In many respects, Tyler had been a victim of his own success. The popularity of his designs and the positioning that his brand had in the V-twin market consciousness meant that, if anything, sales grew too quickly and there was no question that quality and service had suffered.

"My first plan was to give myself a year, without initially having changed much at all," Jason told AMD. "I wanted to experience where the brand was for myself, before jumping to judgement about how to redirect it.

"The very first thing I did was to make sure that we honored any warranty issues or other disquiet about the product, ironing out all the glitches with a

no-nonsense lifetime warranty policy, with no questions asked.

"That policy, and that experience, gave me the foundation I needed. A basis on which I could rebuild and move the Sawicki brand story forward with confidence and without the negative baggage. Throughout that process, **HardDrive** remained the

exclusive distributor and its support for the brand has been awesome.

"We quickly moved manufacturing to North Carolina and initially stayed with most of the existing designs - they had been Tyler's strength, so until I knew more about the opportunities, I didn't want to risk destabilizing the brand identity, and that has proven to be a good decision."

All Sawicki exhausts are now made in the United States. "We start with laser CAD supported engineering, and have re-engineered the entire line from the ground up. We use 304 stainless across our entire line, with ceramic black coating as well as electro polishing as finish options. All fabrication is TIG welded, by hand. Components such as the billet aluminum end caps are precision CNC-machined and black powder-coat finished - meaning they are fully serviceable. Their sealed cap/slash-cut mufflers are non-serviceable.

"Anybody who contacted us to say they had issues with the anodized finish of the old end cap designs

simply received a durable, high-quality replacement from us at our own cost.

"We reached out to our 50 or so direct dealers to get their feedback and input to guide us in the direction to take. **Mike Beland at A1 Cycle** (Maiden, North Carolina, has been especially proactive with us and has assisted in R&D - he has been excellent, and his view that the **Sawicki Bagger Shorty** is one of the best M-8 exhausts on the market has been a valuable indicator that we have been headed in the right direction."



Softail Long Cannon



Softail Short Cannon

Adding newer mid length and full length options to sit in the range alongside the 'shorty' exhaust has meant that Sawicki now has a strong offer for late models right out of the gate - ushering in a new era for the brand.

"Once I felt that we'd put any negative brand baggage in our rear view mirror, getting up to speed with M-8 options has given us and our dealers the opportunity to take a big step forward with Sawicki with riders in their local areas. In reality, there was a lot less negative baggage than some may have figured, but our 'no quibble' make-it-right policy has turned any nay-sayers around.

"The **M-8 Cannon** that we additionally now have for M-8 Softails has added to the opportunity dealers have with Sawicki, and having refined the design to

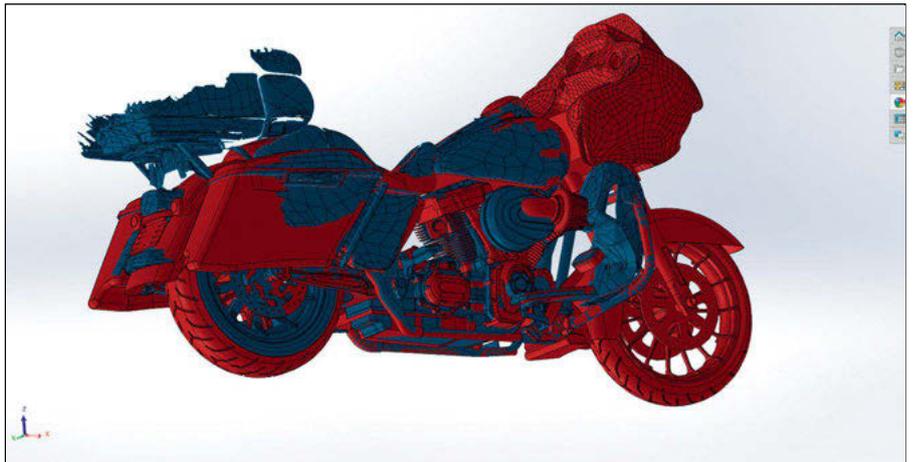


give them better reliability and finish, we have kept Tyler's original Dyna/Bagger Shorty.

"In fact, thanks to what our dealers have been telling us, we have a 'Sporty Shorty' to come soon, and we are also working on options for Indian Motorcycle models - for the Challenger initially."

All Sawicki exhausts have 18 mm O2 bungs in them, and we include O2 sensor reducers with every exhaust we ship. This means aftermarket wideband sensors or factory sensors can be used. "If a bike doesn't have O2 sensors, then an 18 mm sensor plug will get it done, though dealers can request custom pipes without sensor bungs if they prefer. Because we have complete control over all stages of the manufacturing process, we can and do make custom pipes."

Sawicki systems don't yet ship with exhaust port gaskets (but they will be included soon); in the meantime Jason recommends Screamin' Eagle exhaust gaskets from the nearest Harley store.



"Our exhausts will provide **performance gains across the rpm range**. The results will vary based on displacement, compression and any performance modifications done to the engine, but dealers and their customers can see the dyno graphs we post on our Facebook and Instagram pages.

Although Sawicki exhausts don't have CARB approval, Jason says they are **49 state legal**, across the range, and that they are working on a catalytic converter. There is no sound approval though. Sawicki mufflers ship with a removable race-style performance baffle - "they can be packed to the rider's liking with a variety of packing - fiberglass and other options work very well and change the tone of the pipe."

If riders want to take the edge off the characteristic sound that is synonymous with the Sawicki brand and mellow it down a little, then "an easy fix that we like is to get hold of some readily available 4-stroke dirt bike packing for a custom, home-tuned sound."

Billed by Jason as "Not your father's Sawicki Speed Shop," he is very well aware that it is a different world

now. That the values of the past are in the past, and that contemporary riders ask more of their vendors.

"They want great products and great service and don't expect to have to beg for it," says Jason.

"Just selling 'bad ass shit' isn't a good enough business plan any more - we are recreating Sawicki Speed. Our start-point was to recognize that there had been issues in the past," says Jason, and that by learning from them, he says that those lessons now serve as blueprints for the future of the company, for the future of the brand.

Jason says that under his new management culture he is building a 'Sawicki' that is fit for purpose and fit for the future, and that while Sawicki designs will

"continue to be the gnarliest, bad ass performance Harley-Davidson exhaust systems out there, the buying and ownership experience will be an entirely different matter. Our lifetime warranty is an important part of that positioning - positioning that will mean more products and more for your money."

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Dominator Bars

"Filter thru lanes with ease with these new Dominator T-Bars - they deliver a responsive handling position without sacrificing comfort or looks," says Burly Brand Manager Sean Delshadi.

Available in straight riser or raked riser versions to suit the desired riding style, the tube diameter is 1.25" stepped down to 1" for use with stock hand controls.

Laser-cut, welded, deburred and slotted for easy internal wiring, the bars are crowned for electronic fly-by-wire throttle applications and polished to a show quality finish. They are available in 10", 12" and 14" heights in a black powder-coat or a black matte finish.

The straight version offers 4" of pullback, with the raked version offers 5" of pullback. The overall width is 29", with 3.5" on-center mounting, and they are slotted for internal wiring. Some bars require longer cables/lines/electrical for installation and will not fit models with integrated lower clamp.



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Improved Air Flow



Cotton filter media specialist DNA has added to its high-performance air filter design series with this new air filter fitment for various of the 107 and 114" M-8 Harley models (2017-2021).

DNA says that the filtering efficiency of its 4-layer cotton design is "very high" at 98-99% (ISO 5011), delivering +5.43% greater flow than the stock filter that Harley uses.

The DNA filter air flow is measured at 80.14 CFM (cubic feet per minute) at 1.5" H2O corrected at 25 degrees Celsius (77 degrees F) compared to 76.02 CFM for the stock filter. They are available for road and race use.



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Tracker Fork Brace for Harley Narrow Glide

This new Harley Narrow Glide fork brace for 'Tracker' style Sportsters, Dyna and FXR models is laser-cut from 3 1/6" 1018 steel and claimed to "practically eliminate front fork flex."

Available in gloss black or Black Ops, hardware is included, and it comes stamped with the RSD logo badge (Roland Sands Design).

It is a replacement for the stock fender "for a more aggressive look, exposing the front wheel and tire, while stiffening up the fork and providing better cornering performance." It is for use with a 19" or 21" front wheel/tire.

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



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Corbin 'Height Option' Front and Rear Saddles for Pan America



Never slow off the blocks when it comes to product applications for new models, Mike Corbin has joined the 'Pantheon of The Rapid' where Harley's new Pan America ADV dual-sport is concerned. "Harley created a genuinely excellent Adventure bike with the Pan America," says Mike, "and we here at Corbin Saddles have been a big part of that world

for decades. Despite the remarkable tech and great bike design, the tush cushion from the factory turned out to be somewhat less than exemplary.

"Not that we're complaining - their bad is our opportunity, and an opportunity for Harley's dealers too.

"To be fair, compared to conventional Touring models and Cruisers, getting the ergonomics right on this one is a challenge. Adventure bikes are tall by nature, and that creates a reach issue for a lot of riders. But in this case, the peg distance is a bit cramped too, while the reach to the bars is long - so having the correct body placement is critical. This predicament is complicated further by the admirable

adaptive ride height feature.

"To meet the needs of various riders, we created a low (seen here), standard and high model to make the best possible seating options available, rather than using the adjustable bracket.

"This has allowed us to optimize seating for each position and ensures we keep a properly neutralized platform. The Corbin front seats remain simple to install and integrate with your factory key lock. Each one of our solo models will work with the factory rear seat or the companion passenger saddle. Our rear seat will also work with the factory front seat if that doesn't need to be changed."

Corbin has also built electric seat heaters into the saddle designs for those who want the added touch of luxury while out there "getting rugged." The clever design of Corbin seat heaters sees conveniently located switches placed on the left side of the saddles for ergonomic operation. The temperature is controlled and maintained automatically, and a tasteful stitch pattern in the leather seating areas "adds a touch of class and conceals the heating pads."



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Apex Heated Grips



"Winter is coming!" Performance Machine's Apex heated grips "maintain comfort and precise control in harsh, cold riding conditions." These direct replacement grips feature an ergonomic design for comfort with Kraton rubber technology. Included with the set is a matching High-Low-Off heat switch controller that mounts seamlessly to the stock Harley controls. Apex heated grips fit 1" bars for dual cable throttle and electronic throttle models. Available in chrome or Contrast Cut finishes with 6061 billet aluminum end caps.

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Letric 'Color Series' Headlights

Oreland, Pennsylvania based Letric Lighting Co. is adding to its line-up with the release of six unique new headlights. Its all-new 'Color Series' LED headlamps are available in a choice of three different colors (red, blue or gold) and are 100% plug-n-play. The 5.75-inch version offers 2200 lumen low beam and 4000 lumen high beam, while the 7-inch offers 2600 lumen low beam, 4400 lumen high beam with a full halo. These 'Color Series' lights feature 6000K color temp, Cree LED chips, IP67, DOT, SAE and E-mark compliant. "These new designs will enhance the visibility and style of any bike. Best of all, Letric Lighting Co's high-quality LEDs are backed by our limited lifetime warranty." NAMZ is celebrating 21 years in business, providing "world class" electrical components, LED lighting (Letric brand), Badlands lighting modules, wiring harnesses and installation supplies. NAMZ and Badlands products are available through Drag Specialties, Parts Unlimited, Tucker, Mid-USA, J&P Cycles, V-Twin, Parts Canada,



Parts Europe, Custom Chrome Europe, Motorcycle Storehouse, W&W, Zodiac, Rollies Speed Shop and Performance Cycle Wholesale Limited, or directly from the company's website.

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'Bellavista' Sidecar for Indians

The 2022 Indian Chief only started arriving at dealerships in Europe a little while ago, but already **Iwan-Bikes** of Southern Germany, a long-standing European sidecar specialist, has shown what it says is a world premiere - the first sidecar rig designed specifically for the Chief.

Iwan-Bikes (also known as **Indian Holledau**) has been a motorcycle dealer and sidecar builder for 30 years, and owner **Bernie Peintner** says the custom version of the new rig - called 'Bellavista' - has been designed to honor 120 years of Indian Motorcycle. Among the first dealers in Europe (if not *the* first) to take delivery of the Indian Chief Bobber Dark Horse and using a newly developed **four-point mounting kit**, Bernie says they are now able to offer 'Bellavista' sidecars for all Indian models, with TÜV.

"The mounting kit means we will be able to build sidecars for all Indian models," says Bernie. "The airbrush motifs on the 120th anniversary edition of 'Bellavista' show various Indian motorcycles and achievements from the history of Indian. They were applied by hand for us by DelNilo of Munich [www.delnilo.com]. Our reference resource were the

many great Indian motorcycles in the Top Mountain Museum at the alpine pass on the Timmelsjoch."

The new mounting kit is just one of several upgrades to conventional sidecar kits - 'Bellavista' also has a disc brake, mini hidden LED lights (Hightsider), folding seat and wire spoke wheel with central hub nut and a 175/55R15 car tire.

Options include heating for the seat, lockable trunk, windshield and luggage rack. 'Bellavista' is built on a newly designed, **reinforced universal sidecar frame** which can take spoke or billet car wheels or a motorcycle wheel.

"Our objectives have been safety and comfort for the rider and for the passenger. Strength in critical areas is essential, so the reinforcements on the frame and seamless round tubes, hand-welded by us here in Bavaria, are important features to ensure quality and durability."

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Super Fat 'Flow Bars'

Custom Chrome Europe has these new 'Flow Bars' by German custom bike builder and parts designer Fred Kodlin in three heights - medium (280 mm), tall (380 mm) and extra tall (140 mm). Available for selected M-8 Softail, Road Glide and Road King models, these super fat 1.4" handlebars are 840 mm wide with a 140 mm pullback. Designed for Throttle By Wire applications, they have a 1.25" knurled clamping area and 3-hole cable routing. They are handcrafted in Europe in 3 mm premium grade steel tube for reduced vibrations and ship in raw finish.



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KMLW Leather Bags

Italian gear and apparel brand Kappa has three new models of KMLW buffalo leather bags from its "Garage Attitude" family. KMLW (Kappamoto Leather Works) includes a pair of side bags, a fork bag and a leg bag, all in black. They all combine "a skilful combination of vintage aesthetics, minimal technical details that make them easy to use on a daily basis, made from buffalo leather with a matte treatment." KMLW01 is a pair of 28-liter side bags, each big enough to hold a full-face helmet. It has a retro look and is practical, with the two bags joined together by an adjustable central band under the saddle. Closure is by two straps with an aluminum buckle, quick to open with two side buttons, and the size is 44 x 30 x 21.5 cm (L x W x H). KMLW02 is designed as a tool carrier.

This 3-liter capacity bag attaches to the motorbike fork with two leather straps fitted with a metal buckle. The closing flap is held in place by two further straps with aluminum buckles and its size is 23 x 14 x 8.5 cm. KMLW03 is a leg bag for storing small items that need to be kept close at hand. With a capacity of 1 liter and dimensions of 13 x 20 x 4 cm, the bag is equipped with an adjustable waist and thigh strap and has an aluminum buckle closure.

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Avon Lake, Ohio based sound and heat management specialist Design Engineering says the updated formula of its high-temperature Spray Adhesive now has "even greater holding strength," making it "perfect for installing our line of heat and sound control solutions as well as other materials including foam, fabric and metal. The improved formula makes for a very aggressive, high-build, pressure-sensitive adhesive designed to bond most substrates while maintaining a high level of tack," says DEI Product Manager Mike Buca. "The improved nozzle provides a web pattern spray for excellent coverage on all materials with a tack time of only two to four minutes and heat resistance up to 200 degrees Fahrenheit." Featuring no ODS (ozone-depleting substances), the aggressive Spray Adhesive dries quickly and clear, is California compliant, and creates a strong heat and water-resistant bond when installing thermal shielding, headliners, sound control materials, carpet and more.



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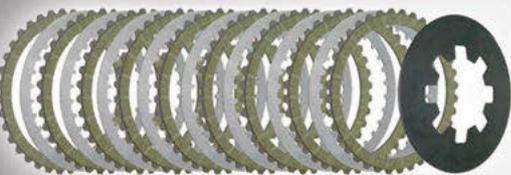
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BTX-5



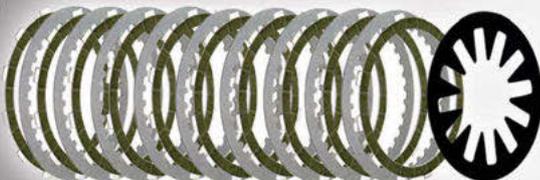
Fits 1941 - 1984 Big Twin. Includes 6 friction plates with 6061 T6 aluminum cores and 5 tempered steel drive plates. Also includes 10 zero crush coil type clutch springs. Stack height is pre-set for easy, accurate installation. Can run wet or dry. 20% more surface area than stock!

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BTX-14



Fits 1998 Big Twin and Twin Cam models through present. Kit includes 10 friction plates on 6061 T6 aluminum cores, 9 tempered steel drive plates and a 10% stronger than stock diaphragm spring. Pre-measured stack height for easy, accurate installation. 11% more surface area than stock.

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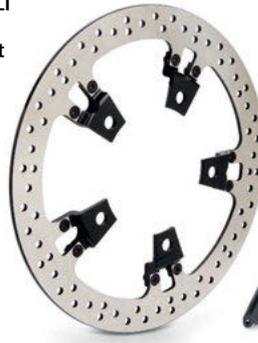
14" FLT hub mount



15" jagged, spoke mount



14" FLT spoke mount



15" jagged, spoke mount



More news from Dublin, California based Arlen Ness Enterprises concerning additions to its popular line of stainless brake rotors and fittings.

Last month AMD featured its new full stainless steel finish versions of its bestselling Jagged Series of high-performance floating brake rotor designs for factory or aftermarket wheels.

They were just one part of a broader extension to a line-up that now also includes new 14" billet big brake rotors, 13" stainless big brake rotors and stainless steel floating rotor hardware for Harley-Davidson models.

Among those seen here (just a small selection), the 14" big brake rotor kits for FLT hub mounts (FLT spoke mount also available) "drastically improve braking performance as well upgrade the style of the factory front wheel."

Made in 420 stainless steel and drilled for optimum performance and heat dispersion, the rotor is "engineered for optimum performance and heat dispersion." Billet brake caliper adapters are included in each kit to properly relocate the factory caliper to the proper position, and they utilize the factory brake caliper, rotor hardware and brake hose for easy bolt-on installation with no need to rebleed the brake system.

They are designed to fit '00-'07/'08-up H-D FLT touring bagger models equipped with 5-bolt hub-mounted rotors. "The massive 14" diameter increases braking performance by adding more

leverage to the front braking system - similar to using a larger wrench to more easily turn a bolt. They will work with factory or aftermarket front fenders. The rotor carriers are CNC-machined from billet aluminum and black anodized."

Also among those seen here is a new limited edition all stainless steel big brake kit with 15" big brake rotors for factory or aftermarket front wheels that "drastically improve braking performance."

The CNC-machined billet brake caliper adapters included in each kit relocate the factory caliper for use with the 15" oversized brake rotor, and even at this size Ness has designed the application to also

utilize the factory brake caliper, rotor hardware and brake line - matching Jagged factory sized rotors are also available - with all stainless inner carriers.

The 15 inchers fit Dyna, Sportster and Softail models, non-inverted fork, 5-bolt hub mount 18" wheels or larger, but will not work with Springer models. Matching rear rotors are also available.

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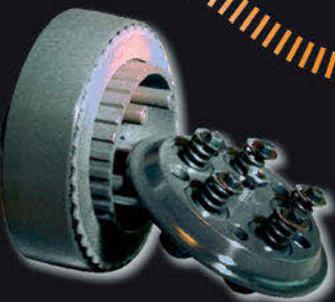
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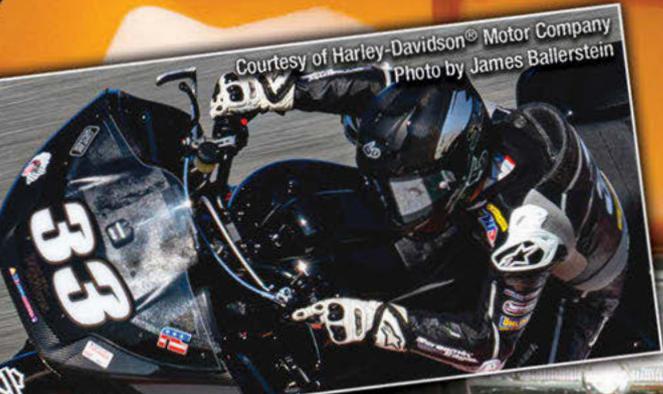
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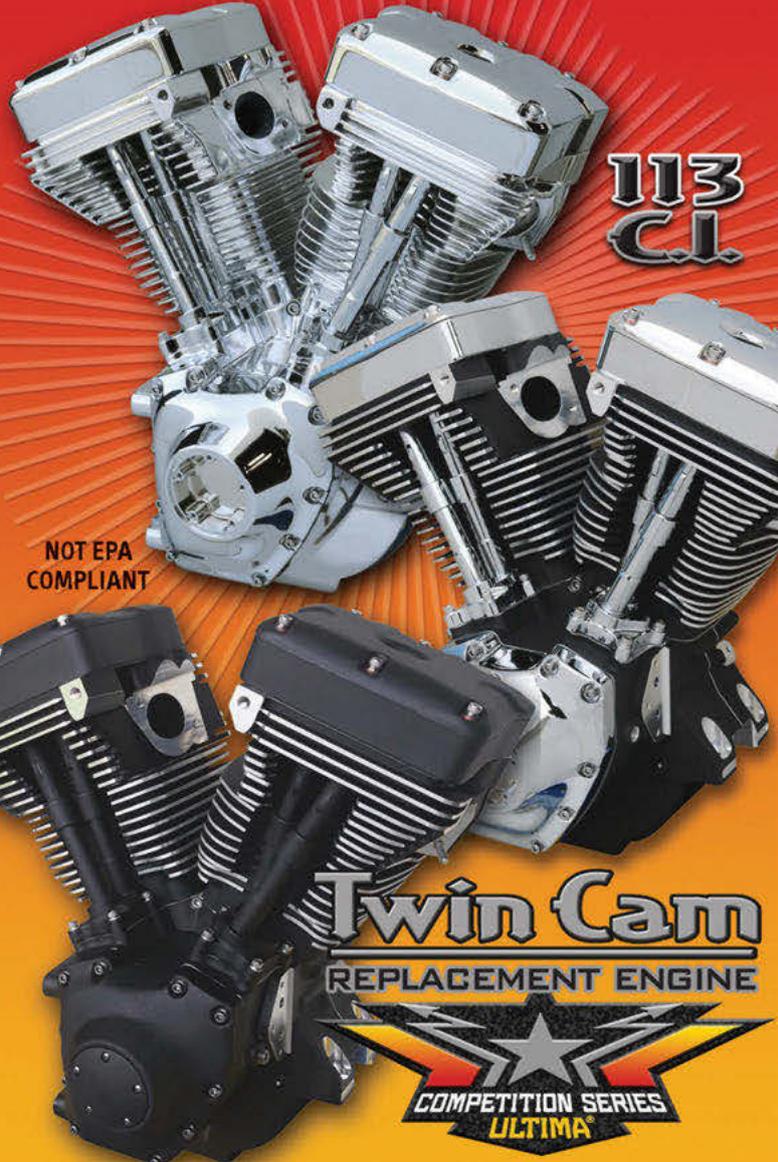
Courtesy of Harley-Davidson® Motor Company
Photo by James Ballerstein



Harley-Davidson® Screamin' Eagle™ Factory Team Rider Kyle Wyman Wins the 2021 MotoAmerica King of the Baggers Championship with a Quantum® Hardcoated Polycarbonate Windscreen from National Cycle.

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NPT drain plug, and a high volume ported breather make these a professional engine builders choice for your next high performance engine. All case kits come with the main bearings, cam bearing, chromoly cylinder studs installed and the pinion race sized to 1.75". Also included are the main seal, main seal spacer, top end feed screen and spring, chrome timing hole plug, stainless steel case bolts and the oil pressure gauge.

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Leaving in a "Rapid and Organized Fashion"



It may be small, but made from durable, premium grade 'road-resistant', UV treated 1680 denier polyester nylon, the versatile EXFIL-7 from Biltwell packs a bigger punch in storage terms than might be assumed. Rather than the industry convention of stating cubic capacity in liters, Biltwell prefers a rather more "meaningful, real world convention," says co-founder Bill Bryant. "We call this the EXFIL-7 because it will hold up to seven standard 12-ounce beer cans. This is the bag that started our EXFIL motorcycle luggage revolution. In military parlance "EXFIL" means to leave in a rapid, organized fashion – the way every smart bike rider likes to ride!"

The accessory-friendly design features an exterior MOLLE system that lets you attach and expand this bag with other bags and accessories, rugged, rust-free nylon zippers throughout, Duraflex quick-release buckles with

adjustable nylon straps for speedy installation, PVC coated synthetic mounting straps with nickel-plated stainless buckles and external chassis panels that are PVC backed for added water resistance.

Popular as a superior handlebar bag solution, like all Biltwell's extensive range of EXFIL luggage solutions, it can be mounted anywhere on the bike. "On our personal bikes we've mounted over-stuffed EXFIL-7s on the downtubes, over the headlight on tall risers, and on both sides of the sissy bar. A pair of EXFIL-7s will hang perfectly on H-D fender struts to create a set of mini saddlebags. We think of them as the 'glovebox' that most motorcycles need, but don't have."

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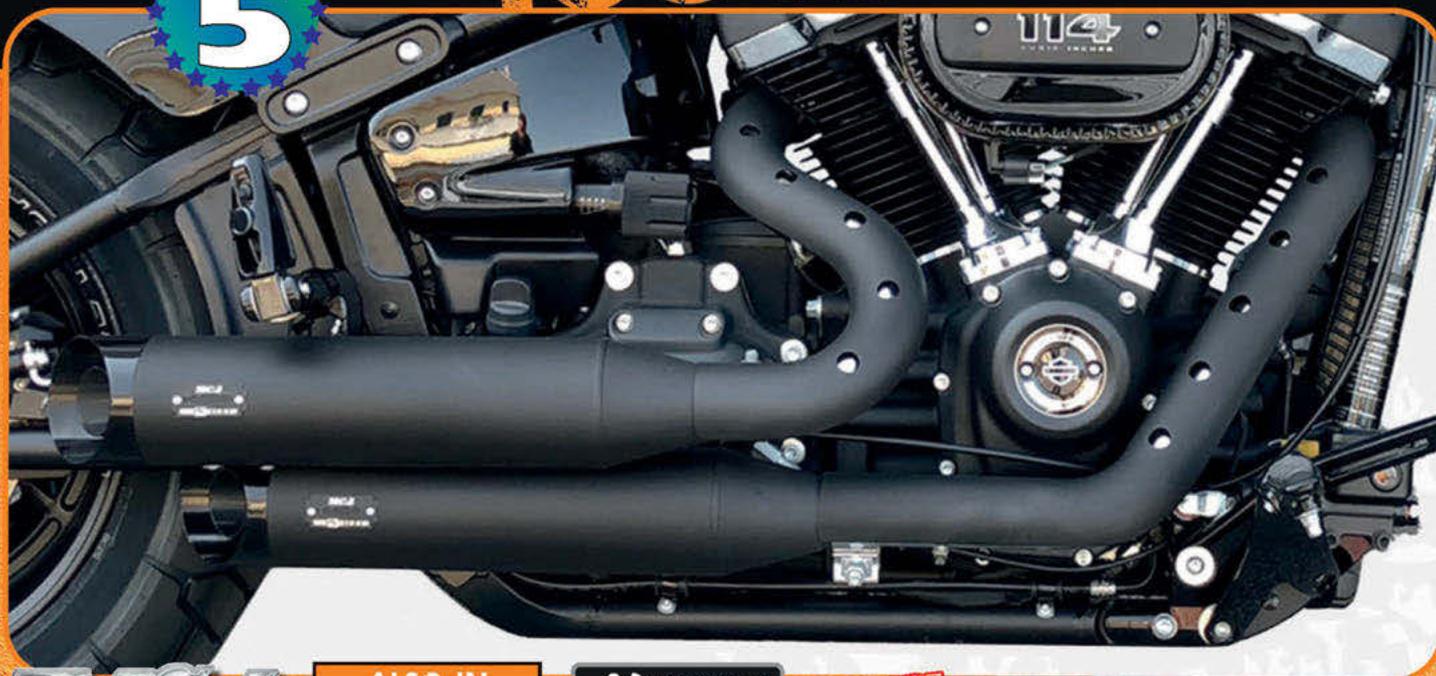
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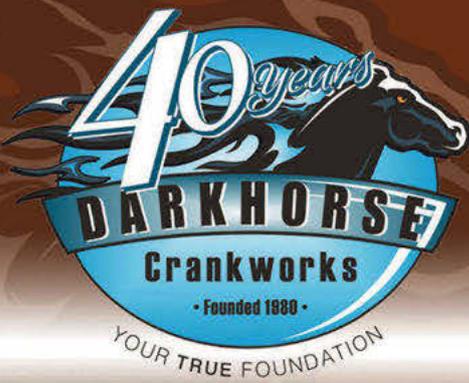


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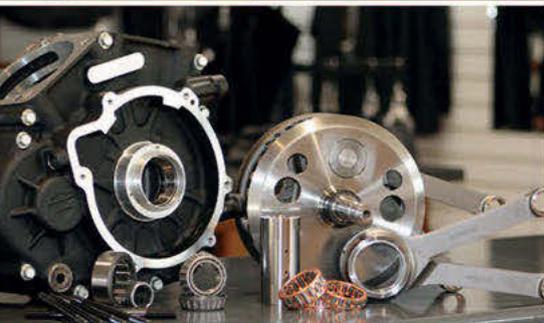


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AMD PRO GUIDE

Drag Specialties Additions

Predator III Seat with Forward-Positioning for Indian



This Drag Specialties Predator III seat with forward-positioning brings the rider 1" forward and 1/2" lower compared to the factory seat, and 2" forward compared to the standard Drag Specialties Predator III seat. Designed for the rider with a narrow front for leg clearance and a 6 1/2" tall driver support. Made out of molded polyurethane foam for maximum comfort and covered in high-quality automotive-grade vinyl, this seat has a 3/16" ABS thermoformed base and paint-saving carpeted bottom and rubber bumpers. It is available in Double Diamond stitch with black, silver or red thread for '14-'21 Chief, Chieftain, Chieftain Vintage, Chieftain Classic and Chieftain Limited. It will also fit the '16-'21 Dark Horse, the '17-'21 Springfield and the '15-'20 Roadmaster.

High-Performance 6" 'Dragtron' II Air Cleaner



With dynamometer-designed radius entry backing plate, Drag Specialties' high-performance 6" 'Dragtron' II air cleaner maximizes airflow to the engine to optimize your horsepower. It comes in a gloss black finish, with a heavy stainless steel mesh that protects the 2" filter. The filter is easily serviced, is washable, and replacement filters are available. Stainless steel hardware is included. Support brackets and breather kits are sold separately. It is available for '90-'06 Big Twin and '88-'06 XL models (CV carb).

Smooth Rear Dresser Fender

The steel constructed Drag Specialties smooth rear dresser fender has a smooth styling to draw the eye; paint-ready unfinished metal; not predrilled. It is



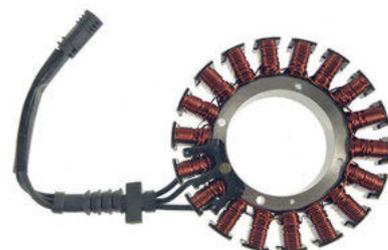
available for '09-'13 FLHT, FLHR and FLTR models, excluding FLHX and FLTRX.

Rear Brake Pads



Drag Specialties rear brake pads are OEM-type replacement pads that come in both sintered metal and organic aramid. The sintered metal brake pads are made in the U.S.A., "providing second-to-none stopping ability and wear characteristics, while still providing excellent reduction in noise and dust. The organic aramid pads are the perfect choice for polished, chrome and aftermarket billet steel rotors." Both styles of pads fit the '18-'21 Softail (repl. OEM#41300197) and are asbestos, nickel and lead-free.

Alternator Stator



Drag Specialties precision-manufactured alternator stators meet or exceed OEM specifications. This uncoated stator works with '08-'17 FXS, FXST, FLS and FLST models, replacing OEM#30017-08.

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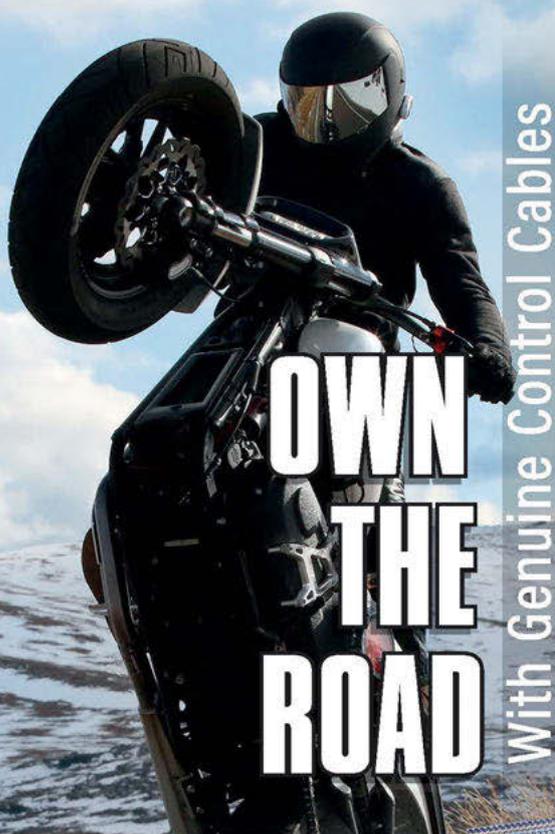
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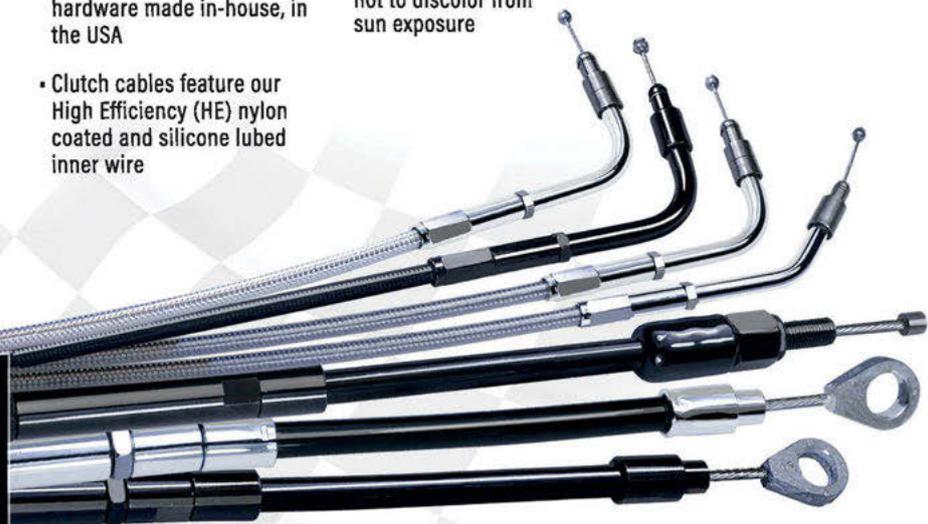
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Motorcycle Storehouse Additions



Arlen Ness - Mini 22 inch Air Cleaner Assemblies



The Mini 22 is a small air cleaner that places a premium on the additional legroom that taller riders need. It is named for the 22° forward angle, which adds an aggressive look as well as the extra legroom. The front filter cover is tapered down to 4 1/2" in diameter and it ships complete with a high flow 4-layer pre-oiled, black, premium cotton filter element. The breather design is O-ringed at the heads, passes through the backing plate and is placed inside the mouth of the throttle/carburetor body - this eliminates external breather hoses and provides a much cleaner look. It is available for cable-operated '01-'17 Delphi fuel injected Harley Twin Cam, '08-'17 Twin Cam models with e-throttle, all '17-'21 M-8 models and all '88-'20 XL models.

Fastline Turn Signals



These ECE-approved LED Fastline turn signals are made with a billet aluminum housing of just 1" (25.4 mm) wide x 1/2" (12.7 mm) high. Available as 'Below Bar', where they install below the mirror stem on the handlebar, these are model-specific fits for most later H-D models - they can be used as turn signals or running lights. The other Fastlines are universal M-8 threaded turn signals and available as 'turn signal' with position light and 3-1 taillight, brake light and turn signal for rear use. All are available with amber or smoke lens.

Rough Crafts - Finned Air Cleaner Assemblies

Available in a contemporary round or teardrop design with an all chrome or all black finish, the backplate of this Rough Crafts finned air filter is CNC-machined from cold forged aluminum for



maximum strength. "The open filter cover offers a maximum Rough Crafts design, a maximum in breathing capabilities and a minimum in weight. The filter element is US made, in a special synthetic material that offers better water resistance and will not require oiling - just cleaning." They are compatible with stock to high performance engines. The breathers are the patented Arlen Ness design - O-ringed at the heads, passing through the backing plate, with proprietary shooter tubes placed inside the mouth of the throttle/carburetor body. This allows a perfect breathing action and effectively eliminates external breather hoses. The breathers are available for all '93-'17 carbureted and Delphi fuel injected Big Twins and for all '17-'21 M-8 and all '91-'21 XL models.

NGK - Spark Plugs



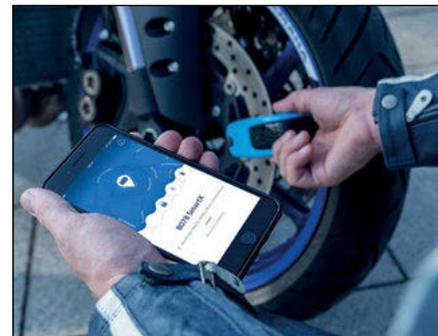
MCS has added a series of NGK plugs - its standard replacement V-groove nickel plated Copper Core and the high-end Iridium Core for those who want increased fire power. "The Copper Core is a proven high quality no-nonsense standard replacement plug. The Iridium IX is a couple of notches up - outclassing others for throttle response, superior anti-fouling and heat resistance, higher ignition power, better acceleration and improved fuel efficiency. Well suited for both standard and performance applications, they're even better than platinum. Iridium's hardness and extremely high melting point are perfect for today's lean running high-temperature engines and deliver double to triple the lifespan of copper core plugs."

Killer Custom - M-8 Softail Back Frame Spoiler



Designed to fill that gap between the rear section of the frame and the rear tire, like most Killer Custom products, they are made of strong, straight and lightweight hand-laid unpainted black gel coated fiberglass. The spoiler ships with all the required hardware for a reversible bolt-on installation and include a stainless steel mounting bracket and instructions. It is available for all '18-'21 M-8 Softail models.

ABUS - Granit Detecto SmartX Disc Brake Lock



The 8078 series Granit Detecto by ABUS is a disc brake lock with a 13.5 mm steel bolt rated to security level 18. The SmartX locking system with Bluetooth 3.0 is a user-friendly, keyless locking system with a USB-C port for connection to the ABUS app, which memorizes the last parking position of the motorcycle. The alarm is at least 100 dB and functions on the ABUS 3-D detection system, in all directions, to detect any movement. The bolt, the lock body as well as supporting elements of the locking mechanism are made of special hardened steel. The lock can be transported in the locked position without activating the detection system thanks to the automatic brake disc recognition system. Multi-color LED and different acoustic signals inform about battery, activation and alarm status. The inner clearance length 48 mm, the weight is 990 g, and the lock is available in yellow, red and blue.

Custom Dynamics - Front ProBEAM Dynamic Ringz LED Turn Signal Insert Sets



These special front turn signal inserts convert from a regular turn signal to a dual function turn signal with white running lights - the regular, single base comes with a special extended wire lead that allows you to run the outer ring of 24 white ProBEAM LEDs as a running light. When the turn signal is activated, the white LEDs turn off for better visibility of the amber turn signal. ECE-approved, DOT and SAE compliant. Fits all regular EU/international models with single function front turn signals. The sets are available as replacement for the bullet or the large, flat 2-screw pancake style turn signals. Pre CAN bus bikes require a load equalizer when OEM incandescent turn signals are converted to LED, to correct the flash rate.

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Dyna pictured with "Pleated" style.
FXR pictured with "Gripp Tape" style.
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Rick's License Plate Side Mount Kit



A lateral license plate holder gives a clear view of the rear of the bike and rear tire. These kits are bolt-on and come complete with a billet aluminum support arm, license plate illumination and billet aluminum license plate holder. They fit all 2018 to present Softail models. The kits are available in a selection of national styles (German, Austrian, Swiss etc.) in chrome look, gloss black or matte black powder-coat finish.

'Sonic' Tool Bag

This 'Sonic' tool bag allows riders to comfortably carry tools on the back or by hand. Easy opening zippers allow access to the tools with numerous storage compartments. Enclosed pouches are located on both external and internal surfaces to provide additional security. Durable waterproof rubber bottom protects contents from the elements while providing a non-tipping base to



work from. Adjustable padded mesh shoulder straps and breathable EVA padded back offer protection and comfort. Sturdy construction makes this backpack an ideal storage solution; it measures 33 x 24 x 47 cm, has a volume of 16 liters and takes up to 20 kg of tools.

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'TailWhip' for FXR



The 'TailWhip', from legendary Californian custom seats specialist Le Pera, has proven itself to be as versatile as it is stylish and, seen here for the FXR, it takes the company's top selling 'KickFlip' "one step further" with its "whipped up tail." The 6" of back support for the driver, 11" driver seating area width and the little extra

comfort for the passenger (6.5" wide) is combined with a look that suits "the more adventurous customer." It mounts with the stock hinge and latch kit (not provided). It is available through Le Pera distributors in Basket Weave, Double Diamond or Pleated styles but also in Le Pera's new Gripp Tape material "for when traction is needed!" Many other custom materials and stitch graphics are also available. Still handcrafting all its seats at its North Hollywood, California headquarters after more than 45 years as the market's design leader, all Le Pera seats feature a powder-coated steel base plate, a specially poured high density "Marathon" molded foam foundation and double-stitched, handcrafted



cover with bonded polyester thread for durability.

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Barnett Extra Capacity Clutch Kit for Sportster S

Congratulations to Barnett Clutches & Cables, again! Having been the first American vendor out of the blocks with a product application for the Pan America (AMD August), the company has backed it up with the first new product application for the 1,250 cc Revolution Max engine Sportster S. This new high performance extra capacity clutch kit includes Barnett's exclusive proprietary carbon fiber friction material, tempered steel drive plates and a

set of three heavy duty springs. All kits are pre-measured for proper stack height to



ensure reliable fit and performance right out of the box. Like all Barnett clutches, this kit is made by Barnett in-house and in the USA.

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Cardo - 'PackTalk' Headphones Allow Off-Bike Communications

Extending their usability beyond helmet-to-helmet communication systems, these new headphones from Cardo Systems allow 'always-on' communications in non-helmet applications - which "changes the game for motorcycle trainers and instructors."

The new accessory extends use cases for the PackTalk BOLD and BLACK models by allowing users to stay connected in non-helmet scenarios - especially useful, according to Cardo, for instructors and trainers who greatly benefit from a direct line of communication to riders.

"Similar to gaming headsets, these PackTalk headphones feature noise-canceling earmuffs and a boom mic for crystal-clear communication. A built-in Cardo cradle allows users to conveniently transfer their PackTalk unit from their helmet to their headphones. Once transferred, the PackTalk operates just as though it was locked in on the side of the helmet - allowing anyone off the bike to communicate easily and effectively within the intercom network of up to 15 people.

"Over the last several years, we worked closely with industry professionals around the world to understand the need for an accessory that would allow seamless communication in non-helmet

applications," said Dan Emodi, Chief Marketing Officer for Cardo Systems.

"We sent prototypes to coaches, instructors and other industry professionals. Feedback was incredible, as many shared personal testimonials that confirmed the need for such a product in the marketplace."

"As coaches, we use the PackTalk at our Goat Farm, Georgia training facility," said race legend Ricky Carmichael. "I personally wish we would have had them when I was racing. During training, they enable the riders to be on track a lot more and apply our feedback in real time, instead of us having to pull them over and tell them the sections they need to work on. Being able to communicate to a rider in real time creates a dynamic and much more efficient practice session."

"It allows me to get so much more information across in my riding schools," said well-known off-road legend and Riding Coach Chris Birch. "It allows me to keep everything safe, and we get to hear all the funny stories, the jokes and the laughs when they work on their riding, and it keeps us all connected during the day."

The headphones pair seamlessly with Cardo's top-of-the-line PackTalk models. Featuring Cardo's



Dynamic Mesh Communication (DMC), each PackTalk model offers a 'set and forget it' mesh intercom connection. Once paired within the always-on network, users will automatically reconnect each time the units are on and within range. In addition, Cardo's proprietary Natural Voice Operation provides an easy, hands-free experience - "each model's waterproof design and 13-hour battery life provide supreme durability and unmatched dependability."

CARDO SYSTEMS
Pittsburgh, Pennsylvania, USA
Tel: +1 412 788 4533
sales@cardosystems.com
www.cardosystems.com

Twin Power Max+ Batteries

Tucker Powersport's Twin Power brand has added a new line of American-made, high-performance batteries to its product range.

The Max+ batteries feature the same AGM technology as original equipment batteries "and are a great solution for owners of V-twins and Cruisers seeking a high-quality, OEM-type replacement battery, especially in a time of serious shortages in supply," says James Simonelli, brand manager for Twin Power and Biker's Choice brand products.

"Max+ batteries are packed with features to enhance their cranking performance and longevity. Advanced AGM (Advanced Glass Mat) technology is employed in their design, and they are manufactured using a rugged OEM-style case and terminals. The stainless steel hardware and terminal inserts won't rust or corrode. The factory-sealed, valve-regulated, maintenance-free design and leakproof pressurized vent system ensure safety and long life. Superior cold cranking amp

performance and vibration resistance round out the impressive list of attributes.

"Most V-twin owners are very particular about the products and accessories that they install, and many choose to use factory-supplied components. If you are looking for the same features and performance as the OEM battery, then these American made babies check all the right boxes," says James. They are available for most popular late-model V-twin applications.

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On the outside, additional features include injection molded plastic protections, plastic gear pad protection, adjustable velcro closure and replaceable and adjustable aluminum buckles. Inside, a HDry waterproof and breathable membrane has been 3D laminated directly to the upper. There are shin and ankle TPU molded plastic protections, soft polymer padding with memory foam, PP Mid Dual Flex with anti-shock felt midsole, antibacterial, replaceable footbed with A.P.S. (Air Pump System) and personalised microfibre covering.

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NEWS BRIEFS

LeMans Appoints Paul Langley as New Chairman

The MIC reports Q2 new-model motorcycle sales among leading brands were +15.2% in USA. Compared to the year-ago period, YTD sales of on-highway models were +25.2%; dual sport models +16.7%; scooters +8.3%. Only off-highway sales dipped slightly through Q2, by -3.2%.

Polaris has announced a regular quarterly cash dividend of \$0.63 per share payable on September 15, 2021 to shareholders of record at the close of business on September 1, 2021.

The eight AMA Hall of Fame inductees for 2021 are Dave Arnold, Nancy Davidson, Gary Denton, Tommy Hays, Loretta Lynn, Scott Plessinger, Kenny Tolbert and Ryan Villopoto. "The AMA Motorcycle Hall of Fame Class of 2021 includes men and women who have excelled in competition, promotion and advocacy of the sport we all love," said AMA President and CEO Rob Dingman. "They have advanced motorcycling in areas as diverse as amateur motocross to American V-twin culture." They will be recognized at the annual Hall of Fame dinner (October) located on the AMA campus in Pickerington, Ohio.

In addition to acknowledging that it will eventually adopt common-platform swappable batteries with rivals Honda, Kawasaki and Suzuki, Yamaha has stated that while it only expects 2.6% of bikes to be electric by 2030, it projects a rapid increase after that, reaching 20% by 2035 and 90% adoption by 2050, with low-carbon technologies like synthetic fuel accounting for much of the remaining combustion-engined market at that stage.

Fred Fox founded LeMans in the basement of his house in 1967 and since then has dedicated his life to building LeMans into a leading global powersports distribution company with 1,100 + employees and eight warehouses. Indeed, Fred's drive and determination has done much to shape the parts and accessory aftermarket we have today, and his leadership and the team he has built have made major contributions to the businesses his company buys from and sells to.

However, on reaching 85 years of age, Fred has decided to slow down a little in the new role of Chairman Emeritus. Paul Langley has been named Chairman of LeMans. "I have enjoyed a strong partnership with LeMans for the past twenty plus years and know that LeMans is one of the most successful and well managed companies in our industry," said Paul. "I am honored to serve as Chairman, which is a privilege I must earn each day forward. "There will be a steep learning curve, new problems to solve,

and I look forward to working with familiar and new faces in our electrifying industry. Having Fred close by affords me the benefit of tapping into his wisdom on a regular basis." LeMans is the parent company of Parts Unlimited, Drag Specialties, Parts Canada and Parts Europe. Paul is no stranger to senior powersports industry management roles, having successfully served in leadership roles with S&S Cycle, Vance & Hines and Dynojet.

Polaris Reports Record Second Quarter Sales

Polaris Inc. has reported Q2 sales increased +40% to \$2,117m - reported gross profit margin was 26.0%, up by 403 basis points over the prior year. The company states that the increase was primarily due to lower promotional costs and increased pricing, partially offset by increased input costs including supply chain constraints, logistic, labor and commodity prices. North American retail sales decreased -28% for the quarter compared to uncharacteristically strong retail sales in the year-ago period, driven largely by low product availability due to supply chain constraints limiting production. On a two-year basis, retail sales were up +14% over second quarter 2019 pre-COVID levels and



CONSOLIDATED STATEMENTS OF INCOME (LOSS) (in thousands US \$)				
	Three months ended June 30		Six months ended June 30	
	2021	2020	2021	2020
Sales	2,117.2	1,511.8	4,068.3	2,917.0
Cost of sales	1,565.8	1,179.1	3,036.4	2,291.4
Gross profit	551.4	332.7	1,031.9	625.6
Operating expenses:				
Selling and marketing	154.2	119.6	300.1	269.8
Research and development	88.8	66.8	168.3	145.2
General and administrative	107.5	87.9	194.6	166.4
Goodwill and other intangible asset impairments	--	379.2	--	379.2
Total operating expenses	350.5	653.5	663.0	960.6
Income from financial services	13.7	25.4	29.9	45.1
Operating income	214.6	(295.4)	398.8	(289.9)
Net income	158.4	(235.4)	292.5	(240.8)
Diluted Net income per share:	\$2.52	\$(3.82)	\$4.63	\$(3.90)

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



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