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McAllister to Restructure Tucker Powersports' Sales and Marketing Function with 'Powered Adventure' Focus



OCT 2022

ISSUE #279

In mid-September, Tucker Powersports' President and CEO Marc McAllister told company employees that he was "planning to update the sales and marketing functions to create a more focused organization" and laid out the company's long-term strategy of becoming an "outfitter for powered outdoor adventure."

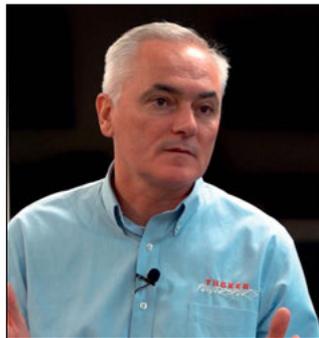
Stating that "now is a natural time to review the structure of our sales and marketing functions. We need to start with strategy, and I believe that we should move to being a more focused sales and marketing organization, operating under a strong leader." Tucker's former VP of Sales Brad Turner left the company for a new position earlier this month, and with the senior marketing executive position also open, McAllister has targeted now to be the right time to make what he clearly believes will be a positive and developmental structural refocus.

He also described to employees his vision for greater focus in terms of

exactly what it is that Tucker Powersports sells.

"The common denominator and the differentiator that uniquely drives our offer is as an **outfitter for powered outdoor adventure**," he said.

"We ARE a company that is built on



Ex-Harley man Marc McAllister - President and CEO at Tucker Powersports

adventure. Powered adventure. Usually that power comes from internal combustion, sometimes it's from electricity, and sometimes it's human

power. We have products that support the owners of motorcycles, UTVs, ATVs, watercraft and snowmobiles, and it's our products that make our customers' adventures even better.

"But customer demands are evolving, and we need to evolve to meet those changing customer needs. To be successful, we are taking steps to ensure we have the right products and the right partners with us going forward.

"We will be parting ways with some brands that are familiar and taking on new brands that are focused on innovation and enhancing our customers' experience. We will work closely with our dealer partners, and, with them, we'll create a stronger online and **brick-and-mortar presence**, helping us meet customers where THEY are at."

• Tucker Powersports is to co-host its Dealer Appreciation Event with AIMExpo in 2023 for a second consecutive year, at Las Vegas from February 15-17, 2023.

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COMMENT - "Weaponizing Ukrainian Victory in the Fight Against Inflation" 4

Are we cowards? Robin Bradley is in full-on rant mode this month as he berates the 'allies' for failing to recognize the multi-layered self-interest that requires us to bend every sinew to defeat 21st Century Russian fascism. With sanctions failing to hobble the Russian state, the Ukrainians are showing that they can get the job done, if they are given the ammo and kit.

ZERO DSR/X - "Electrified Adventures" 8



Just three months after Italian electric motorcycle trailblazers Energica unveiled the first fully electric Touring motorcycle, Zero's new DSR/X Electric Adventure Sport model further demonstrates that electrification doesn't need to be restricted to urban mobility. Loaded with all available Cypher III+ features, it is "purpose-built to handle everything from the twists and turns of mountain roads to taming terrain beyond where the road ends."

INDUSTRY EXTRA - Torture-Testing the Performance Machine Way 32-33



With 50 years of growth and heritage behind it, the move to new premises at Cerritos, East of Los Angeles, California, gave Performance Machine the opportunity to reconfigure production processes that had grown organically as the product range and sales had grown.

AMD PRO GUIDE EXTRA

Zodiac International 40



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Weaponizing Ukrainian Victory in the Fight Against Inflation

As I write this (mid-September), reports are already reaching me from United States and European vendors of a slow-down in sales as the cyclical nature of our market sees parts and accessories demand hibernate. In theory, in normal times, that would also result in an inventory build-up.

However, these times are many things, but 'normal' certainly is not one of them. Despite the supply chain issues of the past 18 months showing some signs of improvement recently, with even some critical raw material prices and shipping rates coming off their peaks, what will happen in the coming months is that some sense of equilibrium may return, despite the US Federal Reserve's admitted policy of weaponizing the employment numbers as an additional tool to interest rates as it continues to wonder just how it could have got its inflation forecasts just so wrong. Demand has been running ahead of our ability to supply for at least two full seasons now. Famously, it has been semiconductors, and the microchips and ICs that need them, that has been the most visible supply issue in terms of public consciousness.

But as anybody who has tried to book a shipping slot or secure a raw materials delivery knows only too well - the scope of the issues has been running much deeper than just electronic component shortage impacts. The availability of labor has been as much a principal factor holding businesses back from being able to meet the demand in their markets as any other.

I'm not going to go anywhere near the politics of it, but for so long as low birth rates, higher than ever levels of population age-out, lower immigration rates that are required for growth, workplace churn and 'The Great Retirement' continue to change the jobs landscape, then the old orthodoxies can be thrown away.

Any economists or analysts (and especially any politicians) who claim they know what is going on and how to fix it are deluding themselves. They do not. This is a new cocktail of traditionally contradictory forces now pulling in the same direction - towards lower growth.

Anyone who claims they know the answers hasn't even heard the question properly, never mind understood it. Factor in a major war - the Ukraine/Russia front may be small in the scheme of things, but the global impact of the fighting is huge - and there are no maps to guide us out of this.

With the West trying to keep the war cold and win it by turning sanctions into a weapon of mass destruction (they patently are not going to work in anything less than a three to five year time frame), the cause of freedom looks set to bleed on the fields of Ukraine for a long time yet.

Far from crippling the Russian economy, sanctions against buying Russian energy have most western markets circling the 'Big R' and are providing Russia with a very big stick with which to beat wavering western European governments into submission. Far from being brought to heel by shortages of Big Macs, Levis, Volkswagens and access to the global financial services and capital network, it is

Russia that has found an additional new weapon as it successfully weaponizes western dependency on its energy.

In the years following the collapse of the Soviet Union, Putin blindsided the G7 by appearing to play nice and be in the market to take a seat at the top table of respectable capitalist nations and got Europe (in particular Germany) hooked on the drug of gas.

It is ironic that in the face of the battle to try and understand what our energy use is doing to our children's and grandchildren's futures, 'Vlad the Bad' has turned the tables and now has the West's balls in a vice-like grip.

Our economies are screwed if we tell Russia to shove its pipelines where the sun never shines, or freedom and democracy are screwed if we don't. Three months ago, I said that nothing good would come of pretending to be a little bit pregnant. Now that we finally have incontrovertible proof that that Russian forces are no match for the Ukrainians if we give them the ammo and kit needed to get the job done, there is still no apparent willingness to act decisively.

The result is that the perfect storm of malign and aligned economic problems will continue to fester like a toxic cocktail that our governments, central banks and capital markets are swallowing through sheer cowardice.

We do not need to be staring down the barrels of a recession. It is fixable. Think about it. If we help kick Russia out of the Ukraine and thereby trigger regime change (Brezhnev after the Afghan humiliation is the reference point), the hope would be that we will be able to build a civilized trading relationship with a more mainstream Russian government.

That would mean being able to afford its gas while we in the West, all the world hopefully, plow the ground in order to be able to avoid being held to ransom ever again. The green energy revolution means we are already rebuilding our energy consumption profile away from dependency on murdering, freedom-hating fascist regimes and what they happen to have in the ground.

Admittedly, we are still at the early stages of doing that, and regardless of what CARB and the EU may think, we will not be ready to switch off the gas pipelines and oil wells by 2035. So, meantime we need an interim solution, and arming the Ukrainians so they can get the oil and gas switched back on in the interim is the best game in town - for capitalist as well as for ideological reasons.

We need oil to be able to sell motorcycles. We need electricity to be able to sell motorcycles. We certainly do not need a recession.

Questions? See you at the barricades!

“ we do not need to be staring down the barrels of a recession ”

Robin Bradley
Co-owner/Editor-in-Chief
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NEWS BRIEFS

Mike Donoughe, Polaris' Chief Technical Officer and Head of Electrification, passed away unexpectedly on July 2, 2022. "His spirit for innovation was inspiring and his leadership helped his team achieve a record-setting year. His passion, however, shined brightest when it came to showcasing the success of his team, which he had the opportunity to do at the 2022 Patent and Innovation Awards event held in June, when Polaris marked a record year for U.S. Patent Awards - 70 in the prior 12 months, with nine of them going to just one engineer."

Steve Harris, the founder of Harris Performance in the UK, died in June aged 73. His early work as a welder included F1 Lotus chassis building. He started his own business in 1972 and with brother Lester and fellow director Steve Bayford set up Harris Performance, selling approximately 2,000 Harris Magnum frame kits in five versions, plus making numerous frames to order. Paying customers included world champion Barry Sheene. Harris was involved at world championship Grand Prix level, WSB and with a MotoGP project for Sauber Petronus. Recent work included chassis design for Royal Enfield singles and twins. In 2015, Harris Performance was bought by Royal Enfield.

In response to the apparently conflicting claims being circulated about the upcoming SX World Championship pilot season, the FIM has moved to clarify - emphasizing that the FIM World Supercross Championship is the sole FIM sanctioned World Supercross Championship series. "Whilst the AMA MX and SX Championships are successful domestic championships in their respective own rights, these domestic championships do not combine to score points towards any official FIM sanctioned World Championship" and that this would be "entirely contrary to the exclusive rights granted by FIM to SX Global as the exclusive sanctioned FIM World SX Championship promoter. No other sanctioned world championship exists in the sport of Supercross, and no winner of any other competition will be acknowledged as 'world champion' by the FIM." The opening round of the pilot season of the 2022 FIM World SX Championship is set to take place on Saturday 8th October at the iconic Welsh National Stadium in Cardiff - as lead-up to a full global championship taking place in 2023.

Electrified Adventures with Cypher III+ Features

Just three months after Italian electric motorcycle trailblazers Energica unveiled what is thought to be the world's first fully electric touring motorcycle comes the DSR/X from Zero Motorcycles of Scotts Valley, California - billed as the world's first fully electric Adventure Sport model.

"Purpose-built to handle everything from the twists and turns of mountain roads to taming terrain beyond where the road ends, Zero says the DSR/X is "informed by nearly two decades of industry leadership and over 15 million miles of owner rides around the planet.

"The DSR/X delivers an entirely new experience of effortless adventure through precision on/off road performance and its patented electric powertrain technology. Equipped with our largest capacity battery, the Z-Force 17.3 kWh, DSR/X riders can extend range even more to a massive 21 kWh of charging capacity with the optional Power Tank upgrade.

"The DSR/X inspires confidence with an upright riding position and high ground clearance, coupled with instant and smooth acceleration powered by Zero's newest direct drive motor, the Z-Force 75-10X.

"This new motor configuration produces the highest output of power ever from a Zero - a massive 225 Nm of torque. Rear shock preload settings are hand-adjustable to dial in a smooth ride with light or heavy loads. DSR/X will be the first electric motorcycle with Bosch's off-road Motorcycle Stability Control (MSC) for improved on/off-road safety and



control in variable traction conditions." Zero says that the DSR/X comes in stock with every available Cypher III+ feature such as faster charging,

increased battery capacity, turn-by-turn navigation and Parking Mode - which adds the ability to ease forward and backward into a parking spot or to aid in clearing tough obstacles.

Aerodynamic Trunk



Indian Motorcycle has announced an all-new Quick Release low profile trunk for all heavyweight Thunderstroke and PowerPlus models (Springfield and up).

Featuring side opening and modern, streamlined, aerodynamic profile styling, it offers 2,800 cubic inch (12.12 gallon) volume - "which easily fits two half helmets, gloves and a jacket" - and with a 22 lbs cargo limit.

The Quick Release technology allows riders to easily install and remove the trunk without any tools, solely using the trunk's locks on each motorcycle's saddlebag mounts. The low profile trunk will be available in a total of 48 colorways.

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

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NEWS BRIEFS

In case you were wondering about the lack of news from Bonneville this year - that's because the 2022 AMA Land Speed Grand Championship was canceled. The AMA announcement came on August 14, just 10 days after SEMA had praised the conversation and restoration efforts at the Salt Flats. It was flooding that caused the abandonment of FIM Land Speed World Record chasing for 2022. The event's assessment team, led by Bonneville Motorcycle Speed Trials (BMST) promoter Delvene Reber, reviewed current conditions of the Bonneville Salt Flats both by air and on the ground on August 12 and 13, and determined that all track locations and alternatives were still flooded. With between 4 and 10 inches of water in many places the team determined that there was no possibility the salt would be sufficiently dry in time for track preparations and operations to begin.

US specialist motorcycle dealer education and sales and marketing agency Brands That Shine (Jessica Shine) has added further to its burgeoning portfolio with a deal to represent British specialist R&G in the United States. R&G is one of the world's leading specialist crash protection product manufacturers offering Aero frame sliders, engine case covers, crash bars and fork protectors and is an official partner of the 2022 MotoAmerica Championship as well as sponsoring two teams in the Series - Team Hammer and Tom Wood Powersports. MotoAmerica has given its official approval for R&G engine case covers, lever guards and tank sliders. Look for R&G at AIMEXPO 2023 (Feb 15-17, Las Vegas).

The news from the Isle of Man TT this summer was mostly of tragedy - with five racer deaths recorded - the worst since 1989 - but in among the tragedy a reminder of why we are all drawn to racing like moths to light bulbs! MCN reported that Dean Harrison (DAO Racing Kawasaki) is reported to have recorded a lap speed of 131.767 mph (with a lap time of 17:10.817) in the third qualifying session for the TT on the iconic 37.3-mile public roads course.

BS Battery - "The Power You Need" Now Available in USA



French battery specialist BS Battery has taken its relationship with LeMans Corporation to another level. Having distributed through Parts Europe (Wasserliesch/Trier, Germany) for the past five years, the Paris based manufacturer has announced that it is now to be distributed by Drag Specialties and Parts Unlimited in the United States.

Present in both, OEM and aftermarket sales, founder and General Manager Benjamin Sebban told AMD: "We offer an exhaustive range of battery solutions with all the technologies available - lithium batteries, AGM sealed lead acid batteries, AGM maintenance-free batteries for all powersports applications - motorcycle, V-twin, SSV, ATV, UTV, snowmobile and watercraft." The company has even designed a dedicated line for big engines such as Harley-Davidsons called "SLA MAX" with reinforced cases and grid framework to reduce vibrations and provide riding comfort, specific terminals to facilitate mounting



Founder and General Manager Benjamin Sebban told AMD: "We offer an exhaustive range of battery solutions with all the technologies available."



without using spacer rings and an advanced construction design to increase the capacity and enhance starting power.

Focused on innovation, the manufacturer also offers lithium batteries with robust terminals, lighter weight (up to 70% lighter than lead acid batteries) and equipped with a voltage indicator to check the state of charge at any time.

"Thanks to our strong technical racing partnerships with leading racers and teams such as Fabio Quartararo (MotoGP World Champion), Yamaha GMT94 (World SuperBike), Kawasaki Bud Racing (MXGP), Sherco Racing (Enduro GP, Hard Trial) and others, BS Battery tests its products under extreme racing conditions to innovate more in lithium technology."

www.bs-battery.com



Triumph - Restored 1901 Prototype

Following Triumph's recent announcement of plans to mark the 120th anniversary of the brand, and the production of the millionth 'Hinckley Triumph', the company announced the discovery of the very first Triumph prototype ever built. Discovered and restored by leading vintage Triumph collector Dick Shepherd, the 1901 prototype "rewrites the history books, adding a whole new chapter prior to Triumph's official sales starting in 1902. "Long rumored to exist and referenced within advertising and reviews that appeared in 1901, this first Triumph prototype was developed from

a standard Triumph bicycle, with an engine provided by Belgian manufacturer Minerva in order to generate interest and gauge the public's demand for a Triumph motorcycle." Dick Shepherd said: "Having been approached by a friend of a collector (who had sadly recently passed away) to evaluate an old Triumph, I was incredibly excited to discover that the bike featured unique details that were not present on the first production Triumphs. Along with the bike, the collector had also received a letter from Triumph, dated in 1937, that outlined the bike's unique origins and provided key

details. "With an engine number that is consistent with references in Minerva's engine records of a 1901 first Triumph engagement, the historic significance of this motorcycle became incredibly clear."



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

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NEWS BRIEFS

KTM, Husqvarna and GasGas parent company PIERER Mobility AG announced a "strong performance in the first half of 2022," with revenue +7.1% at €1,154.1m. Motorcycle unit sales were down -7.2% compared to H1, 2021 at 163,334 units, with sales of e-bicycles and bicycles down -3.7% (51,417 units). Despite having to cite supply chain challenges, meaning that the Group couldn't meet demand, in H1 the company increased its guidance for the 2022 full year. Its growth is said to have been "particularly strong" in North America (44,689 units sold, +47%). Supply chain issues are said to have been particularly acute in Europe (61,435 units sold, -15%). The Group headcount increased by 768 in H1 to a total of 5,656 employees.

Rossiter's H-D (Sarasota, FL.) has been sold and the name changed to Adrenaline H-D. The new owners are Josh Russom and Andrew Campbell of Momentum Holdings. Founded in 2007 and headquartered in Montgomery, AL., Momentum is the parent company of six H-D stores.

AMA Hall of Famer Ed Fisher passed away on August 4, age 97. Fisher won the Laconia Classic in 1953. Ed served in the 82nd Airborne during World War II and fought in the Battle of the Bulge. After the war he bought an Indian Chief and went to work as a mechanic in an Indian dealership in Lancaster, Pa. He began racing, becoming an Indian flat track factory rider in 1949. He rode in the 1952 Daytona 200 for Triumph on one of the rare Triumph factory specials, running up front early, until an oil line broke. His Laconia win was the closest race of the event's history - the top four finished within three seconds of each other. He was not officially named winner until months later - "I found out when a \$1,000 check turned up in the mail." His dirt-track career included finishing second in the famous Langhorne (Pa.) 100 Mile National in 1953. In 1972, 19 years after his father had accomplished the feat on the old Laconia track, Ed's son Gary won the Loudon Classic - making the Fishers the only father-and-son combination to win the classic road race.

Indian is to recall certain Chief, Chief Vintage, Chieftain, Chieftain Classic, Chieftain Darkhorse, Chieftain Limited and Springfield motorcycles due to a possible electrical failure (VCM connection) that may cause the loss of headlight function. The move is thought to affect some 28,689 units from 2014 to 2020.

<<< Continued from page 64

race team on preparation of the winning Trans-Atlantic match race bikes for H-D factory rider Cal Rayborn, often referred to at the time as the world's greatest road racer. In 1976, Fred was also involved in machine preparation for the famous stunt jump by Harley riding Evel Knievel over 13 London buses at Wembley Stadium. In 1986, not long after his wife Rita passed away, Fred semi-retired from the bike business. Fred's love of biking continued its hold, however, and he later went on to ride the length of Britain for charity on a vintage 1916 Harley, and later also took part in the Mille Miglia endurance rally through Italy on a wartime WL750, painted



khaki. By his mid-70s, Fred had been diagnosed with Motor Neurone

Disease (MND), but his determined attitude saw him travel to China for radical treatments, which he insisted had curtailed the spread of the disease and allowed him many more years than the usual cruelly short prognosis. Though his leathers had long been hung up, he spent the latter years of his life rekindling his earlier passion for building, restoring and supplying parts for vintage Harleys and imparting much knowledge to their owners. Fred is survived by daughters Patricia and Theresa and two sons John and Robert. Fred's youngest son William was tragically killed in a motorcycle accident in 2003. Fred passed away peacefully at home on the 11th August, 2022.

Battery-Powered Norton Under Development By Ben Purvis

A couple of years ago it looked like Norton might once again be disappearing from the motorcycle scene, but now - with the financial clout of Indian brand TVS backing the reborn British company - it has embarked on the development of an electric bike platform to see it into the future even once the internal combustion engine becomes a relic. Norton is starting with a 30-month development program that will be completed at the end of 2024, aiming to hit targets of performance, weight and range that will make the resulting electric bike at least match the abilities of existing gas-powered machines. The project is backed by a government grant via the UK's Advanced Propulsion Centre (APC), which matches up to 50% of the money invested by Norton into the project,



Chief Executive Officer Robert Hentschel: "This significant funding investment is a momentous milestone for the brand as it marks the beginning of our electrification journey and fulfilling our ten-year product plan."

and while the company hasn't revealed details of its investment, the grants were only available for projects costing between £5m and £25m, so at least £5m is being spent. Six other companies are involved in the Norton project. Delta Cosworth, the electric arm of the legendary Cosworth engineering concern, is creating the batteries. HiSpeed Ltd. is developing the engine and Formaplex Technologies is working on the bike's composite chassis structure. M&I Materials is tasked with making the bike's cooling system, using its MIVOLT dielectric cooling fluids, which can immerse electrical components without damaging them or causing short circuits. Finally, INDRA is working on the charging system and the Warwick Manufacturing Group at the University of Warwick is helping with the R&D.

Norton CEO Robert Hentschel said: "This significant funding investment is a momentous milestone for the brand as it marks the beginning of our electrification journey and fulfilling our ten-year product plan. Norton is an exemplar of modern luxury and unafraid to challenge the status quo, innovating for the future of mobility while staying true to our British heritage. It also brings into focus our desire to support the UK in its mission for a net-zero automotive future. "Working alongside our world class partners, we're confident that project Zero Emission Norton will eliminate the current dispute between a conventional and electric motorcycle to create EV products that riders desire - motorcycles that blend Norton's uncompromising design DNA with racing performance, touring range and lightweight handling."

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NEWS BRIEFS

Kodlin USA Partners with Brands That Shine



Honda and LG Energy Solution have announced they are to spend \$4.4bn to construct a new battery plant in the U.S. This will join the plants GM is building in Ohio, Michigan and Tennessee; the ones Ford is building in Kentucky and Tennessee; the one Toyota is building in North Carolina; and the one Stellantis is building in Indiana (Fiat/Chrysler/Peugeot/Citroen etc). They are all part of the flood of investment capital into electric vehicles and indicative of an 'on-shoring' response to the supply chain challenges seen since early 2020. Most recently to the G7's global minimum tax initiative and the passage of the CHIPS and Science and Inflation Reduction Acts have 'focussed minds'.

Vista Outdoor (Anoka, MN. - owner of Bell Helmets and some 40 or more other 'outdoor' and sporting goods brands) has confirmed the closing of its previously reported \$540m deal to acquire the 1974/Geoff Fox founded Fox Racing apparel business.

Fox Factory Holding Corp. (Nasdaq: FOXF) has reported record quarterly sales of \$406.7m (+23.9%) for Q2, 2022. Gross profit increased +28.7% to \$142.9m. Net income was \$53.5m, or 13.2% of sales.

Brembo has reported strong growth in the first six months of 2022, with revenues at €1,746.5m (+28.3%); EBITDA up by 13% at €305.3m (EBITDA margin: 17.5%); EBIT also up by 13% at €187.5m (EBIT margin: 10.7%); net profit at +17.3% and net investments for the period amounted to €121.6m. At €595.1m (€368.0m prior to the application of IFRS 16), net financial debt was up €98.2m compared to 30 June 2021.

Only just catching up on this bit of news - online parts sales pioneer BikeBandit ceased operations in February and is the subject of bankruptcy proceedings. BikeBandit was founded by Ken Wahlster in 1999 and sold on by him in 2013.

After a disappointing sales performance in sales terms in North America in the past five years, one rescued, initially, by the trend-setting 'Grom', long-time company executive Rick Schostek will retire as Executive Vice President of Corporate Services. He will be succeeded by Bob Nelson, currently Executive Vice President of Honda Development & Manufacturing of America, LLC.

Morgan Hill, CA based Kodlin USA Inc. has partnered with Brands That Shine to build a U.S. dealer network education and training function as Kodlin USA continues to grow. In further news, in addition to Kodlin's established relationship with North American distributor HardDrive, Kodlin has recently signed a distribution agreement with Janesville, WI based distributor Drag Specialties. Headed up by former Custom Chrome and Kuryakyn man Holger Mohr as President and co-founder of Kodlin USA, Holger states that "I have always been impressed with Jessica Shine's passion for the powersports industry in general, and for her V-twin industry parts and accessory sales and marketing expertise in particular.

"Her positive attitude, great dealer network contacts and relationships, and her knowledge and understanding of how our market's channels operate, her experience with all the levels of the distributors' sales organizations and her professional reputation and work attitude are a perfect addition to our team." The recent addition of Gunnar Heinemeyer to the Brands that Shine team will provide additional expertise in distributor/vendor relations. Jessica added: "I am looking forward to working with the Kodlin team and to educate hundreds of reps and dealer staff about the product line. While headquartered in the US, we know the Kodlin roots are in Germany and that the company has an uncompromising focus on high-quality engineering and manufacturing. "That gives my company the



Left to right: Holger Mohr, Kodlin USA; Gunnar Heinemeyer, Jessica Shine, Brands that Shine

confidence that we will be promoting some of the best quality products you can find on the market today and that dealers will see minimal to no returns because Kodlin products just don't fail."

What started as a line of M-8 Softail oriented products has grown into a full lighting, suspension, body and controls category for Touring, Sportster S and even Pan America models. "Kodlin USA is going to continue to grow the product portfolio in the years to come," says Holger, "and now dealers can look forward to the investment in the Kodlin line receiving a level of first class support that will help dealers to grow their sales and

make the Kodlin line an important profit center for their stores." www.kodlinusa.com



100 Years of the BMW Plant Munich

BMW is marking the 100th anniversary of its Munich home plant - on a site that it still occupies. The company started manufacturing its products there in 1922. Having been prohibited from getting back into the aircraft assembly business by the Treaty of Versailles after WW1, the first products it made there as "Bayerische Motoren Werke" were aircraft engines and motorcycles. Originally on the outskirts of Munich, the site in the Milbertshofen district is now right in the heart of the metropolis that is Munich. The

plant moved on to making cars in 1952 - models such as the highly collectible BMW Isetta.

This is an aerial picture of the site from 1930 - check out the steeply banked test track!



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

Described as "an industry leader in technical motorcycle apparel," Netherlands headquartered REV'IT! Sport International is now the title sponsor of the MotoAmerica REV'IT! Twins Cup class through the 2023 racing season. With US offices in Denver, Colorado, REV'IT! approached the 2022 MotoAmerica Championship with "a renewed focus on riders competing in professional motorcycle racing at the national level," said Brand Relations Manager Matthew Miles. "Twins Cup is a popular and growing class, averaging more than 40 entries per event. This partnership will provide an opportunity for REV'IT! to further expand its footprint in the MotoAmerica paddock."

The U.S. Consumer Product Safety Commission (CPSC) announced that Segway Powersports Inc. (SPI), of McKinney, TX, has been assessed a \$5m civil penalty. The settlement resolves CPSC's charges that SPI knowingly imported approximately 152 ATVs that were not subject to a CPSC-approved ATV action plan, as required by federal law. ATV action plans promote the safe and responsible use of ATVs, particularly for children under age 16. All but \$1.25m of the penalty has been suspended based on SPI's sworn representations that paying a penalty exceeding that amount would cause the company financial hardship and compel SPI to cease business operations.

A recent J.D.Power survey reports that the growth of electric vehicle (EV) sales during the past year has been remarkable, but has added stress to an already beleaguered public vehicle charging infrastructure. Owners in high EV volume markets like California, Texas and Washington, for instance, are finding the charging infrastructure inadequate and plagued with non-functioning stations - this is despite there being more public charging stations in operation than ever before. The shortage of public charging availability is said to be the number one reason vehicle shoppers reject EVs.

Steve McQueen's 1971 Husky 400 has sold at auction for \$186,500. AKA 'Harvey Mushman' (his sometime racing nom de guerre), this is the fourth time this particular McQueen-owned Husqvarna has gone to auction, last selling at a Bonhams auction in 2011 for \$144,000. McQueen and his close friend and sometimes stunt double, Bud Ekins, autographed the bike at some point.

SpeedFire Lightning II Kit for Harley-Davidson LiveWire

Aside from an initial flurry of replacement seats (from Corbin if memory serves) and maybe some replacement screen fittings and mirrors, this is one of the first aftermarket cycle parts that we have seen for Harley's LiveWire.

German parts and accessory specialist W&W Cycles says that although the LiveWire may have been a groundbreaking and radical departure (perhaps because it was such a new undertaking?) "as is the case with all Harleys, there's always room for improvement - and we just couldn't help ourselves, we just had to start looking at ways of tweaking it."

"When we saw the rear end of the bike, we thought that it needs decluttering. So, we engineered a minimalistic 3D printable solution. The result is this



stealthy new taillight/turn signal cluster with license plate mount, front turn signals and wiring."

W&W say that getting the kit installed is straightforward enough. The bike's stock tail section can be removed in one piece, the stock wiring loom can be

separated at a single connector. "Plugging in the new wiring loom is hassle free - this is all plug and play. The front turn signals come with stock compatible connectors, plugging them in is all that's needed."

www.wwag.com

H-D Apex Factory Custom Paint



Harley still can't fully shake its paint habit. The company has been taking its meds, but the therapy isn't proving effective yet.

Introduced at the Sturgis Rally, the new Apex factory custom paint option for select Grand American Touring models (nine of them) is described as a "dynamic new paint scheme, inspired by their long and successful competition history."

Despite having previously stated that it was withdrawing from factory race team operations in favor of dealership based race efforts, Harley says that its racing legacy "continues today as the Harley Screamin' Eagle factory team defends its 2021 MotoAmerica King Of The Baggers championship."

"Apex factory custom paint gives riders the opportunity to express the thrill of speed and competition on the bodywork of their bagger," said Brad Richards, VP of Design and Creative Director, Motorcycles. "This paint scheme communicates velocity and forward momentum with lines and colors inspired by Harley-Davidson competition motorcycles."

It features "a graphic outline on the fuel tank which mimics the shape of the tank on the legendary XR750 flat track racing motorcycle. On models with a fairing, the graphic sweeps back to align with the tank graphic and leads with an angle that suggests speed. The lines on the front fender connect visually to those on the side covers and

saddlebags, creating a flowing effect. When viewed in profile, the motorcycle appears to be in motion."

The Apex custom paint will be offered globally for the remainder of the 2022 model ordering period as a factory-installed option for nine models: Road King Special; Street Glide Special (Chrome and Black trim versions); Ultra Limited (Chrome and Black trim versions); Road Glide Limited (Chrome and Black trim versions) and the Road Glide Special (Chrome and Black trim versions).

H-D Genuine Motor Parts & Accessories will offer Tour-Pak luggage carriers and custom front fenders painted to match the Apex paint scheme.

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

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NEWS BRIEFS

In its wisdom (an oxymoron?) the Federal Government in the United States has decided not to renew incentives for the purchase of electric motorcycles - only for cars and other vehicles. This despite the fact that as part of the recently enacted Inflation Reduction Act, from which motorcycles have been conspicuously omitted (via an amendment to said Act), the government is still offering up to a \$1,000.00 tax credit to install electric charging stations for two and three-wheeled vehicles. Joined up thinking - not!

Yamaha announced that it is accelerating its carbon neutrality goal for its factories - including those overseas - to 2035. This represents a 15-year jump as the original target year to achieve carbon neutrality in the revised Yamaha Motor Group Environmental Plan 2050 announced in July 2021 was 2050. To achieve the new goal, it will push initiatives centered on minimizing energy use as well as relying on cleaner energy. The projected result of these moves by 2035 is a 92% reduction in CO2 emissions (compared to 2010). Remaining CO2 emissions will be offset by internationally recognized methods to achieve the plan by 2035.

In recent years many so-called experts and analysts have stood up at conferences or published Op-Ed pieces explaining that because there will never be any new battery chemistry or architecture to deal with the crippling issue of renewable energy storage, the bright new clean green future being promised is doomed to die in darkness. Well, tell that to a certain Mr Matti Ulvinen, product sales manager at Polar Night Energy, a small six-person start-up in Finland, that has developed the world's first commercially operated sand battery. Yes, you read that right, good old basic low-grade sand! Successful neighborhood heat storage trials near Helsinki have proven that sand can be heated to 500 degrees C (compared to 100 C for water) and that it retains the generated heat in a closed loop system without significant loss for months on end. Unlike water, it does not evaporate or turn to steam and can therefore be released locally as demand requires, rather than needing to be used immediately.

AFT Season to Conclude with Doubleheader Double-Dose

In mid-September, Progressive American Flat Track announced the expansion of the final two-race weekends of the season to conclude the 2022 campaign "in epic double-doubleheader fashion."

"The inaugural Drag Specialties Cedar Lake Short Track will feature a unique twist on the doubleheader format, fitting two full points-and-purse-paying Mission SuperTwins presented by S&S Cycle Main Events into a single evening on Saturday, September 24, at Cedar Lake Speedway in New Richmond, Wisconsin.

Following the conclusion of Opening Ceremonies, Mission SuperTwins will kick off the Main Event program with Round 15 of the premier-class championship. Later that same evening, the Mission SuperTwins

competitors will return to the track, joined by the participating Mission Production Twins Challenge entrants, to cap off the day's activities with Round 16.

The Mission Volusia Half-Mile Finale presented by Daytona Dodge at Volusia Speedway Park in Barberville, Florida, will then conclude the 2022 season with a conventional two-day doubleheader, featuring Round 17 on Friday, October 14, and Round 18 on Saturday, October 15.

The weekend will also represent the final two-thirds of the Progressive Triple Crown, which will pay the Mission SuperTwins rider who collects the most combined points across the Progressive Laconia Short Track and twin finale a \$25,000 prize.

The additions to the year-end slate



further raise the stakes for what was already destined to be a thrilling conclusion to a historic season. With four Mission SuperTwins title fighters representing two different manufacturers separated by just 29 points - and 100 points still up for grabs - this year's championship battle remains far too close to predict.

www.americanflattrack.com

The 2023 Parts & Labor Custom Motorcycle Expo

Biltwell is stepping it up for its January 2023 "scratch-and-dent" extravaganza with co-owner Bill Bryant explaining that "after a decade of kickstarting every new year with an annual parking lot sale at Biltwell's Temecula headquarters, we raised the bar in 2020 by moving the event to Storm Stadium in Lake Elsinore.

"We learned a lot from the success of that event and put together a plan for something even bigger and better at the Del Mar Fairgrounds in San Diego on January 14, 2023. The 2023 Parts & Labor Custom Motorcycle Expo will be just what its name implies - a place builders, bike riders and bargain

hunters can go to see bikes, meet people, and score deals on the best riding gear, parts and accessories available.

"Hosted indoors for one day only, there will be some 50+ motorcycle industry vendor booths, 60+ show quality custom motorcycles, food, drink and good times! This is the only time all year that we drag out all the Biltwell scratch and dent products, returns, samples etc., and sell 'em all at heavy discounts. Ask anyone who's been - it's worth it!"

All general admission attendees will receive one raffle ticket upon entry for a chance to win a Harley-Davidson



Softail customized by Speed-Kings Cycle. Additional tickets will be available for purchase at the expo. Bike will be raffled at 5 pm on Saturday January 14th. Must be present to win. The classes for the curated bike show will be Chopper, Modern, Metric and ADV.

www.biltwellinc.com



BMW - Mixed Results for H1

A total of 107,555 BMW motorcycles and scooters were delivered to customers in the period January to June 2022, down slightly (-0.1%) on the 107,610 units sold in the first half of 2021. Q2 saw 60,152 units delivered, -7.5% down compared to 65,018 units in Q2, 2021.

For H1, 2022 revenues were up slightly at €1,663m (+2.6%), with Q2 accounting for greater than half of that at €864m (-0.5% compared to Q2, 2021).

Motorcycle segment EBIT for H1, 2022 totaled €235m, which was -17.3%

compared to the same period of 2021; with an EBIT margin of 14.1% (HY1 2021: 17.5%; Q2 2022: 14.7%; Q2 2021: 17.2%).

Speaking in corporate terms, the BMW Group says that it expects the current "high volatility to continue" through H2 - "we expect business conditions to remain difficult. The ongoing supply bottlenecks, particularly for semiconductors, the war in Ukraine and interruptions in supply chains have led to a decline in deliveries."

Also primarily addressing its automotive markets, BMW says that "the percentage of electrified vehicles should still increase significantly, and sales of fully electric vehicles are expected to more than double."

As an indicator of the transport market's 'direction of travel' it is interesting to note that this amounted to 75,890 fully electric vehicles of all kinds in the first six months of 2022 and that electrified vehicles' share of total deliveries (which includes hybrids) rose to 15.9% from 11.4% in the first half of 2021.



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

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BLACK, TEXTURED BLACK & CHROME



KEEP IT CUSTOM



NEWS BRIEFS

In yet another apparent breakthrough in battery technology, scientists from MIT have invented a new approach to the storage of power generated by solar panels and other kinds of renewable green energy for when the weather isn't cooperating - a relatively inexpensive aluminum-sulfur alternative to the use of lithium in home storage batteries. Aluminum is the second most plentiful metal on the planet, after iron. It is also cheap - sulfur is the least costly non-metal element and is also abundant. The entire battery can be made for about a sixth of the cost of its lithium equivalent - and it cannot burn. The battery is additionally ideal for use at electric vehicle charging stations as well as powering homes and small or medium-sized businesses. Full charge is reached in less than one minute.

Piaggio Group Americas has opened its first complete all-brand retail concept in Canada - Motos Illimitées in Montreal. The flagship is an exclusive Piaggio Group retail location featuring Aprilia, Moto Guzzi, Piaggio and Vespa motorcycles and scooters - showcasing its "global vision of an elevated two-wheeled dealership experience. Together under one roof, the MotoPlex retail concept provides service, accessories, merchandising and entertainment, to give customers a unique global two-wheeled experience."

Suzuki and five other companies have established a new research project - "Research Association of Biomass Innovation for Next Generation Automobile Fuels" to initiate research on "bioethanol fuel production to achieve carbon neutral society." The other participants are ENEOS, Subaru, Daihatsu and two arms of the Toyota Group. The mission being to "to study ways to optimize the process of producing fuel." Focused on the "optimized circulation of hydrogen, oxygen and CO2 during production," specific research areas include efficient ethanol production systems; by-product oxygen, CO2 capture and utilization; the efficient operation of the overall system, including fuel utilization and research on efficient raw material crop cultivation methods.

Low Rider - Latest Harley 'ICONS' Special Edition

The latest limited edition special in Harley's 'ICONS' Collection is the Low Rider El Diablo - described as "a nod to an American West Coast custom styling trend" and a "modern expression of the iconic 1983 Harley-Davidson FXRT and a representation of the creative times it was born in," said Brad Richards, Vice President of Design and Creative Director, Motorcycles Harley-Davidson.

Described as combining "lean performance and sport-touring versatility with a stunning paneled, hand-applied paint scheme and the sonic power of Harley-Davidson audio powered by Rockford Fosgate," it is said to embody the "spirit of counterculture in Southern California in the '80s in a contemporary package that features meticulously crafted custom paint, including pinstripe trajectories that nod directly to those of the original FXRT."

The Icons Collection is a limited collection with each model individually numbered and only produced once. A



new Icon will debut annually, with no more than two bikes released in any given year.

Based on the Low Rider ST, the El Diablo is a model "intended to take style and sport touring performance to an extreme. The Low Rider El Diablo model combines the touring capability of hard bags and a frame-mounted fairing with the taut handling performance of the Harley-Davidson Softail chassis and the V-Twin muscle of a Milwaukee-Eight 117 powertrain. Global production of the model will be limited to a one-time

build of 1,500 serialized examples, scheduled to reach authorized Harley-Davidson dealers in Fall 2022, with an MSRP of \$27,999.

"The paint is hand-applied by the artisans at Gunslinger Custom Paint in Golden, Colorado. The Gunslinger roster of nationally known painters, designers, artists and manufacturing team leaders has decades of experience as a supplier of custom-painted components for Harley-Davidson Custom Vehicle Operations motorcycles and Limited Edition paint sets.

Tyler O'Hara and Indian are King Of The Baggers



The 2022 MotoAmerica Mission King Of The Baggers series came to a dramatic conclusion at New Jersey Motorsports Park (September 12) with the Mission Foods/S&S Cycle/Indian Challenger team's Tyler O'Hara emerging from the Sunday afternoon rainstorm with the much-coveted championship.

O'Hara went into the series finale trailing H-D Screamin' Eagle's Travis Wyman by three points and came out of it ten points ahead after a race that had everyone on the edge of their wet seats.

Although O'Hara lost out in the race to Kyle Wyman, with the defending Mission King Of The Baggers champion winning his third race of the year, for all practical purposes O'Hara was crowned as champion when Travis Wyman crashed on the second of seven laps.

Copious amounts of rain fell during the race, and the riders had to tread lightly aboard their Big Twins. Mission Foods/S&S Cycle/Indian Challenger team's Tyler O'Hara clinched the title by virtue of his second-place finish.

Polesitter Kyle Wyman won the race aboard his H-D Screamin' Eagle Road

Glide Special, and Daytona Harley-Davidson/Hoban Brothers Racing's Michael Barnes finished third. Kyle Wyman's brother and teammate Travis had a narrow three-point lead in the championship coming into New Jersey, but he ultimately finished ninth. "I just was really relaxed all weekend," O'Hara said. "I just had to chip away at it. These boys were on it - I just took it one corner at a time. As the race went on, there were some standing puddles and Kyle was going good, but I actually had some more pace. He was doing a great job out front and I kind of just let him lead the way and just did what I had to do to bring it home."



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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Fat Baggers: 'EZ' install two-piece handlebars in a range of styles and sizes, plus install kits, clutch actuators and install kits, drop seat kit; www.fatbaggers.com



Robin Bradley
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robin@dealer-world.com



Pictures by **Sara Viney**
sara@dealer-world.com

After a three-year hiatus, Parts Unlimited, Drag Specialties and Parts Canada were back together for the 2022 North American NVP Expo in Madison, WI, and it was full speed ahead.

The event, which took place August 18th to August 21st at the Monona Terrace, was a long-awaited reunion of the three companies to introduce the fall buying season. Not only was the expo floor expanded to accommodate over 20 new vendors, but the dealer attendance increased by 40%, making it the largest Madison NVP Expo ever.

Paul Langley, Chairman of LeMans Corp, said: "A record number of vendors, dealers and LeMans staff participated in the 2022 Summer NVP, and post show feedback has been abundant and extremely positive. The planning and teamwork put forth by our dedicated staff, along with a three-year hiatus, crafted the best NVP I have ever witnessed. Moving forward, we can build on this momentum for 2023 and beyond." Highlights of the weekend included a

dealer-packed Expo floor both days and 20+ new vendors in attendance across many markets - from H-D to ATV/UTV and many from our newest market, E-bike. The Intense TazerMX E-bike booth held a steady stream of visitors, where attending dealers were able to get first-hand experience with the bikes and hop on for a test ride. The biggest highlight by far was just being back together, face-to-face with industry colleagues and friends. James Danyluk, President of Parts Canada, stated: "It had been three years since we last got together, after mere minutes with old industry friends it became very evident the show was going to be a success. The two main ingredients for a successful show are great industry relationships and mutual sales objectives, and the 2022 Madison NVP was a complete success on both."

Mike Collins, President of LeMans Corporation said: "This was the largest family reunion I have ever attended. It was also the best. We've set the bar very high with this one. I can't wait for Louisville!"

Save the date: Louisville NVP Expo January 21st - 22nd, 2023. >>>



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All-new Mid Control Foot Control kits for Touring models featuring an innovative mounting design that utilizes the factory floorboard mounts, allowing the mid controls to install to the frame instead of the engine. Through CNC bent steel tubing & CNC machined billet aluminum control arms, each kits is able to achieve more ground clearance with less vibration for elevated performance without sacrificing comfort. For more info & other new performance parts go to ArlenNess.com, or scan the QR code above



www.ARLENNESS.com



Maxima: Originally best known for its MX and Off-Road oils, Southern California based Maxima was one of the pioneers of the 'Oil Change in a Box' concept for V-twins. The company's fully synthetic 10W-50 V-Twin engine oil meets or exceeds all OEM specifications for all of Harley's Big Twins - very much the right product, in the right place and at the right time for the Pan America - offering shear stable, ester fortified protection, oil viscosity and film thickness at any temperature; www.maximausa.com



Klock Werks: Celebrating its 25th anniversary in 2022, Brian Klock's Mitchell, South Dakota business already has a storied past. From Discovery Biker Build-Off wins to the Bonneville Salt Flats, from special edition Jack Daniel's Indian Motorcycle designs, right through to the Flare windshields that are its largest product line these days, Klock has never been afraid to try out new ideas, pursue opportunities and put himself to the test; www.getklocked.com



Trask Performance: "Killing It" in Bagger racing, Arizona based Trask Performance offers dealers access to a wide range of race-proven Bagger performance parts as designed for and used on its own race bike - these include billet tail sections, air cleaners and exhausts, handlebars and risers, billet swingarms and engine covers, including a 'CheckM8' vented transmission top cover; www.traskperformance.com



Saddlemen: Proudly claiming to have been "the #1 in Gel Seating since 1987," Saddlemen has updated its Dyna, Sportster and FXR oriented 'Step-Up' style seat for two-up riding. Much more of a performance style than many of its designs, the 'Step-Up' nonetheless has the width to accommodate a deep driver seating area and is some 4" wider than the original version, making it suitable for most popular models. Saddlemen use ProFoam and SaddleGel to build the Gel-Core technology that allows the company's seats to conform to the rider's body and allow longer riding hours with less road shock and vibration; www.saddlemen.com



Standard Motorcycle Products: Long Island, New York based SMP is probably the oldest established American company selling motorcycle parts, founded over 100 years ago! Its specialty is motorcycle electrical components and accessories such as 'Blue Streak' brand ignition wire sets, coils and starter relays and points and condensers, EFI, vacuum-operated electrical switches and cam position sensor plate assemblies, switches, voltage regulator-generators, relays, starter solenoids, drives and repair kits, stators and rotors and more; www.standardmotorcycle.com



Highsider: Owned by Hamburg based Paaschburg & Wunderlich (and recently acquired by WPS owner Arrowhead Engineered Products as part of the acquisition of European distributor BIHR), Highsider brand custom parts and accessories became available in the USA for the first time this year. Billed as "German engineered - for whatever you ride," the Morgan Hill, California operation is being headed up by former Custom Chrome and Kuryakyn president Holger Mohr. Available for 'metric' cruisers and street bikes as well as Harley and Indian models, Highsider designs are "all about contemporary, efficient technology and superior quality." The initial product launch includes mirrors, headlights, turn signals, taillights and related accessories such as handlebar weights, handlebar grips and load equalizers; www.highsider-us.com, www.pwonline.de

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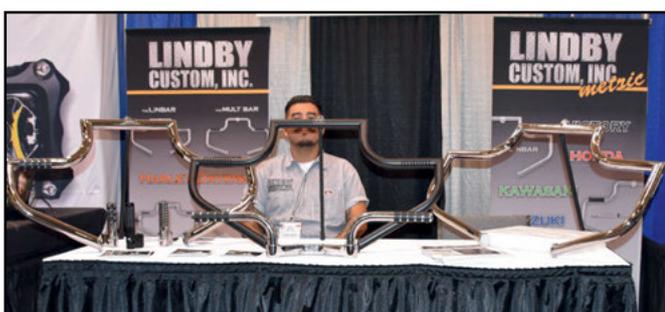
Arnott
Motorcycle Suspension



LA Choppers: Huntington Beach, California, Tolmar Manufacturing (owned by New York based Private Equity investor BRS & Co.) owns and operates Trinity Racing, Baron Custom Accessories and, seen here, LA Choppers. In addition to performance risers, speedo mounts and more, LA Choppers is best known for its handlebar program - including the recently developed 'Kage Fighter' T-Bars. The parent company recently increased its portfolio of brands serving the UTV, ATV and motorcycle markets, with three acquisitions to the burgeoning group - Todd's Cycle, a Hawaii based handlebar parts and accessories brand for motorcycles, Hesperia, California based 5150 Whips, a manufacturer and marketer of LED lighting and safety flags for UTVs, and Boat Whipz, a manufacturer and marketer of LED lights for off-road and watercraft vehicles; www.tolmar.com



Andrews Products: The Mount Pleasant, Illinois based manufacturer has been providing "engineered solutions to drive the design and manufacture of camshafts, pushrods, transmission gears and related parts for Harleys for 50 years." The company's M-8 camshafts for 107 and 114 cubic inch M-8 models with stock valve springs "unlock the great potential for power gains from the high efficiency four-valve heads." Options run from the 900600 bolt-in cam with more torque on 107" engines and a rapid torque rise from 1,000 to 5,800 rpm, right up to the 919916 for 107/114" M-8s with stock valve springs- "the 'go-to' for increased power and torque throughout the entire rpm range in 117, 124 and 143 engines"; www.andrewsproducts.com



Lindby Custom: Legendary engine bar designer Per Lindby is still selling his original patented engine guard and Highway peg. Recent new designs include adjustable footrests for FLH models; www.lindbycustom.com



Ohlins USA: The Hendersonville, North Carolina based U.S. subsidiary of the now Tenneco owned high-tech Swedish suspension manufacturer recently moved to strengthen its domestic American management team with the hiring of Paul Devine as Head of Sales and Marketing. The former Harley man reports to Managing Director Scott MacDonald, who is quoted as having said that "Paul is respected in the industry for his knowledge, leadership and results driven abilities. He will be a huge asset for our business and our vision for the future"; www.ohlinsusa.com



Figurati Designs: A new name to us here at AMD - the Northfield, Ohio based parts designer makes covers, swingarm covers, seat screws, heel-toe shifter covers, docking covers, M-8 and Twin Cam timing covers; www.figuratidesigns.com



Revolution Performance: Known for big bore kits and CNC head packages, the specialist Plymouth, Wisconsin Millennium Technologies subsidiary now has M-8 H-Beam rods available. The package includes a balance, true, plug and weld crankshaft service. A custom M-8 crank pin is designed for better oiling capabilities and the kit includes bearings, new crank plugs and new pinion shaft race. "When adding big bore pistons, especially extremely big bore pistons like our Monster big bore kits, the increase in reciprocal mass (rods and pistons) dictates balancing the rotational mass, the crankshaft. The crank is completely disassembled and trued. The crank is then dynamically balanced on our ultra-precise Sunnen DCB750 dynamic balancing machines. A plug is then inserted and the welded crank in place, so the crank will remain balanced and true. A properly balanced crank will make more power with increased reliability;" www.revolution-performance.com



Cometic Gasket: "Sealing championship engines since 1989," performing under pressure is the mantra for the Concord, Ohio based manufacturer. The Official Gasket brand of AFT is noted for its investment in quality control and premium material compounds. To ensure superior performance across a wide variety of engine types and sizes, Cometic manufactures gaskets from a comprehensive range of materials from the latest in advanced technology like the MLS (Multi-Layer Steel) gasket, or a synthetic blend such as aramid fiber. Recent new products for V-twin applications include MLS big bore head and base gaskets for the Indian Challenger; www.cometic.com



Burly Brand: Founded nearly thirty years ago by Tom and Dan White (of White Brothers fame), Brand Specialist Josh Rowlands described response to this year's additions to the popular Burly Brand handlebar program as "exceptional." Recent new Burly Brand products include new crash bar designs and frame sliders, 'Stupid Tall' sissy bars and accessories for the Honda Rebel 1100; www.burlybrand.com



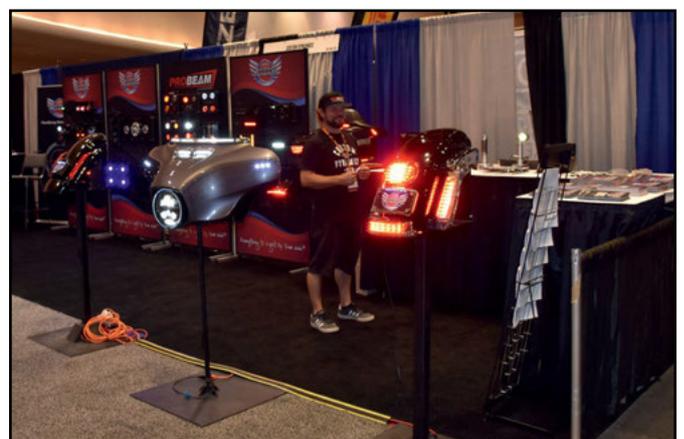
Reda Innovations: After Covid-enforced delays and a time-consuming recertification process, Ron Reda (Orland Park, Illinois) says that his innovative and ergonomically savvy H-D saddlebag-friendly emergency gas can design is finally in stock and shipping again. "Custom-made to fit perfectly right in that back, hard to reach corner of the bag, it takes up hardly any space, but gives you 35-40 miles of EPA certified, fume-free and leak-proof back-up." The one-gallon capacity Reda gas can is designed specifically for H-D saddlebags; www.reda-innovations.com



Slyfox Performance: The Huntington Beach, California based brainchild of Alex Fox, Slyfox has been in the right place at the right time as demand for performance Bagger parts and accessories has exploded in response to the Bagger Racing series. Accessories from the Bagger specialist include carbon fiber fenders, saddlebag lids and side covers, triple tree top clamps, Pro-Series seats made for SlyFox by Saddlemen, pullback risers, T-bar handlebar adapters and, most recently, race-bred and proven high strength, lightweight TIG-welded 'Slyfox' by Bassani titanium muffler M-8 Bagger exhausts (2017 up) with 1 3/4" to 1 7/8" stepped premium 304 18-gauge stainless head pipes. Distributed exclusively by Drag Specialties; www.slyfoxperformance.com



Wild Ass: It's all about rider comfort for the Brainerd, Minnesota based "Ergonomic Air Cushion" manufacturer. Its innovative three-material motorcycle seat pads incorporate "the latest in air cell technology to deliver miles of smiles. With a motorcycle seat cushion for every butt and budget, Wild Ass has a range of products that will keep you seated longer and in total comfort"; www.wild-ass.com



Custom Dynamics: Available exclusively through Drag Specialties, recent new product additions from Youngsville, North Carolina based Custom Dynamics include ProGlow LED color change accent lights and 5.75" LED headlights with color change halo, LED turn signals and all-in-one license plate frames; www.customdynamics.com



ODI Grips: Though best known for its MX and off-road grips, the Riverside, California based specialist has much to offer to V-twin dealers - from VANS/Cult V-twin waffle sole design grips to V 2.0 EMIG V2 lock-on grips and throttle tubes. ODI Powersport Sales and Marketing Manager Johnny Jump told us: "We've had quite a bit of demand for a throttle tube to pair these with, making it easier to mount them as replacements for the OEM tube. Since we already make a billet throttle tube for Supercross and Motocross racers, it was a perfect fit to our V-twin collection, so we now offer two ODI Fusion throttle tubes for H-D V-twin applications." Also check out its latest V2.1 single clamp Lock-On Grip System designs - the Ruffian ultra-narrow and Ruffian XL with extra-large diamondized surface patters and Classic Rogue large pad design for the ultimate impact absorption; www.odigrips.com



Barnett Clutches & Cables: Founded in 1948, the Ventura, California based manufacturer is one of the oldest names in the motorcycle parts industry. Still under the founder's family ownership and operation, Colleen and Mike Taylor will be celebrating the 75th anniversary of their business next year. Recent new products include clutch kits for M-8 models, updated hydraulic brake and clutch lines, Scorpion billet clutch baskets and clutch spring conversion kits, and an extra capacity clutch kit for the Sportster S; www.barnettclutches.com



Bassani Xhaust: The wide range of exhausts from the Anaheim, California based manufacturer includes short 2:1 systems for Twin Cam and M-8 Baggers; stainless steel true duals for M-8 Baggers; Road Rage systems for 2018-2020 Street Bob, Lowrider and Fat Bob models; Road Rage III 2:1 systems for 2017-2020 Baggers and Road Rage III stainless steel 2:1 systems for Dyna models; www.bassanipipes.com



CIRO: New products from the Hudson, Wisconsin based accessory designer include tie-down brackets for Batwing and Road Glide models, LED saddlebag hinge cover kits, ASR passenger pillion seat and 10 watt high-intensity, adjustable TAC-10 Light Cannons with Vision X Lighting technology that connect to the high beam circuit or wire directly to key-on power. The kits include engineered brackets for bolt-on installation on '14-newer Street Glides and '19-newer Electra Glide Standards; www.ciro3d.com



TechnoResearch: Recent new products from the Royal Oak, Michigan based electronic diagnostics and performance tuning tools specialist include its VCM-TR 4B 'Centurion Super Pro' "for repair shops that are looking for more independence." Compatible with 1995-2022 H-D models; www.technoresearch.com



PSR: Founded in 2001, Pomona, California based PSR is best known for its lever sets for a wide range of motorcycles, dirt bikes to street, ATV/UTV, sport bikes, sport tourers and V-twin. The company's adjustable, CNC-machined, patent-pending levers for Indian, Victory and H-D Touring and Trike include its 'Anthem' and 'Journey' V-twin application-specific designs in regular length and 'shorty'. Additional V-twin products include primary chain tensioners, wheel bearing putter protector and a bike tie-down clamp; www.psr-usa.com



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Torture-Testing the Perf

With 50 years of growth and heritage behind it, the move to new premises at Cerritos, East of Los Angeles, California, and just a few miles from where the company had been for so long (at La Palma, California) gave Performance Machine the opportunity to reconfigure production processes that had grown organically as the product range and sales had grown.

Two years on, and the reshaping and harmonization of manufacturing and process flow has resulted in an optimization of technologies and a consolidation of handling stages that have massively improved efficiency, productivity, speed and throughput. One thing that hasn't changed though, excepting in improved layout, station designs and ever-improving equipment, is PM's dedication to R&D and quality control.

From the start of the business, product reliability and durability were mission critical brand characteristics for founder Perry Sands. As the safety critical



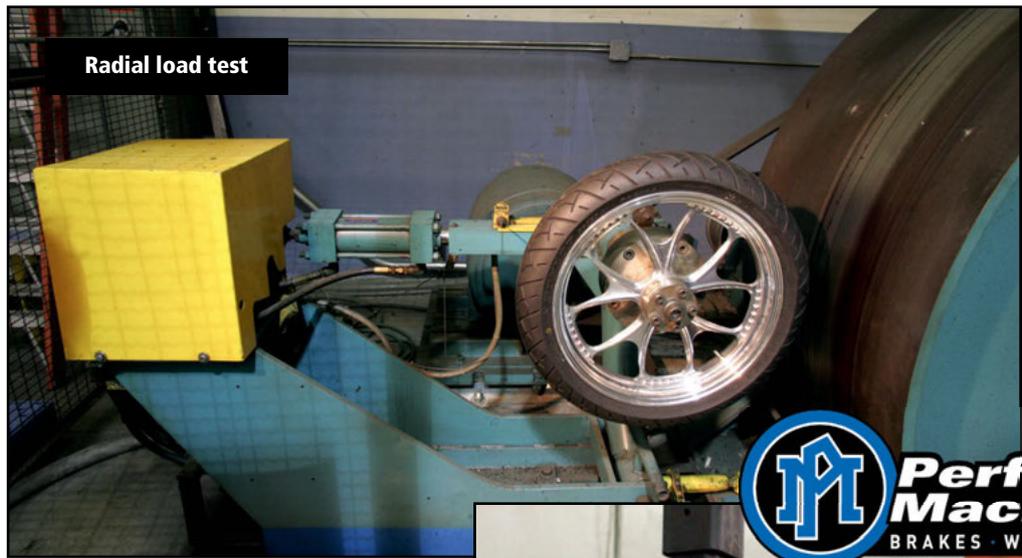
Ana Lizarraga, Director of Sales and Marketing

component brand he created heads into its sixth decade, Performance Machine's determination to remain the industry gold standard against which all other manufacturers are measured remains undimmed.

While materials and technology have, of course, advanced with the times, the fundamentals of the procedures that Perry Sands established to ensure that PM became a byword for quality remain. Sands designed and fabricated a punishing set of test equipment to torture the wheels and brake system components he made before ever releasing products to the retail market.

"While the equipment itself may be the subject of regular updating, as opportunities to evolve, replace and renew present themselves, those fundamentals are not open to compromise," explains PM's Director of Sales and Marketing Ana Lizarraga.

"Each wheel or brake component design starts with an idea conceptualized by the PM team of engineers.



Radial load test



Torsion test



Impact test

A computer model of the design is evaluated in the Solidworks computer design software for structural integrity using Finite Element Analysis.

"If the results look good, the prototype is then machined in the production department and sent to the PM in-house test lab, where it is thoroughly tested to exceed stringent TÜV and JASO safety requirements."

PM is very proud of the fact that its in-house test lab is TÜV certified and approved. Every three years, representatives from TÜV in Germany visit the PM facility and review its test equipment, testing procedures, documentation and reporting practices, and every three years recertify that PM meets its strict requirements.

"The Europeans and Japanese are very concerned about safety. Products sold in those areas must be certified to meet tough safety standards. In the USA, if you own a CNC-machine and can cut a circle, you can sell wheels to the public.

"We here at PM do not believe in having their customers act as guinea pigs for their products. We never have and never will. Just as Perry Sands did, we insist that we physically test our products to be sure there won't be issues out on the open road."

In the test lab, every wheel design must pass four physically abusive tests. Each piece of custom-made test equipment is designed to simulate a different variable that places a load on the wheel design.

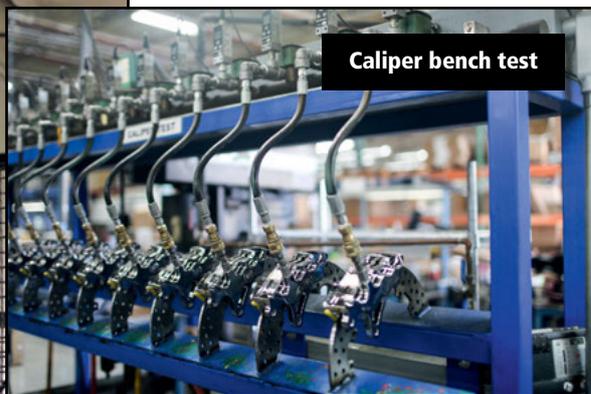
"The **Radial Load Test** subjects the wheel design

Performance Machine Way



Cornering test

Performance Machine.com
WHEELS • ACCESSORIES



Caliper bench test

striker falls on the wheel/tire combination, the wheel must not crack, and the tire must retain air pressure - and in case anybody is wondering, yes, the same wheel is used for all four tests. If the wheel comes out unscathed from all four, then the design is approved for production."

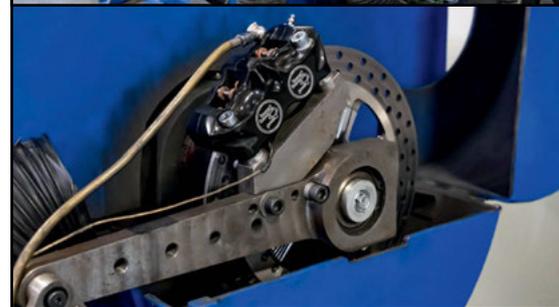
Wheels are not the only parts submitted to the rigors of the PM in-house test lab. Brake system components - calipers, master cylinders and brake discs - are also put through intense scrutiny on its state-of-the-art custom-built brake dyno. This allows its engineers to isolate each individual component of the brake system and alter one variable at a time to glean important data on the performance of each part in the brake system.

"This information is key to the development process. It allows our designers and production engineers to create the best high-performance brake calipers, rotors and master cylinders on the planet. But it doesn't stop there. Our commitment to quality continues with our in-house Quality Control Department.

"Here parts are painstakingly tested and precision-



Brake dyno



to massive loads as a wheel mounted with a tire is pressed into a spinning six-foot drum of destruction at over double the maximum tire load rating.

"This test simulates a bagger carrying two husky touring enthusiasts, saddlebags loaded, along with a full-size refrigerator strapped to the top of the Tour-Pak, traveling from Los Angeles to the rally in Sturgis! Not something that we'd recommend anybody tries, but as an extreme example of the kind of load-bearing capability that we engineer into our designs and materials' use, it makes for a pretty robust assessment of what our design and machining procedures are achieving.

"Then there is the **Cornering Test**. This involves bolting the wheel to a rotating steel plate while applying a side load to the center of the wheel to replicate the insane gyroscopic forces that a wheel faces while taking hairpin turn after hairpin turn at high speed for thousands of trips back and forth on the Tail of the Dragon. Again, don't try this at home Boys and Girls!

"Next up, the **Torsion Test** simulates the forces placed on a wheel when a high-horsepower, high-torque bike is power-shifting at wide open throttle and hitting the brakes to the point of skidding, and doing so for 100,000 cycles on the heaviest production bike imaginable.

"Finally, the **Impact Test** sees the PM version of a Medieval Guillotine used to simulate hitting a large pothole, or a nasty piece of road debris. After the

measured to validate complete machining accuracy. In the Production Department, all wheels are professionally assembled by one of PM's certified technicians, who validate correct torque specs and wheel trueness, and all PM calipers are 100 percent pneumatically bench-tested prior to packaging to ensure trouble-free installation and no leaking."

So, next time you are admiring how beautifully finished a new set of PM wheels look, or checking out the precision finish of a PM brake system, remember the torture-testing that hides behind the immaculate finish - "testing that allows you to recommend PM to your customers with confidence," says Ana.

PERFORMANCE MACHINE
Cerritos, California, USA

Tel: 714 523 3000

sales@performancemachine.com

www.performancemachine.com

Cobra Gen II 4" M-8 'Neighbor Haters'



Yorba Linda, California based Cobra Engineering's Gen II 'Neighbor Haters' build on the success of the originals and are described by Sales Director Camron Bussard as offering dealers "quality and performance at a price-point normally associated with low grade slip-ons. Plus, they are 50-state legal.

"They pack a characteristically and reassuringly 'robust' and characterful Cobra sound quality and are officially declared as manufacturer replacement parts.

"Designed and manufactured at our Yorba Linda, California headquarters, the stock replacement 4" body is finished in either high class chrome (with black outer and chrome inner

tip) or black (with black outer and high gloss inner tip)."

The 4-inch versions use 2.5-inch and 2.25-inch louvered cores for M-8 ('17-'22) and Twin Cam Bagger applications ('95-'16) respectively (the first generation designs used perforated cores). They are also available as 4.5-inchers in choice of 'Upper Cut' or 'Round' styles - "all still 50-state legal".

COBRA ENGINEERING
Yorba Linda, California, USA
Tel: 714 692 8180
www.cobrausa-vtwin.com

Magnum 'Black Pearl' Kits

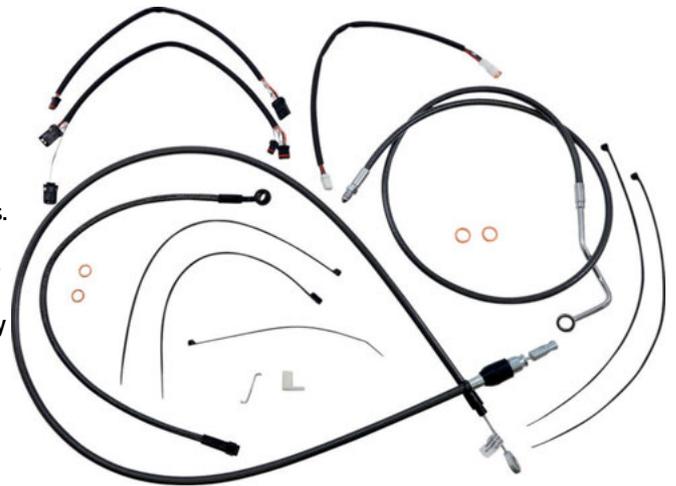


Upstate New York based Magnum Shielding is recognized for the design quality, materials selection and precision-manufacturing of its DOT-approved brake and clutch lines. This 'Black Pearl' kit is said to be the only complete kit on the market with matching braided cables and brake lines. The kit includes throttle and idle cables, throttle-by-wire extensions, clutch cable or hydraulic clutch line, brake lines, copper crush washers, hardware and any necessary switch wiring for turn signal extension.

All cables are a low-effort, high-efficiency design that meets or exceeds all OE specifications for fitment, construction, endurance.

The kit for dual disc models includes an all-brazed manifold that eliminates leaks, alignment problems and unattractive threaded connections.

The kit seen here is based on using ape hanger style handlebars with 2" risers and 15" to 17" height on 2021 Road Glide Specials and uses the existing brake line. The housing is made in stainless steel, finished in black.



DRAG SPECIALTIES
Janesville, Wisconsin, USA
Tel: 608 758 1111
drag@dragspecialties.com
www.dragspecialties.com
www.magnumshielding.com

Sportster 'Aviator' Solo



Internationally recognized 'boutique' motorcycle seats designer Le Pera's comfortable 'Aviator' solo seat for '04-'06 and '10-'22 Sportsters has a "tapered low profile with a heavily contoured bucket and styled seating area.

"A design that will not overpower your customer's Sporty, it is available in 'Smooth' and 'Upfront' with a 12.5" wide rider seating area."

Celebrating its 50th anniversary as the market's design leader this year, Le Pera still handcrafts all its seats at its North Hollywood, California headquarters. All its seats feature an optimized rider seating area, a highly detailed powder-coated steel, carpeted base plate, specially poured high density 'Marathon' molded foam foundation and double-stitched, handcrafted 'BikerTec' custom cover with bonded polyester thread for durability.



LE PERA ENTERPRISES
North Hollywood, California, USA
Tel: 818 767 5110
info@lepera.com
www.lepera.com



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#Psi40

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Upgraded Harley Control Cables

British control cable and hose specialist Venhill Engineering has introduced a range of replacement H-D clutch cables. Made by Venhill in the UK factory - to its Featherlight specification - they use high quality marine-grade stainless steel inner wire to minimize stretch and a PTFE liner for minimum friction and a lighter action - a big help with heavy Harley controls. The liner also removes the need for regular lubrication.

All the cables are 'bird-caged' - a process applied to the end of the wire, which allows solder to penetrate the weave, making the bond with the nipple much stronger. This improves durability and reduces the risk of cable breakage.

The outer conduit is spiral-wound steel, covered with a hardened nylon sleeve, to protect the cable from damage, moisture and corrosion, ensuring all lever force is delivered directly to where it is needed.

They can also be made in longer lengths, increasing by 25 mm (1 in) at a time up to 600 mm (24 in) 'overstock'; perfect for riders looking to fit different handlebars, or for custom builders who are altering the bike's dimensions.

Kits are available for most popular modern Harleys -



from the 750 cc Street and Street Rods, right up to the 1,690 cc Electra Glide Classic. All are designed to be a straight swap with the originals - no modifications needed.

VENHILL ENGINEERING
Dorking, Surrey, UK
Tel: +44 (0)1306 885111
sales@venhill.co.uk
www.venhill.co.uk

Dual Touring Saddle for Spyder

Internationally recognized for the breadth and depth of its product designs, applications and fitments, seen here is something we haven't featured from Mike Corbin (Corbin Saddles, Hollister, California) - a dual touring saddle for the 2020-2022 Can-Am Spyder RT.

"The most generously sculpted seating this side of your living room sofa and a whole new level of ergonomically designed perfection," says Mike.

"Wide, sculpted seating positions create a larger area of contact for excellent weight distribution. Shaped like your body to eliminate pressure points and give long lasting support that will keep you in

the saddle all day."

Corbin's rigid fibertech basepan provides a perfect fit and is built low to hug the frame. "This allowed us to create a foam shape that keeps you in the sweet spot to provide a feeling of increased integration with the bike and a more positive feeling of control.

"The deep, supportive bucket design gives 4.5 inches of vertical support. All of this adds up to a very relaxed posture and comfortable ride."

A simple install that integrates with the Can-Am lock system, brackets come preinstalled on the saddle so it's ready to go right out of the box. If opting for electric heat, they include a wiring pigtail that integrates with the factory harness and preinstall all other components on the saddle.

CORBIN SADDLES
Hollister, California, USA
Tel: 831 634 1100
corbin01@corbin.com
www.corbin.com



BST 1000 - "A Complete Battery Testing Program"



French manufacturer BS Battery says that "having a comprehensive analysis of the battery's lifespan is crucial for the professionals who want to provide the best services possible for their clients - crafting useful solutions for workshops is one of the priorities of BS Battery."

BS Battery is a prolific new product designer which, it says, is a result of its "close collaborations with the technical engineers at the racing teams and motorcycle brands we support and supply.

"Our brand-new BST 1000 is a 12V lead acid and lithium battery tester that offers a complete testing program: battery test, cranking test, charging test and even report printing. Our BST 1000 is a good way to check the entire health of a motorcycle (and automotive) battery in a short period of time.

"The tester doesn't only focus on the voltage, it also examines the CCA (Cold Cranking Amps) to verify how the battery is truly operating, checks the alternator and the starter too. The indications appear on a large LCD screen."

It is delivered with a clamp set, pouch protection and a USB cable that is easy to connect to the computer to save or print out the diagnostics for clients.



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Kodlin for Sportster S

New additions to the Kodlin range include 1" and 2" lowering kits for the Pan America, all new Trackboard Collection (floorboards, brake pedal pad, shifter peg and mini boards) for 1980-2022 H-D Touring models, Elypse 2-1 turn signals for Softails and a slew of parts (turn signals, lightbar and side mount license plates) for the Sportster S.

These model-specific Elypse 2-1 LED turn signals feature a run light and full contrast amber turn signal. Super small, they are engineered with SMD-LED technology (Surface Mounted Device) for "an amazingly bright light" and feature smoked lenses and CNC-machined billet aluminum housings finished in black or chrome.

They are a plug & play fit for the Sportster S (RH 1250 S) 2021 and up models due to the pre-installed connectors. Elypse 2-1 turn signals are also available



Complete curved license plate kit



for M-8 Softails 2018-up and may fit other cable-operated clutch models by adding a spacer; an Elypse universal version is also available. The use of a load equalizer may be necessary in some applications. The Elypse 3-1 LED light bar for Sportster S models delivers advanced run, turn and brake rear functions. They use the same super bright and reliable SMD-LED technology Kodlin builds all its LED lights with. The housing is CNC-machined from billet aluminum and they also come with pre-installed connectors (load equalizer might be necessary).

To complete the look, the complete, curved side-mount license plate kit is a direct bolt-on, fully reversible, modification-free install on the Sportster



Elypse 2-1 "Bolt On" LED turn signals for Sportster S models



Elypse 2-1 Universal LED turn signals



Elypse 3-1 LED light bar for Sportster S models

S. The frame is a low profile aluminum construction measuring 7-3/16" length x 4-1/4" width.

Featuring very bright white LEDs, it is available in black with a black powder-coated bracket and ships with hardware.

KODLIN USA
Morgan Hill, CA, USA
Tel: 408 228 4508
info@KodlinUSA.com
www.KodlinUSA.com

Factory 6-Speed Reverse Kit for 2009 & Later Cruise Drive models

Designed, manufactured, tested and proven - the Baker factory 6-speed reverse "is the industry's leading reverse drive for Harley-Davidson motorcycles."

The reverse gear is safety lever-activated and can only be activated in first gear. In first gear, with the clutch lever pulled in, actuate the safety lever with your thumb and shift below first in order to engage reverse. Release the safety lever and slowly release the clutch and throttle on back. When the reverse maneuver is completed, keep the clutch lever pulled in and shift into first gear. "It's as simple as that," says Bert Baker.

This reverse kit was designed to be simple and durable for maximum reliability. "You will not need to use the starter motor or wheel pulley because the true reverse gear is incorporated onto the countershaft. This kit will fit any existing 2006-2020 factory Big Twin 6-speed, but not M-8 Softail applications.

"Our non-invasive reverse gear system was designed to be out of the driveline picture when going forward. We did not want superfluous reverse gear mechanisms at play, spinning, jarring and/or adding additional rotational weight where 99.9% of your riding direction is spent. We did not want to compromise safety, performance and horsepower for

the tiny moments when going backwards is needed. "New for this year we proudly introduce the F6R reverse kit for the 2009-later factory cruise drive 6-speeds. The kit includes the door, side cover, countershaft, reverse gears and shift system, safety solenoid and related hardware. It adds a reverse gear to any existing 2006-later factory Big Twin 6- speed.

"The system is unlike any other on the market - it works off the stock shift lever. No reaching near hot pipes to put your bike in reverse by hand. With the Baker reverse system, you'll be able to safely shift from first to reverse and back with no risk of engaging both gears at once. You'll also find it's much easier to find neutral than on a stock bike. "Our reverse gears are fully heat-treated, with

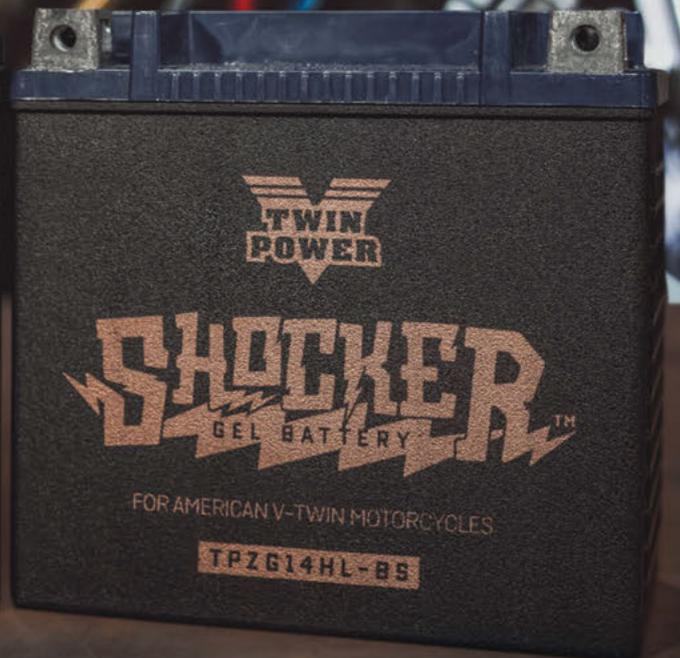
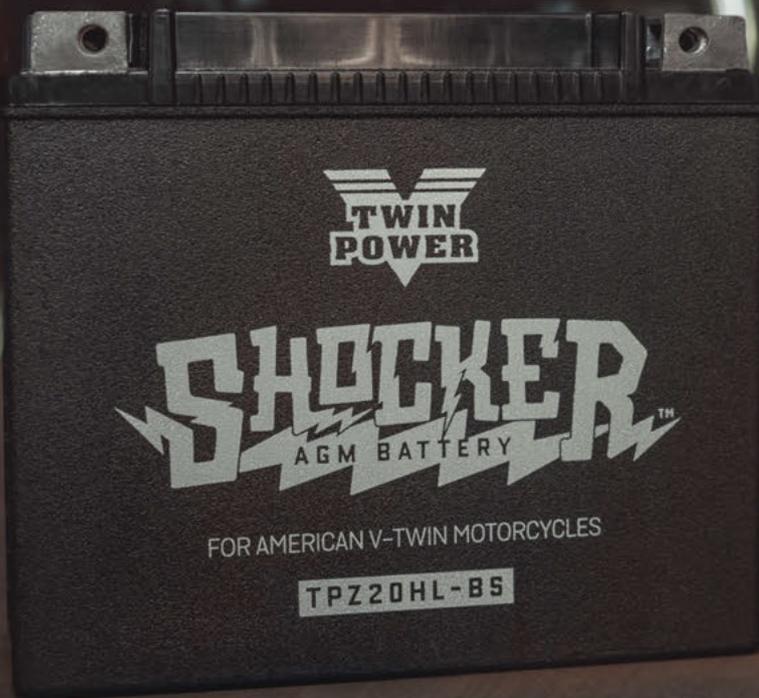


diamond-ground tooth profiles and cut from gear grade 8620 steel. Our gear ratios were chosen to make it easy for you to maneuver your bike in reverse. The overall 4.98:1 gear ratio in reverse is essentially a creeper gear, which is 45% shorter than the stock 3.34:1 first gear."

The F6R kit comes standard with a black switch housing. "The redundant spring system on the safety lever assembly make it the safest reverse system on the market today." The included shift drum improves shift quality and the ability to find neutral, and it ships with a true 'plug & play' wiring harness. It is backed by a two-year limited warranty.

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Zodiac International Additions

Arlen Ness - 'Big Stopper' Brake Calipers



These CNC-machined billet aluminum 6-piston differential bore brake calipers feature "form and function engineered caliper bodies." The 3D sculptured design with cooling fins machined into the inner caliper halves helps facilitate cooling. Compatible with ABS and non-ABS applications, they are available in black and bright red; sold singly, they include DP sintered brake pads, bleeder screw, banjo bolt, sealing washers, mounting hardware and shim kit. They fit 2000 to present Touring, Softail, Sportster and 2000-2017 Dyna in conjunction with Arlen Ness 14" brake rotors.

P16 Powerplant Brake Pedal for FXR

A self-confessed worshipper at the altar of FXR, Yaniv Evan of 'P16' Powerplant fame in Los Angeles has come up with this cast aluminum replacement for the obsolete (OEM 42523-82) mid-control FXR rear



brake pedal. Threaded to take any 5/16-24 UNF threaded shifter peg, they are available in black, polished or raw.

S&S Cycle - Biggest Ever Bolt-In Big Bore Kits for M-8



These 129 and 131 cubic inch (2,133 cc/2,147 cc) M-8 Big Bore kits have been some 18 months in the making and, finally, after extensive R&D and testing, S&S Cycle has released its much anticipated genuine bolt-in M-8 monsters onto an expectant world. As no machining of the crankcase is required, these American made 4.32" (109.73 mm) Big Bore cylinder and piston kits can be installed without removing the engine from the frame of 2017 and later Touring and 2018 and later Softail models.

The 129 ci kits are for use in 107 ci M-8s with the stock 4.375" stroke; the 131 ci kits are for 114 ci and 117 ci M-8s with the stock 4.500" stroke. The kits include forged pistons, piston rings, wrist pins, clips, cylinders, head and base gaskets and a cam cover badge.

Cylinder head bolts are available separately (eight are required). Zodiac also offers a choice of S&S re-useable head bolt kits which include eight 12-point black oxide coated head bolts or an 8-bolt Feuling/ARP re-useable head bolt kit.

Evolution Big Twins and 5-speed Twin Cams for many years, but have now added 6-speed Twin Cam and M-8 applications too."

Zodiac offers rivet-on and bolt-on style 66 and 102 tooth replacements for Big Twin models as appropriate. Retro-fit applications require the separate purchase of a retro-fit starter motor pinion gear.

ZODIAC INTERNATIONAL BV
Mijdrecht, NETHERLANDS
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www.zodiac.nl



Zodiac Starter Ring Gears

Starter ring gears often wear out in "hard to start" high performance engines and replacement ring gears are not available as a replacement part from "The Factory." "As a supplier of high-performance engines, we had these replacement starter ring gears manufactured especially for our dealers and their customers. They save having to replace the entire clutch basket and ring gear assembly when there is wear or damage such as a starter ring chipped tooth.

"Made from the same top-grade materials that have made Zodiac brand performance parts our dealer favorites, we have offered ring gears for all



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Swoop Rear Fenders for Tri-Glides and Freewheelers

Bagger Nation's Swoop rear trike fenders will transform a stock, ordinary-looking Harley trike into a fat fendered hot rod. "Our direct bolt-on stretched rear fenders remind us of a mid-century custom street rod cruising the boulevard," says Bagger Nation's Phil Locke. "With the H-D Trike platforms rapidly gaining in popularity, there are more trikes than ever out on the road, so our Swoop rear fenders will help put a classy stamp of individuality on your customer's trike.

"We offer fitment options for both the Harley-Davidson Tri-Glides as well as the newer Freewheeler. These big swooping fenders look good with the stock wheel size,



but are large enough to accept a 20" x 8" wheel without any problems.

"Big wheel Freewheeler fenders are 3-D molded from the highest quality materials and hand-laid by skilled Arizona craftsmen to

assure a perfect fit and finish every time. These direct bolt-on replacement fenders include all the needed install hardware."

If you have the US sized 4" x 7" license plate frame, Bagger Nation says it can french it into your fender. Just select the side you want it in and order it with choice of black or chrome plate frame. "We will build them in right from

the factory. Each fender includes a limited lifetime warranty."

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The Power to Tune with Fixed Voltage Battery Support

Troubleshooting an electrical fault, uploading a new ignition map or setting up the electronic suspension, ride modes and personal rider settings all require power from the battery as the ignition key has to be in ON position - which means all the vehicle systems are powered up.

During service or repair, if the vehicle is 'plugged into' an electronic diagnostic tool, the battery must remain above a set voltage (typically 12.5V), otherwise a 'low battery error' will interrupt the tool's operation.

TecMate has introduced **fixed voltage battery support** in its advanced battery chargers that

delivers a stable 13.6V supply to the battery and the vehicle's electrical system - preventing drain from the connected diagnostic tool and/or the vehicle's electrical system whilst the rider or dealer troubleshoots, updates or customizes settings.

OptiMate 6 Select and OptiMate 7 Select come with a power supply (PS) mode that can be **selected at any time** prior or during the charge process, whereas the OptiMate Lithium 4s6A and 4s10A come with a **TUNE mode** adapted for lithium batteries that need special care when discharged. TUNE mode for lithium is only selectable if the LFP (LiFePO4) battery under charge is at 75% or higher - namely the battery needs to have been safely recharged before battery support can commence.

The OptiMate PRO-1 DUO, able to save, charge and test all Pb (lead-acid) or LFP (Lithium Ferrous Phosphate) powersport batteries, has a **smart Supply mode** adapted for shop use, with safety features to protect the vehicle's battery and electronics.

Martin Human, CEO of TecMate, told AMD: "In our fast evolving industry, one that now includes full electric vehicles (yet still with a 12V auxiliary battery to power all low voltage systems), a problem common to both is the inability of the 12V battery to deliver stable power during troubleshooting, updating or mode customizing.

"Our latest OptiMate battery chargers have the



solution - you can literally go TUNE as long as you like and then switch back over to battery charge and maintain mode once you're done."

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Barnett Clutch Line Adapters

One of the oldest names in the international motorcycle parts and accessory industry (founded in 1948 and still family owned and operated), these hydraulic clutch line adapters for 2002 and up Harley-Davidson Big Twins (and 2009-17 V-Rods) are the newest products in the extensive Barnett Clutches & Cables line up.

These adapters allow any brake line with #3AN fittings to be adapted for use as a clutch line. Chrome plated, they are made in-house at Barnett's Ventura, California headquarters with steel tubing and fittings.

BARNETT CLUTCHES & CABLES

Ventura, California, USA

Tel: 805 642 9435

info@barnettcables.com

www.barnettcables.com



RSD 'Sector' V-Twin Performance Parts Line

Long Beach, California based Roland Sands Design has announced an all-new performance parts product line called 'Sector'.

"Designed, engineered and manufactured in Long Beach, California, the 'Sector' is a highly detailed V-twin performance product line. We've developed a complete riser offering with adjustability, gauge mounts and high-performance finishes tested for durability and long-term quality.

"These are products designed with the racetrack in mind, but built for the street with the fit, finish and performance expected from RSD. Each product in this all-new collection has a unique design language that pushes the aesthetics of your machine.

"The 'Sector' range will be launched in various phases, starting with our modular riser system and gauge relocation systems for H-D Touring Softail and Sportster fitments."

Roland Sands, President/CEO of RSD, is quoted as saying that the 'Sector' line has been "a long time coming. It is an American made product for American made motorcycles, designed utilizing our experience on the racetrack and adapted for the street.

"We have a legacy of performance bike builds, racing and parts for V-twin applications. This is a segment we helped pioneer as a brand, and with 'Sector' we're putting the RSD brand at the top of the category."

ROLAND SANDS DESIGN

Long Beach, California, USA

Tel: 562 493 5297

info@rolandsands.com

www.rolandsands.com



Indian FTR 1200 2022 Accessories

German parts and accessory manufacturer MIZU (Hilzingen, near the Swiss border) has released information on a range of its products that can be used on the Indian FTR 1200.

Products include jack-up and lowering kits, folding GP and its popular "classic" GP-1 brake and clutch levers, plus race and adjustable flex rider footrests.

MIZU also offers a range of parts and accessories for the Pan America Adventure

Tourer and Harley Softails, Sportsters and selected touring models.

The company makes and sells some of these under the RST brand name that owner Michael Zupritt acquired as an entry into the custom parts and accessories market in 2012, when Roland Stocker retired.

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Vance & Hines Expands VO2 Air Intake Lineup

Vance & Hines' VO2 air intake lineup is the company's fastest growing product line, said to be driven by the improved airflow and the dramatic styling upgrade the VO2 units provide to Harley-Davidson V-twins.

The lineup of air intakes now includes new styles and finishes, including the addition of "skullcap" styles, which are the definition of minimalist styling.

"We've seen tremendous demand for the improved performance and style offered by our VO2 air intake products," said Vance & Hines President and CEO Mike Kennedy. "It's only natural that we offer more options for Harley riders looking for the finishing touch for their bike."

Vance & Hines begins the expansion of its VO2 lineup with the launch of the Radiant III and the Radiant V, which are three and five spoke styles allowing the customizer to match the air intake's look with other components on the bike.

"The sleek and minimalist design delivers maximum air flow to a bike's engine using a high-capacity air filter and the new patent-pending Force

velocity stack. The Radiant III and Radiant V deliver increased air flow and give the motorcycle a sleek custom look. Both models are available in black, brushed stainless steel or chrome."

Fitments are available in black or brushed stainless steel (both with red filter element), or in chrome (black filter element) for M-8s, Throttle by Wire Twin Cam, Sportsters and early Twin Cam models.

Also new to the range are two "skullcap-style" intakes, the Stingray and the Eliminator. "These units are the ultimate in minimalist styling, allowing the washable filter element to remain in full view while the cover provides visual impact to the engine. Both offer improved airflow using the company's Force velocity stack and add a touch of Vance & Hines style to a rider's bike. Available in both black and chrome versions, the Stingray and Eliminator are available as a full air intake setup and also as a replacement cover for other Vance & Hines VO2 air intakes.



Stingray



Eliminator



Radiant V



Radiant III

"The VO2 Stingray air intake is inspired by the scoop hoods of classic high-performance hot rods. The Vance & Hines logo adds the finishing touch to the Stingray cover.

"The look of the VO2 Eliminator air intake, inspired by the company's racing heritage, emulates the CNC-machined pockets of the billet end caps used on Vance & Hines racing motorcycles from flat track to road racing."

Fitments are available for M-8s, Throttle by Wire Twin Cam, Sportsters and early Twin Cam models. Rain covers are available for all of the new intakes.

VANCE & HINES
Santa Fe Springs, California, USA
Tel: 562 921 7461
sales@vanceandhines.com
www.vanceandhines.com

Challenger Big Bore Head and Base Gaskets

Concord, Ohio based Cometic Gasket - "sealing championship engines since 1989" - is the official gasket brand of AFT, but its gasket line for Indian models includes Big Twin as well as FTR and Scout applications.



Noted for investment in quality control and premium material compounds, "performing under pressure" is the company's mantra, and to ensure superior performance across a wide variety of engine types and sizes, Cometic manufactures gaskets from a comprehensive range of materials using the latest in advanced technology - gasket materials such as Multi-Layer Steel (MLS), a synthetic blend such as aramid fiber or rubber coated steel.

Recent new products for V-twin applications include Big Bore gaskets for 2020 and up Indian Challengers in .020" MLS for the head gasket and .010" rubber coated steel for the base gaskets.



COMETIC GASKET INC.
Concord, Ohio, USA
Tel: 440 354 0777
info@cometic.com
www.cometic.com

RSD 'Mulholland' Carbon Bell 'Bullitt' Full-Face Helmet

Born out of a Ducati Desmo custom project in collaboration with Bell Helmets, this DOT certified Bell Bullitt carbon RSD 'Mulholland' full-face helmet "brings a mash-up of 70s and 80s road racing flair to the street."

"The matte carbon contrasts sharply with the red, orange and burgundy stripes, with sponsor logos to give it an authentic racing livery."

Built on a low-profile carbon composite shell with a large eyepoint, a genuine leather, removable, washable and anti-microbial interior with contoured cheek pads, 10 EPS (Expanded Polystyrene) and shell size

combinations make for a personalized fit. Additional features include padded chin strap with leather D-ring closure, front chin vents with metal mesh intake, exhaust vents and integrated speaker pockets. Accessory shields available for a personalized look and it comes with an "industry-leading five-year warranty."

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Sportster pictured with "Basket Weave" style.
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'Hot Shot' Regulator/Rectifier



Manufactured in-house at its Hampstead, New Hampshire facility, this 'Hot Shot' brand regulator/rectifier by Rick's Motorsport Electrics is a direct OE style replacement for most Harley models. It comes complete with the factory plug ends for an easy install.

Founded in the late 1970s, Rick's started out as a small motorcycle salvage business and has grown to be an internationally well recognized, highly reputed brand name in the motorsports world, offering a full parts line of motorsport charging and starting systems and electrical ignition components.

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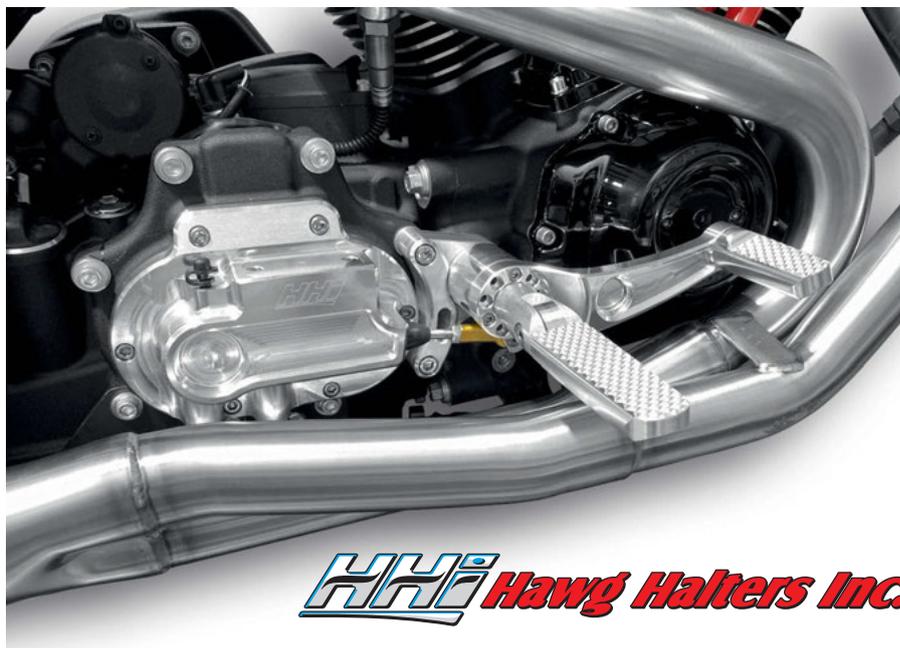
Tel: 608 758 1111

drag@dragspecialties.com

www.dragspecialties.com

www.ricksmotorsportelectrics.com

Hawg Halters 'Dominator' Bagger Mid-Control Conversion Kit



The new Hawg Halters (HHI) 'Dominator' mid-control conversion kit for Baggers is described as "compact and lightweight with bulletproof controls that deliver outstanding performance and additional ground clearance for aggressive riding."

Manufactured of 6061-T6 billet aluminum, it fits all 6-speed H-D Touring models and is available in Machine, Black and Inca Gold finishes.

The shifter side features an HHI ball bearing design with stainless steel shaft and multiple point alignment "for quick, reliable shifting. The brake side features an integrated brake master cylinder with a custom transmission side cover, providing a compact,

efficient installation.

"This new patent-pending HHI design eliminates the stock or remote mount master cylinder and is a unique ground-up custom-designed solution. It works with both cable or hydraulic touring bike clutch applications and includes new aggressive HHI custom knurled pegs."

HAWG HALTERS INC.

Dahlonega, Georgia, USA

Tel: 877 442 5837

sales@hawghalters.com

www.hawghalters.com

WUNDERKIND-Custom - Sportster S

Manufactured in Germany by noted street and sports bike parts manufacturer ABM's sister brand WUNDERKIND-Custom, these new conversion parts for the Sportster S are designed to deliver a more harmonious design silhouette and include newly designed, less bulky replacement LED indicators - making the front look cleaner and simpler with more integrated design lines.

The original Sportster S rearsets also show Harley outside its design comfort zone - these WUNDERKIND-Custom stock replacements not only look better, they also offer improved ergonomics and safety thanks to their grippy rubber. The replacement pedal for the gear lever also serves its purpose - it is slightly longer than the original, which allows better, more intuitive access to gearshift.

The original license plate holder, including lights, can be exchanged for a choice of two designs of lateral, adjustable license plate holders with integrated LED lighting.

The company also offers a discreet rear fender-mounted LED indicator/taillight combination to emphasize the 'shorty' styling of the rear end. A

mounting kit with a custom design reflector enables central mounting to the original attachment points, with an original splash guard-mounting LED turn signal/rear light combination additionally offered for those traveling with a pillion seat.

All WUNDERKIND-Custom parts are developed at



the southern German location in Breisach and comply with the StVZO or have a parts certificate.

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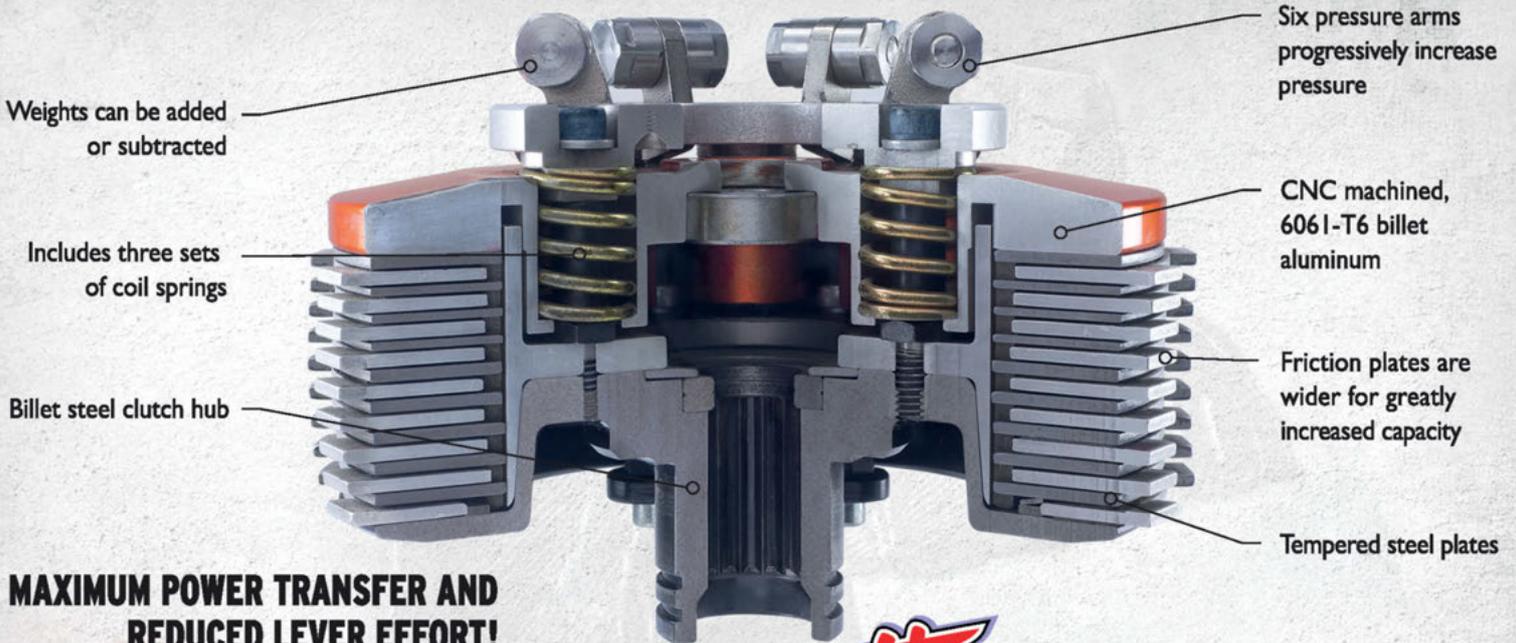
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Plug & Play Handlebar-Mount Instrument System Options

Sioux Falls, South Dakota based Dakota Digital's new MLX-9000 series of handlebar-mounted instrument systems are available in choice of classic oval or "edgy spiked" billet housings in black or chrome. The choices don't end there though, with 31 independently selectable illumination colors for speed reading, message center information, bar-graph readouts and gauge labels. Or choose from 12 preset themes.

Dakota's Josh Kobernusz told AMD that "multiple message centers offer a wide range of information to show the rider exactly what they want to see. The gauge display automatically dims for comfortable nighttime riding and brightens to a high contrast mode for excellent visibility.

"The speedometer can be calibrated for custom-gearing situations and allows the user to select mph or km/h in the setup menu. Added to all that - the MLX-9000 series features Bluetooth technology for programming via the mobile app for both Android and Apple iOS devices. The setup and customization preferences are easily accessed with a smartphone or tablet."

The MLX-9000 Series has the ability to display oil pressure and oil temperature with the installation of separately available sensors; plus, MBM expansion modules are available to add air pressure, boost or compass heading readouts to the message center. It is offered in Data bus and CAN bus model versions, plus American Ironhorse owners are catered for with a separately available fit kit.

DAKOTA DIGITAL INC
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www.dakotadigital.com



Sportster Mid and Forward Controls

Tim and Tyler Cobb of TC Bros fame (Archbold, Ohio) have new U.S. made forward and mid-control kits available for Sportster applications. Featuring CNC-machined billet aluminum folding footpegs, they have precision-fit bronze bushing pivots and TIG-welded and powder-coated mounting brackets. Available as mid-control kits for 1986-1990 four-speeds and as forward control kits for 1986-1990 and 2014 and up XL Sportsters.

TC BROS. CHOPPERS
Archbold, Ohio, USA
Tel: 419 265 9399
sales@tcbroschoppers.com
www.tcbroschoppers.com



Harley Sportster 'Amendment' Side Slash - Optional Crossover

Corona, California exhaust manufacturer Freedom Performance has introduced a new application for Harley Sportsters - the Harley Sportster 'Amendment' side slash.

"Designed to give full range torque, optimal horsepower and deep throaty sound," CEO and co-founder Martin Arteaga said. "One of the signature features includes our one-piece 16-gauge heavy duty heatshield with a 2 1/2" outer diameter and 220-

degree coverage." Shipping with complete mounting hardware and brackets, and O2 ports for the O2 sensors, "each exhaust system is customizable including your choice of ceramic black or show chrome.

"You also have the freedom to choose between the standard header, which is great for long runs, or the crossover chamber header. Although it does add a minimal increase in heat, the crossover chamber will provide more torque - which is great for short runs and increases horsepower.

"What is the difference between a standard true-dual header and crossover chamber header? Freedom's standard true-dual header has an individual header for each cylinder. The front cylinder pushes more than the rear because it gets more air and gas, thus generating more horsepower. The 'Crossover Chamber Header' combines the gas flow from the front and rear header cylinders - adding heat in the crossover chamber to generate more torque.

"Simply put, torque is a way to measure force. Torque



is great for short runs. Horsepower, on the other hand, measures the amount of power that is transferred from the engine to the wheels.

"The FPE heat shields cover the crossover chamber, so they look flawless. This exhaust system includes our performance baffle, which has been pre-fitted for an even easier installation, however, we do offer a quiet baffle, which lowers the exhaust by 5 to 8 dB." Freedom's 'Amendment' side slash is also available for Harley Softails.

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Feature-Rich 'Speed Edge' Slip-On for Pan America - Less Weight, More Power and Torque

Italian exhaust specialist MIVV has added a model-specific, fully engineered version of its 'Speed Edge' slip-on silencer for the Harley Pan America.

The body of the silencer is available in black stainless steel (with a special Black Moon finish) and in titanium. Both versions have the end cap and the anchoring bracket in carbon and come with integral carbon heat shield.

It is a replacement for the stock silencer that



maintains compatibility with the Euro 5 homologation of the bike.

Fully tested and proven, the 'Speed Edge' is a "robust, reliable design that has been on the market for some years. This slip-on configuration has been developed specifically for Harley's 1250 Revolution Max engine ADV, with mounting in the standard position.

"The hexagonal design allows it to perfectly match the frame of the bike. Added to this are weight savings and improved engine performance. The exhaust is equipped with a removable dB killer."

Dyno measurements made by MIVV (complete graphs are available on the company's website) show an increase in maximum power of +2.10 hp at 9,200 rpm. The maximum torque rises by +1.10 Nm at 8,000 rpm. Compared to the stock silencer, the weight is -1.40 kg (-1.60 kg for the titanium version).

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Watsonian Keeping Harley-Davidson On-Side

Even though Harley dropped sidecars from its range in 2011, legendary British sidecar manufacturer Watsonian-Squire is 'keeping the flame alive'. The



latest combo to roll out of its factory pairs the company's GP700 sidecar design with an Electra Glide Ultra Classic.

"Harleys have been one of the top three choices with our customers for the past 20 years," says Watsonian Managing Director Ben Matthews. "Like Triumph's modern classic range and Royal Enfield - the other most popular brands - they have a timeless appeal that complements our sidecars, torque engines for pulling power, and their traditional tubular steel frames make fitting straightforward."

Designed for long distance touring comfort, the Ultra Classic is described as "the perfect partner for the Watsonian GP700, with its wide bench seat, generous leg room and deep screen. The lockable

trunk provides additional luggage space and somewhere to store helmets and apparel securely when parked."

As standard, the sidecar comes with a black gelcoat finish, but custom-match painting, as shown here, is available as an optional extra. Customers can also choose between a classic 16" spoke wheel or a 10" cast alloy. Watsonian makes all its sidecars to order, in-house at its UK factory.

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Kraus Pro Series Seat

Designed and built in USA by Saddlemen for Utah based Kraus Motor Co, this Moto Pro Series seat is described as "the ultimate performance upgrade" for 2008 and up Touring models (FLHR, FLHT, FLHX and FLTR).

The seat combines a Gel-Core interior and Ultra-Foam that creates a foam that is a "perfect balance of rigidity and user compliance. The unique Ultra-Foam molding process creates an element-resistant, self-skinning ergonomic foam cell that seals the foam from water, enhancing the seat's durability as well as comfort.

"The co-molded Gel-Core is the largest comfort

advancement in motorcycle seating since the creation of the suspension. The cover is in solar reflective carbon fiber saddlehide, which will resist harsh UV rays."

This seat is designed for the rider who prefers a narrower seat - it measures 31" long x 15" wide x 11" deep.



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Drag Specialties Additions



Connecting Rod Set



This Drag Specialties connecting rod set is a heavy-duty replacement that meets or exceeds OEM specifications. The complete set includes a crankpin, aluminum retainers, bearings, nuts and forged, heat-treated steel rods with straight small rod ends. It comes completely fitted and ready to install; available for '99-'06 FLHT/FLHR/FHLX/FLTR, '00-'04 Softail and '99-'06 FXD/FXDWG models with 88" motors.

Chrome Rear Axle Kit



This Drag Specialties chrome rear axle kit is made of chrome-moly steel with a bright chrome finish. The

kit includes the axle, spacers, nuts and washers and is available for '14-'22 FLHT/FLHX/FLHR/FLTRX models.

Predator III Slip Stop Seats



Both the driver and passenger areas of these Drag Specialties Predator III Slip Stop seats are covered with Slip Stop, a resilient performance textile designed with gripping qualities to help reduce slippage and keep riders feeling stable. Made from molded, flexible urethane foam, they have an ABS thermoformed seat base and are designed with a narrower width up front for better leg clearance, and a contoured seating area for maximum comfort. They are available for '08-'22 FLHT/FLHR/FLHRC/FLTR/FLHX/FLHTC/FLHTCU, '18-'22 FLHC/FLHCS/FLSL/FLDE/FXBB/FXBBBS, '06-'17 FXD/FXDB/FXDC/FXDL/FXDF/FXDWG and '12-'16 FLD models.

Rear Master Cylinder Rebuild Kit

This Drag Specialties rebuild kit replaces the worn-



out rear master cylinder internals on '08-'22 FLHT/FLHX/FLHR and FLTR models.

Brake Pedal



This steel pedal sports either a smooth chrome or black finish, accepts the stock pad and allows for a secure connection with the braking system. The pedal replaces the OEM part number 42407-02 and fits the '02-'07 FLHT/FLHR/FLHX and FLTR models.

DRAG SPECIALTIES
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Power Vision 3 for J1850 Harley Models

Dynojet's new Power Vision 3 (PV3) for all Harley models (up through 2022) is a 49-state legal easy-to-install tuner upgrade that allows riders to 'flash' the ECU from the road.

"Tap into increased drivability and optimized performance compared to stock and take total control of the bike's performance. After tuning, the PV3 can stay on to provide a vital info full-color instrument panel.
"A high-contrast screen gives you full

control over how you tune your ride with the ability to flash your motorcycle from the road, whenever you want, wherever you want. It allows riders to quickly build their own custom tune or choose from a wide variety of trusted Dynojet-engineered tunes."

It comes with a one-year warranty and unlimited tech support. California? Nah. Don't even think about it! The PV3 is not legal for sale in the state of California.



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www.dynojet.com

Radial Brake Caliper Brackets for 43 mm Fork Tubes

Now owned and operated by Ron Linville, iconic Oceanside, California Custom Cycle Engineering (CCE) - home to Randy Smith's famed finned engine covers - remains the 'go-to' for front fork tubes.

Recent additions include one-piece brackets for radial mount brake caliper brackets on 43 mm fork tubes on Low Rider S (FXLRS 2020-22) and Low Rider ST (FXLRST 2022).

The benefits of radial mount calipers are numerous, including improved feedback and better caliper to



disc alignment as they are secured to the bracket at both ends - as compared to axial mounted calipers - for better pad to disc contact during extreme braking. Plus, radial mounting allows fitment to larger diameter rotors.

These brackets come in pairs and will adapt to factory Harley fork tubes as well as CCE's fork tubes. They work with the factory brake lines, axle and fender and fit most radial mount calipers with 100 mm bolt centers. The kit includes left and right-side brackets and caliper bolts.

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Progressive Suspension for FTR 1200

Celebrating its 40th anniversary in 2022, Progressive Suspension's 465 Monoshock Series is a high-pressure, gas-charged monotube in aluminum with five-position rebound adjuster and threaded body for more precise sag adjustment.

Longer than stock, PM confirms that the wheel travel can be altered without causing clearance issues such as swingarm/axle to exhaust contact as well as chain/belt guard or tire contact.

These 465 Series shocks fit the Indian FTR 1200 line-up at the time of writing (2020 FTR 1200 Rally and 2019/2020 FTR 1200/S).



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Wunderlich Adventure - Pan America Radiator Protection

Respected German BMW and ADV parts and accessory specialist Wunderlich recently unveiled a slew of accessories for Harley's Pan America 1250 and Special - including 'Explorer' hard cases and a number of protection items, such as its



'Doubleshock' axle protection pads, a fairing protection bar and its 'Extreme' engine protection bar system.

More protection items from the company's huge range have now received the model-specific adaption treatment, including this integrated radiator protector, designed to keep the amount of cooling air hitting the radiator at the specified values. With Harley rating the bike for 18% gradients in the desert, and with a huge percentage of the miles covered by ADV models encountering exactly the same road debris risks as any other on-highway

machine, looking after the all-important radiator is mission-critical.

Also seen here is an advanced design of skid plate for protection of the coolant expansion tank, the battery and the charge controller, all of which are mounted directly behind the front wheel in an exposed position on the stock bike - a major potential design flaw. This Wunderlich Adventure 'Extreme' engine protector is made of black powder-coated aluminum.

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Maxima Racing Oils V-Twin Engine Oil Options

Originally best known for its MX and Off-Road oils, Southern California based Maxima Racing Oils was one of the pioneers of the 'Oil Change in a Box' concept for V-twins, including for M-8 engines - oil and a Pro-Filter oil filter (available in chrome or black) under one convenient order number. The company offers a choice of three engine oils, all of which meet or exceed OEM specifications, including the requirements of API SL/JASO MA2.

Maxima's traditional mineral based 4-stroke engine oil is specifically formulated for V-twin engines. The shear-stable formulation provides excellent film thickness and viscosity stability across all operating temperatures. An advanced, proprietary additive system with industry-leading extreme pressure and anti-wear protection keeps the engine running clean, trouble-free and extends the life of the machine.

The fully synthetic 20W-50 V-twin engine oil - an oxidatively-stable formulation that combines surface-active esters with a shear-stable polymer system to provide excellent film thickness and viscosity stability across all operating temperatures in all Harley Big

Twins - is very much the right product, in the right place and at the right time for the Pan America.

Maxima V-Twin Syn Blend is a semi-synthetic, ester-fortified 4-stroke 20W-50 with the same V-twin-specific surface-active esters and shear-stable polymer system to provide excellent film thickness and viscosity stability across all operating temperatures.



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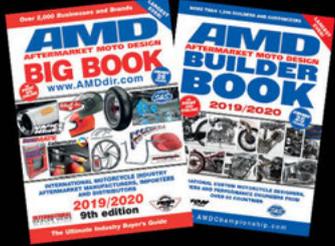
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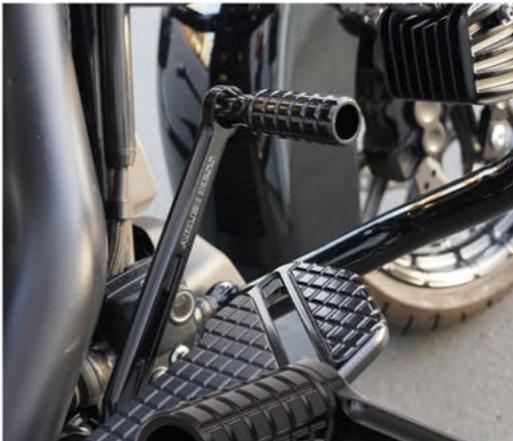
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NEWS BRIEFS

ACEM, Brussels, has stated that registrations of new motorcycles in five of the largest European markets (France, Germany, Italy, Spain and UK - responsible for some 80% of the European total) showed a slight decrease of -0.5% (532,980 units) during the first six months of 2022. Some of the largest European motorcycle markets registered increases, including Germany (117,800 units, +1.7%) and Spain (91,870 units, +10.7%). Registrations decreased in France (108,000 units, -6.4%), Italy (161,500 units, -2.8%) and the UK (532,980 units, -0.5%).

Temecula Harley-Davidson and BMW in California has been sold by former owner Andre Lecompte to Rami Yanni, who now has a seven-dealership group (Wise Riders Inc.). H-D of Yuba City was the first, acquired in 2016, with Redwood, Reno, Orange County, Coronado Beach, Death Valley and now Temecula H-D being added since. Wise Riders is a subsidiary of the Wise Auto Group - established in Northern California in 1914.

Avon Lake, Ohio sound and heat management specialist DEI Powersports recently partnered with Indian Motorcycle of Orange County (IMOC) after Powersports Manager John Gabriel stopped by the dealership to show off DEI's new heat shield liner for the '22 Indian Chief. The heat from the exhaust system can become uncomfortable, especially riding in slow traffic. Not wanting to disrupt the attractive lines and appearance of the exhaust, DEI's heat shield liner kit insulates the outer heat shield, without disturbing the looks of the bike.

Fred Warr 1929-2022

AMD pays tribute to a legendary figure in the Harley-Davidson family, someone whose family created and still operated the oldest Harley-Davidson dealership outside the United States. This obituary was written about his father by John Warr ...

Frederick Howard Warr (Fred) was born in Fulham, London, United Kingdom, on the 3rd of January 1929, the youngest of three children born to army Captain Frederick James Warr and his wife Margaret. Husband and wife ran a motorcycle dealership and general vehicle repair shop on London's Kings Road.

Fred left school aged 14. His first job was as a messenger boy at Harrod's - the international, famous London retailer. In 1947, he joined the Royal Air Force. By then he was also an avid motorcyclist and had already developed what would become a lifelong passion for Harley-Davidson. His father had been an official Harley dealer since the 1920s, and Fred had clearly inherited his enthusiasm for the American built V-Twins.

By the late 1940s, Fred was working with his father at their Kings Road, London store - repairing and selling ex-military WL750 Harleys, which at the time were being sold off at Government auctions.

Fred would buy in bulk and then 'civilianize' the bikes with colorful paint jobs to attract a buying public who were looking for anything other than wartime khaki. Due to post war trade restrictions new Harley-Davidsons were not available.

In 1949, Fred became a founding member of the Harley-Davidson Riders Club of Great Britain. As well as cultivating an active riding and social scene for members, the club also ran many Rallies and Gymkhanas. Several overseas trips took place too, and a popular excursion was to travel to the

continent by air, with your motorcycle by air on a 'roll on, roll off' basis from Lydd in southern England to the then famous Le Touquet airport outside Paris on an ex-wartime transporter. By the early 1950s, Fred had decided to specialize exclusively in the Harley brand. He knew that if the family business was to flourish, he would



need to be able to sell both new and used Harleys.

In rationed post war Britain, government restrictions meant new motorcycle imports were not allowed. Nevertheless, Fred saved the boat fare and traveled to Milwaukee, where he met with the founder's son William H. Davidson.

The relationship between manufacturer and dealer was reaffirmed and after much lobbying of HM Government, and the US Senate, Fred was finally granted a restricted import license. In 1956, the first new civilian Harley-Davidsons into the UK since before the war arrived at the Warr's Kings Road dealership.

Fred married Margaret Ann Humphries 'Rita' in 1955 at the Church of our Lady, Lisson Grove, Marylebone, and their first child Patricia was born in 1957.

By 1960, Fred had become the official

UK Concessionaire for all things Harley-Davidson. 1960s London was in full swing and his Harley dealership on the now fashionable Kings Road was the place to be.

The American brand has always attracted a diverse clientele, and any Saturday afternoon at Warr's would often see rockers, rock stars and wannabees chilling and talking bikes. Keen for some Americana in their productions, film makers would often hire Fred to populate their latest movie with Harleys. Fred stood in for many film riding roles, and in the cult classic 'Girl on a Motorcycle' numerous riding shots showing Mick Jagger's then girlfriend Marianne Faithfull racing along on her Harley are actually Fred in tight white leathers and a long blonde wig!

Fred was also a very accomplished rider and racer. He trialed and raced various Harleys throughout the 50s and 60s. In 1974, he won the prestigious RAC National Rally and later that decade twice took part in the infamous Circuit des Pyrenees in France. His chosen mount one year being a very non-race bike Police issue Harley Electra Glide, nicknamed by the astonished local French press 'Le Dinosaur'.

Fred rode the wheels off the bike, running out of brakes on the mad mountainous descents as the early disc brakes would overheat and fail to stop the beast. Nevertheless, using engine braking and his considerable riding skill, he brought the bike into a very credible top ten finish.

As well as being a promoter of all things Harley-Davidson, Fred was known for his mechanical expertise and astonishing knowledge of the inner workings of the cult V-Twin motors used by the brand.

In the early 1970s, Fred worked alongside the Harley-Davidson factory

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

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