

Harley-Davidson Launches 'H-D Membership' Community Platform and New Membership Program

JULY 2023

ISSUE #288

Initially being rolled out in the United States (with international markets to follow), Harley is leveraging the 40-year history and success of its Harley Owners Group (HOG) with a new, updated membership program "that will bring together riders and moto-culture fans" under the 'United We Ride' banner "to connect, engage and ride with one another."

H-D Membership is free for all participants, "offering multiple ways for members to tailor their experiences, engage with the H-D community and earn rewards. Members who look to further enhance their H-D experience and benefit package may elect to add the Access Pass, for riders and non-riders, with exclusive access to key brand events and content as well as benefits such as enhanced rewards and partner benefits.

"Another option is the Rider Pass which includes tools, content, and

benefits such as roadside assistance, motorcycle service benefits and partner benefits to enhance the riding experience."

The new program does not (at this stage) replace HOG - "the largest factory-sponsored motorcycle club in the world with over 500,000

special H-D rewards for engagement.

"H-D Membership will allow riders and fans to enjoy a personalized experience of in-app social features, riding benefits and access to the Harley-Davidson brand like never before. H-D Membership is a new and positive hub for moto-culture - serving as inspiration to riders and non-riders alike."

Jochen Zeitz, Chairman, President and CEO, Harley-Davidson is quoted as saying: "Our community is at the heart of everything we do - building on the success of the Harley Owners Group, H-D Membership will enhance the way in which we engage with our members, leveraging modern tools to connect riders, deliver new benefits and create new experiences.

"We're excited about giving our community of riders and non-riders a



BUB Streamliner



Continues on page 8 >>>



Best in Show at the 37th annual Biker Fest, Italy, Mannaia's "Miss Penny" has a single sided rear end, an S&S engine, Alfa Romeo turbo, one-off frame and mostly handmade parts. See pages 58-60 for more...

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AMD CONTENTS

AMERICAN MOTORCYCLE DEALER

JULY 2023 (#288)



COMMENT - EU is Now Endorsing eFuels4

In a spectacular volte face with potentially huge implications for the international motorcycle industry, the European Union has now amended its permissible carbon emission-free transport regulations for 2035 and beyond new models by admitting eFuel powerplant options to the party - welcome to the multiverse. Hurrah!



PROGRESSIVE AFT - Mees Dominates the Miles in New Era.....24-26

Everything changes and nothing changes? Jared Mees just scored a third consecutive Mile victory as the 2023 season reached its halfway point at Duquoin, IL. Meanwhile the AMA says that the massively diversified platform and brand landscapes in both main classes puts its rule-set changes to proof.



MIC Q1 NEW REGISTRATIONS - Leading Brand PTW sales down16

The Motorcycle Industry Council reported United States Q1 total new powersports vehicle registrations down by -5.8% at 174,327 units. On-highway motorcycles were down by -7.4% at 64,940 units, Dual Sports +7.9% at 18,703 and ATVs -16.30% at 38,487 units.

BONNEVILLE - Your Chance to Make Yours the Fastest Brand on Two Wheels?.....31-33



The history of motorsports endeavors is paved with the jeopardy of dashed hopes, but does that ever stop us from trying? Hell no. One man's lifelong dedication to the art will play out again at the Bonneville Motorcycle Speed Trials at the end of August - but he needs your help!

AMD PRO GUIDE



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European Union is Now Endorsing eFuels as a 'Future Facing' Transport Solution

In terms of the long-term future of the global Powered Two-Wheeler (PTW) industry, there are several very important stories circulating at this time. One of them is the approval by the European Union of eFuels as part of its post-2035 carbon emission-free vision for the future of transport.

My take on such matters has always been that the future could not be one of a 'mono' solution, a one size fits all transport needs future; but that, literally and figuratively, it would have to be a hybrid future - a mixed portfolio of application-specific solutions.

Battery power could work for some forms of transport - automotive maybe, especially in urban and peri-urban environments, definitely for delivery vehicles and vans, probably road freight too; but shipping, air transport, long distance driving, motorcycles, space flight - these would all need application-specific solutions. A multiverse of power options and solutions.

My 'biggie' has always been the advantages that so-called synthetic gasoline can bring to the table, especially to our table here in the motorcycle industry. Those advantages run from being able to continue to use existing powerplants and model ranges, right through to not having to demolish and rebuild the world's gas stations and related infrastructure, with all the concrete and steel and other emissions-generating waste product and capital investment that would require.

Synthetic gasoline is, of course, only one of several forms of eFuel, and the term itself is slightly misleading. The hydrocarbons are the same as in present day crude oil, and the process of exploding them to release motive force is the same. The hydrocarbons themselves don't care whether they've been pumped up a tube from 10,000 feet below ground, or sea level, or have been cracked from other readily available surface level raw ingredients such as air and water.

"All" that is required is to combine Carbon Dioxide (CO₂) and Hydrogen (H₂) in such a way that the resulting synthetic fuel, which can be gasoline, diesel, gas, or even kerosene, produces more energy than its costs (thus obeying the laws of thermodynamics), using input energy that doesn't itself create carbon emissions in its production.

There are three basic strategies for producing petrochemicals without fossil fuels: using plant materials, using recycled plastics, or through direct production from carbon dioxide and water. The most commonly used raw material at this time is biomass.

However, because synthetic gasoline can be manufactured by simply combining raw material carbon dioxide and hydrogen to create hydrocarbons (petrosynthesis) the end result can also be achieved by direct air capture of carbon dioxide from the atmosphere and the electrolysis of water to obtain hydrogen.

Various global corporations (such as Bosch, Siemens, Audi and others) have already invested billions into trying to solve the energy intensity issues that surround the cost-effective volume production of enough 'synth gas' to replace the volume of fuel needed at existing (or even lower) pump prices.

There are pilot production plants at work (most notably in Chile and Australia) that have moved production volume a next level up the scale, and that are using solar or hydroelectric energy to produce the electricity they need to drive production.

But there is another foot on the hosepipe that has recently become manifest, namely the

colossal level of capital already invested in battery power and the impediment that now represents for the needed ROI for any alternate.

Down the last 20-years or so, I don't know how many times it has appeared that the European Union (especially) has interpreted PTWs as part of the problem rather than the solution. That, in general, has changed in the past decade because of the success that Europe's motorcycle industry trade associations and their OEM members have had in lobbying the benefits of PTWs as a forward-facing transport solution. Thanks too in no small part to a small number of enlightened elected politicians in the European Parliament. However, until now all that good work and optimism for a bright and satisfyingly powerful sounding PTW future looked set to disappear under the weight (literally) of batteries and their (present) limitations.

For an insight into how the EU's recent volte face could play out, make haste (if you haven't read it already) to page 64 (the outside back cover) of this edition and just think for a while about the possible implications that this change in direction could have for our industry.

Ironically, it has largely been pressure from the German automotive industry, placed on the German government and passed on by them to the European Union, that has forced regulators admitting eFuels into the previously too limited range of green transport solutions permitted in their post 2035 new auto and moto model landscape.

Though not arrived at principally for reasons of enlightened thinking, it is nonetheless not a trivial development.

From the outside looking in, it has long appeared that the German government is one that just cannot entirely climb out of the pockets of the German automotive industry - regardless of how hard the present left leaning, green shaded three-way progressive alliance coalition has tried (which is, actually, not very hard, truth be told).

Either way, the undoubted sway that Berlin has over Brussels has forced the EU to compromise. Hurrah!

There are a couple of other very important strategic news stories bubbling under at this time. The latest Japanese 'Big Four' collaboration - this time the formation of a Hydrogen Power research consortium, and what is happening this year to the exhaust anti-tampering regulations in Europe.

We didn't have room for either of those this month but be afraid - future editions are available!

Meanwhile, back at the 'day job' - have you seen Harley's share price? It isn't good. Did you read my channel stuffing remarks last month? As Jochen Zeitz comments in Harley's statement about having to slow down production again (page 8) he, in effect, says that it's a good job the inventory pipeline is full. With Harley unit sales in the 11,000 range in April - some 20 plus percent down on April 2022 - it's a shame that dealers can't sell that inventory as fast as H-D ships it.

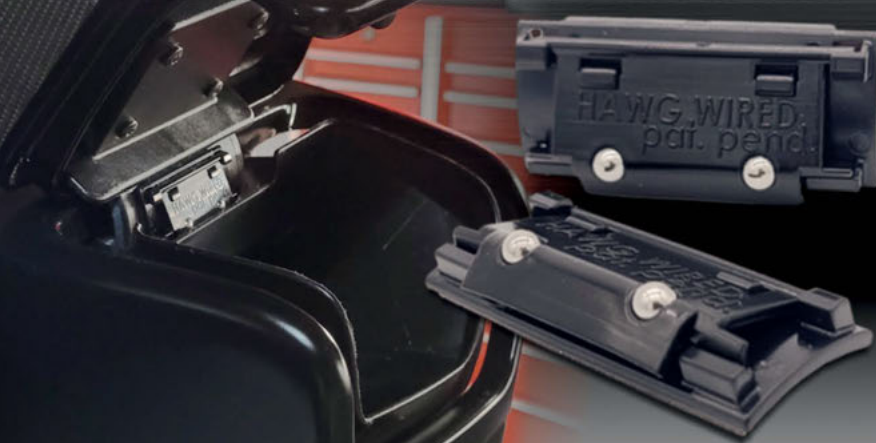
“this is not trivial”

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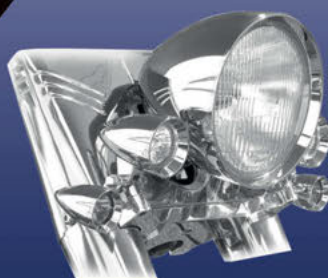
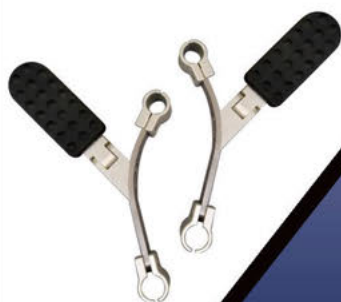
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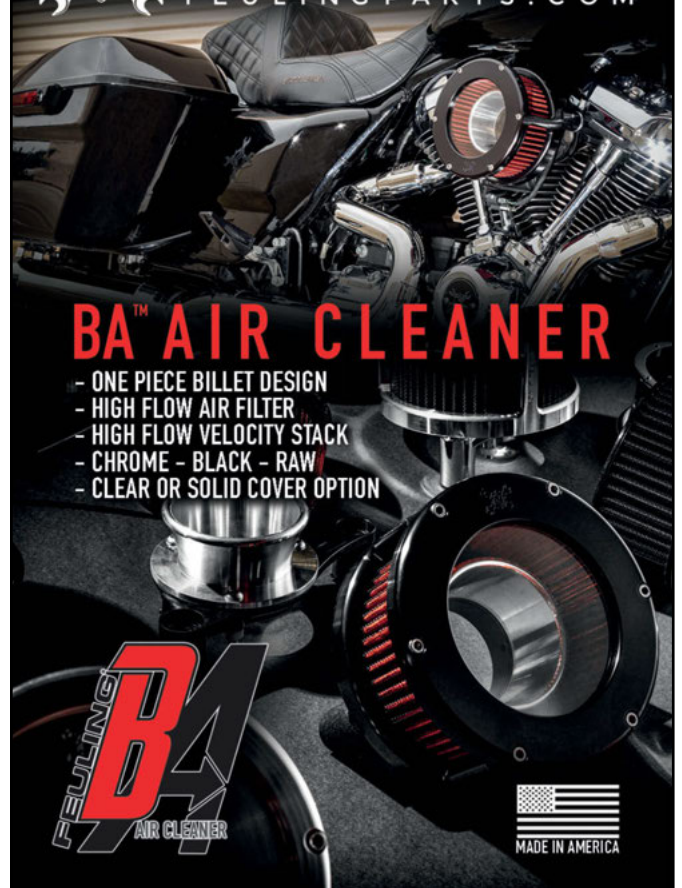


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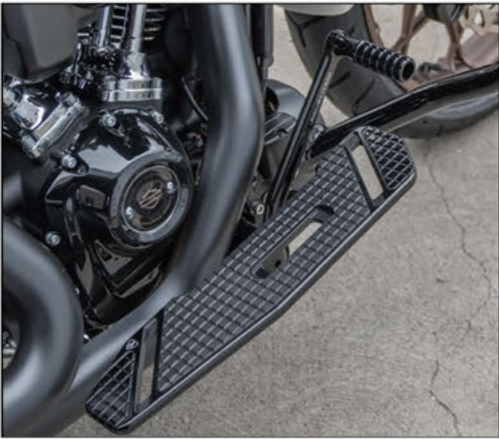
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NEWS BRIEFS

BMW Motorrad has marked production of its 1,000,000th GS model with a boxer engine at its Berlin-Spandau factory - a BMW R 1250 GS. BMW motorcycles have been manufactured in Berlin since 1969 and the BMW Motorrad GS models with boxer engines since 1980.

Family owned, Temecula, California based MotoDoffo Wines has been named the Official Wine of The Sturgis Buffalo Chip. "This marks the first ever partnership of its kind and will bring the wine tasting experience to the thousands of motorcycle enthusiasts that flock to South Dakota each year for the legendary motorcycle rally."

The National Powersports Dealer Association (NPDA) has celebrated the second anniversary of its founding in May 2021. Established to "serve the needs and interests of all powersports industry dealers", membership has grown from 200 a little over a year ago to more than 300 dealerships, including Harley-Davidson, mainstream metric dealers and independent (non-franchised) shops. Chaired by Bob Althoff (of AD Farrow, Columbus, Ohio fame) the Board of Directors of seven men and three women are dealers from Alaska to Virginia, Ohio to Texas. www.npda.org

Ohio based B'laster has been named as the Official Rust Remover of 2023 Permco AMA Vintage Motorcycle Days presented by Royal Enfield - taking place from July 21-23 at the Mid-Ohio Sports Car Course in Lexington, Ohio.

Motorcycle shipping specialist Federal Motorcycle Transport is to return as co-sponsor the 2023 Permco AMA Vintage Motorcycle Days presented by Royal Enfield Swap Meet, July 21-23 at the Mid-Ohio Sports Car Course in Lexington, Ohio.

Kenda Tire is returning as the Official Tire of the 2023 Permco AMA Vintage Motorcycle Days presented by Royal Enfield, which takes place July 21-23 at Mid-Ohio Sports Car Course in Lexington, Ohio.



<<< Continued from cover

new way to connect on and off the road, while ensuring we deliver unique and tailored content to really make their experience with the brand as personalized as possible."

Harley says that H-D Membership will offer riders and non-riders "new benefits to further unlock the benefits of the unique moto-culture community," including a new app experience. The revamped H-D app, now exclusive for members, "has been designed to connect and engage with the wider community."

"Members can now explore new digital and social tools that enable sharing of experiences, and for members to learn and be inspired by each other. With the help of member profiles, member groups, ride planning

and sharing and numerous other tools, members can engage both on and off the road, making these new offerings exciting additions to maximize the H-D experience."

There will also be "unique and personalized content. H-D Membership creates special access to the H-D brand. Tailored to a member's individual lifestyle and riding interests, members will have access to information on new products, special membership events, curated H-D content (including educational riding, moto-culture inspiring, H-D community), and much more."

"Expanded services will provide high-value benefits both on and off the bike such as roadside assistance, motorcycle service, unique member products and more. Additionally, members gain access to exclusive

benefits and special offers through collaborations with Hilton, SiriusXM, AT&T, EagleRider Rentals, the Fuel Rewards program at Shell and Tentrr (two-wheel friendly camping).

"The new membership program will see members earn points for purchases of H-D products at participating Harley-Davidson dealerships and online at H-D.com. Members will also earn rewards for engaging with the community by sharing great content, riding together, attending events and completing challenges."

"Members who also hold the Harley-Davidson Visa card can earn even more points and enjoy extra redemption options and benefits."

"H-D Membership seeks to engage the broader riding community and H-D brand fans, extending support to members who are new to the sport and further promoting an inclusive, positive moto-culture community."

"On or off the bike, H-D Membership connects, empowers and rewards our community, enhancing the H-D experience. Members can download the H-D app to stay up to date on special events, including the Harley-Davidson Homecoming Festival, July 13-16, 2023."

h-d.com/membership



Harley Suspends Production - Again

For the second time in a little over 12 months, Harley has suspended production due to a brake system component issue.

In June the company announced that it had been notified of a potential quality issue relating to brake hose assemblies provided by a tier-2 supplier - Manchester, New Hampshire based Proterial Cable America ("PCA"), a "portfolio company" of Bain Capital that supplies Harley's tier-1 brake system suppliers.

"Following this notification, Harley-Davidson will be running limited motorcycle manufacturing operations at its York facility. This is a new supplier quality issue, separate from the matter

that caused the production suspension in May 2022."

Based on the latest information provided by PCA, Harley-Davidson said that it anticipated that it will have been able to resume full motorcycle manufacturing operations at its York facility on June 26, 2023. The company does not expect its international production to be meaningfully impacted.

Jochen Zeitz, Chairman, President and CEO, Harley-Davidson, said: "While retail sales have improved in the quarter, as we had expected, we have a strong inventory position in the network to help us navigate through this situation - our teams are working

very hard to minimize the impact on the business."

The recently launched 2023 CVO Road Glide and Street Glide motorcycles do not utilize these brake hose assemblies.



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

In an all-new partnership, Cleveland, Ohio based Lincoln Electric has been named Official Welder of Progressive AFT. "With nearly 130 years of history behind it, Lincoln Electric stands today as the global leader in arc welding and cutting."

The NHRA has added Pine Valley Raceway in Lufkin, Texas to the NHRA Member Track Network. Originally built in 2004, the track reopened in 2023 under the leadership of Buck and Austin Hayward, also joining the NHRA Member Track Network for the first time. The family has already made several improvements to the NHRA Division 4 facility with the goal of "making it a top-notch racing facility in East Texas and to bring sanctioned NHRA events to the track." Buck Hayward, who served as the NHRA Electronics Director for 30 years said that "in 50 years of supporting drag racing manufacturing timing systems, installing timing systems to building tracks I never thought I would ever find myself as a track operator." Pine Valley becomes one of the 120 NHRA Member Tracks - eligible to offer racers in the area a variety of NHRA racing opportunities in the future.

The latest Market Report from SEMA shows the automotive aftermarket continuing to grow, surpassing \$51bn in sales in 2022 - growth of +2% over 2021. This is described as continuing a decade of growth for the industry. That said, the growth rate is lower than the 4% to 5% usually seen, with SEMA estimating that sales growth will "remain fairly flat in 2023." Pickup accessories remain the biggest segment for the industry at over \$15bn in sales. Over 80% of companies expect their sales to stay the same or grow in 2023.

Verge Motorcycles, the electric superbike pioneer, has formed an Advisory Board comprising top industry leaders to support its plans for global conquest. "The esteemed experts provide motor sports and technology know-how that will be vital for the company's international expansion. Verge is already enjoying strong growth, and the company is now recruiting top talent for its new Innovation Office in London." New advisors so far include Mark Wilson, former CFO of Aston Martin Lagonda PLC and McLaren Automotive, and F1 legend Mika Häkkinen. Verge is recruiting for its Innovation Offices in Tallinn, San Francisco and London.

Kyle Wyman Scores a KOTB 1-3 for Harley; Rispoli Goes 3-2 for V&H King Of The Baggers Rounds 5 & 6 Road America, Elkhart Lake, Wisconsin

Harley-Davidson Screamin' Eagle factory rider Kyle Wyman extended his MotoAmerica Mission King Of The Baggers points lead with a win on June 3 and a third place finish on June 4 at the recently repaved 4.048-mile Road America course in Elkhart Lake, Wisconsin.

Racing in front of a Harley-Davidson hometown crowd, Wyman rode the team's race-prepared Road Glide motorcycle to his fourth consecutive race victory on June 3, and battled his way to the podium on June 4 for a 1-3 that further extended his King Of The Baggers series points lead by 13 points.

"This was another strong weekend for the Factory Harley team," said Wyman. "It was great to get the win in front of all the Harley fans there, so close to headquarters in Milwaukee - and especially fun to have Willie G. Davidson there to see it."

In the five-lap Saturday race, Wyman sifted through the field on the first lap and locked onto the rear wheel of the race leader, Factory Indian rider Tyler O'Hara. O'Hara and Wyman pulled away from the field, with O'Hara's lead never more than 0.16 seconds. On the last lap, Wyman out-braked O'Hara into turn 8 - O'Hara ran wide through the turn and Wyman passed for the lead, opening a big enough gap to prevent O'Hara making a draft pass on the long uphill front straight to the finish. Wyman crossed the line 0.567 seconds clear of O'Hara.

Mission King Of The Baggers Standings

Pos	No.	Name	Total	Diff	Gap	3/9/23	3/9/23	4/21/23	4/21/23	6/2/23	6/2/23
1	33	Kyle Wyman	116	0	0	0	25	25	25	25	16
2	43	James Rispoli	103	13	13	25	20	11	11	16	20
3	79	Hayden Gillim	89	27	14	20	16	16	13	11	13
4	1	Tyler O'Hara	81	35	8	16	5	20	20	20	0
5	50	Bobby Fong	63	53	18	0	0	13	16	9	25
6	85	Jake Lewis	50	66	13	10	11	9	7	6	7
7	5	Kyle Ohnsorg	49	67	1	8	9	7	8	8	9
8	13	Cory West	43	73	6	13	13	0	0	7	10
9	99	Jeremy McWilliams	42	74	1	11	8	0	10	13	0
10	10	Travis Wyman	40	76	2	0	0	10	9	10	11
11	88	Max Flinders	30	86	10	7	7	8	0	0	8
12	121	Hawk Mazzotta	25	91	5	9	10	6	0	x	x
13	14	Frankie Garcia	21	95	4	6	4	0	0	5	6
14	87	Patricia Fernandez	21	95	0	5	3	x	6	2	5
15	69	Danny Eslick	10	106	11	0	6	x	x	4	0
16	80	Kole King	7	109	3	x	x	x	x	3	4
17	55	Eric Stahl	5	111	2	0	0	x	5	x	x
18	713	Robert Johnson	4	112	1	0	0	x	0	1	3
19	911	Kody Melton	0	116	4	x	0	x	x	x	x
20	17	Bryan Shields	0	116	0	x	0	x	x	x	x
21	86	Shane Narbonne	0	116	0	0	0	x	x	x	x



James Rispoli finished third on the Vance & Hines/Mission/H-D Road Glide. Travis Wyman finished sixth on the Factory Harley-Davidson Road Glide.

In Round 6 (June 4) pole sitter Bobby Fong got a great start on his Sacramento Mile/Roland Sands Indian and pulled away from the field. Behind him Kyle Wyman, Factory Indian rider Jeremy McWilliams, and Rispoli and Hayden Gillim on the Vance & Hines/Mission/H-D Road Glides battled for the entire five-lap race. McWilliams crashed out on the last lap. Wyman drafted past Gillim on the front straight run to the finish but could not quite catch Rispoli, who crossed the line just 0.01 seconds ahead to take second place. Gillim finished fourth followed by Travis Wyman.

After six of 14 rounds in the 2023 MotoAmerica Mission King Of The Baggers series, Kyle Wyman leads the championship with 116 points,

followed by Rispoli with 103 points and Gillim with 89 points. O'Hara sits in fourth place with 81 points. Travis Wyman is in 10th place with 40 points. Next up is Laguna Seca, July 7-9 at Monterey, California (WeatherTech Raceway - Rounds 7&8); Followed by Brainerd, Minnesota, July 29&30 (Rounds 9&10); Circuit of the Americas, Austin, Texas (Rounds 11&12, September 9&10), with the finale at the New Jersey Motorsports Park, Millville, New Jersey (Rounds 13&14, September 23&24).

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NEWS BRIEFS

The 20 nation eurozone bloc fell into recession this winter, with its economy contracting by -0.1% between January and March 2023, after also shrinking in the final three months of 2022. Household spending fell by -0.3% in the first three months of 2023, and by -1.0% in the previous quarter. Germany said it had fallen into recession at the start of the year after its economy contracted by -0.5% in the final quarter of 2022, and a further -0.3% between January and March. In recent months, the European Central Bank has responded by raising interest rates by +3.75%. Ireland's economy shrank by -4.6% in the first three months of 2023 compared with the previous three months. Lithuania's economy was hit hardest compared with last year - its economy shrunk by 3.7%.

BMW Motorrad posted a new all-time high in Q1 of its centenary year, delivering a total of 47,935 motorcycles and scooters - more vehicles in a first quarter than ever before (2022: 47,403 units; +1.1%). Revenues climbed to €933m (2022: €799m/+16.8%). Segment EBIT was up 42.6% to €154m (2022: €108m) and the EBIT margin increased to 16.5% (2022: 13.5%/+3%-points). In other news, the board of BMW AG has approved a further share buy-back programme in a volume of up to €2bn, which is scheduled to start upon conclusion of the first buy-back programme. The latter was started in July 2022 and is expected to be completed in mid-2023. An authorisation to repurchase up to 10% of the share capital within five years was granted by the Annual General Meeting of BMW AG in May 2022.

Following a record year in 2022, Ducati started 2023 with a new record for Q1 deliveries of 14,725 total units delivered. Of its major markets, Italy was +7.0% (2,717 units), USA (1,677) and Germany +21.0% (1,666). Multistrada V4 popularity keeps growing (2,668 units sold in Q1); the company sold 2,005 'Monsters', with DesertX becoming the third most popular model in the range (1,442 units sold). Ducati says it is now selling in 90 countries with more than 800 dealers worldwide, with 55 more slated to open in 2023, including the first Audi Ducati Retail integration dealership for Switzerland that opened in Volketswil (Zurich) in March.

Custom Bike Show Norrtälje, Sweden - June 3, 2023

This was the 49th edition of the market's oldest custom bike show, attracting 3,500 motorcycles and 8,000 visitors from near and far to the Societetsparken in Norrtälje, northeast of Stockholm, the Swedish capital, and staged during Sweden's annual national holiday weekend.

The weather was great for this Twin Club MC organized, AMD Approved program one day show - the longest established of the AMD 'Affiliates'. Riding to Norrtälje on the first Saturday in June has been a well-established pilgrimage for many tens of thousands of motorcycle enthusiasts from across the region. For many it is the first excursion or longer trip of the year.

Visitors and exhibitors came from all the Nordic countries (Sweden, Norway, Denmark) Baltic nations such as Finland, Estonia, Latvia and Lithuania and neighboring countries such as Germany, Poland, Holland, Belgium, Switzerland and more.

Almost 200 motorcycles participated in this year's competition, which included the H-D Chopper, Chopper, Custom, Racer, Classic and Modified standard classes plus Best Paint Job, Twin Club Jury and People's Choice awards.



Göran Larsson from Eskilstuna took home two prizes - Winner in the Racer Class and the Jury's third prize with a racing-built Excelsior from 1918.

The H-D Chopper class had the most competitors this year - nearly 70 motorcycles - with Finland making a 'clean sweep' of the prizes. Jussi "Lunkka" Lundelin from Helsinki won, ahead of Reijo Liias and Lars Lemberg.

Reio also won the Twin Club Jury's award, with Lars Lemberg second. A total of nine out of 24 prizes went to customizers from Finland.

In the custom class, three motorcycle builder "celebrities" shared the three prizes - Kaku Karjalainen won with a motorcycle with a self-built engine, second was Petter Forsberg from Gävle with a racing-inspired build complete with long wheelie bar, and Claes Forsberg took third place with a more traditional, but very sober custom build.

Göran Larsson from Eskilstuna also took home two prizes - Winner in the Racer Class and the Jury's third prize with a racing-built Excelsior from 1918.

This 'day-in-the-park' offers visitors more than just a motorcycle exhibition. As well as leading custom parts and accessory vendors, Juha Hintukainen from Bromma showed and started up the drag racer that he competes with in Europe and the USA - the engine is about 1500 hp and he reaches a top speed of about 350 km/h on race track.

On stage The Bluetonics and Emotional Fire entertained. For the hungry and thirsty there was a restaurant area with a large selection of regional and international food. As usual there was also a range of crafts to see with sheet metal forming, pinstriping, airbrushing and engraving.

www.custombikeshow.se





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NEWS BRIEFS

Honda's Q4 and full year 22/23 financial results (the 12 months to March 31, 2023) put motorcycle segment revenue at +33.00%. Worldwide PTW unit shipments of Honda badged machines from its wholly owned and JV/subsidiary factory network were up over +10% at over 18m. Sales in Asian markets were up by 10.4% (16.1m units), Indonesia was +15.7% (approx. 4.5m units); India was +16% (some 2.4m units). European sales were +9.5% (347,000 units) and North America was +5% (459,000 units). Sales in Japan were essentially flat year-on-year at some 246,000 units. Operating profit from Honda's motorcycle business segment was up by +56.9%, with operating margin of some 16.8% (14.3% in 21/22). For 23/24 Honda is forecasting growth of around 25% for European unit sales to over 430,000.

Kawasaki's Q4 and full year 22/23 financial results (the 12 months to March 31, 2023) put motorcycle segment revenue at +32%, with worldwide unit shipments +13% (555,000 units) within which 'developed market' shipments were +13.9% (237,000 units). The United States saw a 38.4% increase in unit shipments at around 119,000 units, but Europe was down by -5.5% at 67,000 units. Sales in Japan and Australia were also down. Units in 'emerging markets' were up by 12.4% (318,000). The Philippines were up (+29.8%/209,000 units), Indonesia was down (-4.4%/43,000 units); China was down (-18.9%/30,000). Powersports segment operating profit was +90.7%. ATV/UTV and PWC unit shipments were +7.4% (87,000 units). For its 23/24 year Kawasaki forecasts 7% less inventory for its 'developed markets'.

The AMA has announced Nick Harris as its new Government Relations Director, as it "restructures and evolves its Government Relations Department to better serve members across the nation." As part of the evolution of its lobby efforts, the AMA will additionally bring on board an experienced Washington Representative to monitor and influence policies and programs at the federal level.
www.AmericanMotorcyclist.com

SBS Enters Second 'Better Brakes' Program Transition Phase

Following the launch of the company's improved performance brake pad series late last year - SBS 'Better Brakes' - SBS has announced that it has started the expected second transition phase that will include rear brake pad compounds LS, H.LS, RQ, ATS and CT - plus the H.CT front wheel compound.

"Our customers and riders in general expect top brake performance and that is exactly what they with SBS 'Better Brakes'. In addition to improved stopping power and durability, our 'Better Brakes' program also delivers a product that is produced in a non-fossil production setup and without heavy metals such as copper and nickel," says Marketing and Product Manager at SBS, Thomas Midtgaard-Jorgensen.



"Our customers have welcomed the introduction of SBS 'Better Brakes' in full and we look forward to starting to be able to supply riders worldwide with the second wave as well. The second phase is presently being initiated and the first products in the transition will be available for orders by SBS distributors as soon as Q3 2023.

"In addition to the improved braking power and brake feel from first stop, a higher heat resistance increases reliability and durability. All brake pad products will be equipped with integrated NRS Technology which locks the compound material to the backing plate. All compounds for public roads will be ECE R90 approved."

www.sbsbrakes.com





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NEWS BRIEFS

For its Q4 and full year 22/23 financial results (the 12 months to March 31, 2023), Suzuki is reporting global sales of 1.859m units, which is +13.4% (+220,000 YoY). Sales in Europe were 31,000 units (+9.1%/+3,000 units YoY); North America was +11.5% (+3,000 units YoY at 32,000); Japan down by -14.6% (-8,000 units YoY at 46,000), with Asia +15.4% (+204,000 units YoY at 1.528m). India is its largest Asian market by far, at 740,000 units (+21.4%), followed by China at 430,000 units (+6.8%) and Philippines at 197,000 units (22.5%). Latin America was worth 198,000 units for Suzuki in 22/23 (+17.5%). Total Suzuki production (domestic and all international facilities, including JVs and 3PP) was 1.914m units (+7.3%/130,000 units). Total sales revenue from consolidated net sales (all factories) was 333.3bn yen, which was +31.4% YoY, with Europe +33.1% at 39.2bn yen.

For Q1 of its 2023 financial year (January to December) - Yamaha is the only one of the Japanese manufacturers to run an annual calendar financial year - Yamaha states that "demand for motorcycles is strong" with unit sales in all major markets increasing - despite continuing shortage of inventory in the Premium Scooters segment - one where Yamaha is particularly strong. Total global unit sales for Q1 were +112% at 1.274m units for 347.9bn yen. Sales in Europe were +107% for Q1 YoY at 55,000 units and 52.7bn yen (+130%). Sales in North America were +191% (26,000) units; Japan was +90% (21,000 units); Asia was +114% (1.028bn units). Total 'developed market' unit sales (Europe, USA and Japan) were +113% for Q1, with overall inventory as at March 31st described as being lower than optimum levels to meet demand.

USA - Q1 Down by -2.1%



MOTORCYCLE INDUSTRY COUNCIL

The Irvine, California based Motorcycle Industry Council (MIC) has reported that among leading brands, sales of new motorcycles and scooters decreased -2.1% through the first quarter of 2023 (125,712 units), compared to the same period of the previous year (128,368 units). ATVs decreased -16.3% among leading brands; the grand total of powersports vehicle sales for Q1, 2023 - as defined by the MIC - was down by -5.8% at 164,199 units for the first three months of 2023, compared to 174,327 units for the year-ago quarter. Two motorcycle segments did see Q1 increases. The Adventure Tourer (aka 'Dual Sport') segment continued its growth trend and was up by +7.9% (18,703 units), with Off-Highway motorcycles up by +6.5% (38,561 units). Total On-Highway motorcycles

were -7.4% at 64,940 units.

Recognising the tremendous growth of the ADV market segment, the MIC Research and Statistics Department has added a new category to the MIC Retail Sales Report for the first time in decades. The latest report has divided the Adventure and Dual Sport categories as specific types, underneath the general 'Dual' heading*.

Motorcycles and scooters accounted for 76.6% of total new unit sales through Q1, and ATVs represented 23.4%. Scooters were -24.7% for the quarter at 3,508 units.

*The MIC is defining 'Dual Sport' models as motorcycles certified by their manufacturers to be in compliance with Federal Motor Vehicle Safety Standards, designed primarily for off-highway recreational use with the

capability for legal use on public roads. The association is defining Adventure models as motorcycles designed primarily for on-highway use and capable of light duty off-highway riding. These machines incorporate features such as small windscreens, long-travel suspension, engine guards, and are generally designed with either a rally-style front fender or a high front fender design.

For the record: Total new powersports vehicle registrations in USA for 2022 were 733,537 units (-6.2% from 781,806 units in 2021). ATV units were -12.7% at 186,321. Total motorcycle registrations were -3.5% at 537,216 units for the year, of which On-Highway were -5.4% (297,174 units); Off-Highway were -5.0% (145,218); 'Dual' were +9.0% (72,643 units) and Scooters were -4.3% (22,181 units).

Quarterly Retail Sales Flash Report - March 2023

Vehicle Type	General Type	Month				Year to Date			
		2023 Current	2023 Prior	Unit Change	% Change	2023 Current	2022 Prior	Unit Change	% Change
Motorcycle	SCOOTER	1,501	2,622	-1,121	-42.80%	3,508	4,656	-1,148	-24.70%
Motorcycle	ON-HWY	29,727	36,937	-7,210	-19.50%	64,940	70,155	-5,215	-7.40%
Motorcycle	DUAL	8,760	8,300	460	5.50%	18,703	17,333	1,370	7.90%
Motorcycle	OFF-HWY	16,999	15,648	1,351	8.60%	38,561	36,224	2,337	6.50%
Motorcycle	TOTAL	56,987	63,507	-6,520	-10.30%	125,712	128,368	-2,656	-2.10%
ATV	ATV	16,236	19,380	-3,144	-16.20%	38,487	45,959	-7,472	-16.30%
GRAND	TOTAL	73,223	82,887	-9,664	-11.70%	164,199	174,327	-10,128	-5.80%

S&S Cycle Adds Key Role



S&S Cycle recently announced another addition to its sales team to "help support its continuing multiyear growth trajectory."

Jeremy (JJ) Braun will manage key accounts as well as handling business development responsibilities from the company's Viola, Wisconsin headquarters. Braun comes to S&S after spending the last few years driving sales in the automation space, and before that spent a decade at Harley Davidson.



"JJ brings solid experience, a passion for motorcycles and the aftermarket and a rider's perspective that makes him a perfect fit for S&S," shares VP of sales Eric Bondy.

Braun currently owns and rides a Cross Bones and a late model bagger, and like all S&S faithful is eyeing performance parts for both. Look for JJ to make it out to key industry events as part of his ongoing support of future growth.

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NEWS BRIEFS

Central Powersports Distribution of Watertown, SD has completed the latest stage of its transfer of operations, moving all Rieju and GasGas Legacy parts to its new office and warehouse location in Marshall, TX. CPD specializes in importing motorcycles from Europe. In addition to Rieju and Torrot in Spain, CPD imports SWM select models from Italy and the Portuguese AJP line.

Ducati has introduced its first carbon-frame electric mountain bike (e-MTB), the 2024 Powerstage RR Limited Edition. Based on a Shimano EP801 drive unit, premium features include Öhlins front and rear suspension.

GM and Samsung are to JV a \$3bn EV battery cell plant investment - likely in Indiana. This follows a January announcement that GM had decided not to move ahead with a fourth such facility in Indiana in partnership with LG. The facility is scheduled to begin operations in 2026, creating 1,700 manufacturing jobs.

The MIC says that space at the 2024 AIMExpo (Las Vegas, February 6-8) is selling at a "record pace". As at late June it reports that the "tremendous momentum from this year's AIMExpo has given us a boost in planning for 2024," with "more than a dozen OEs (including 10-year exhibitor Suzuki), three distributors including Tucker Powersports and Parts Unlimited, and over 175 companies already committed. This far out from the show, we've sold more floor space than we ever have during the past decade."

Goodyear Confirms Avon Chrome Tire to Remain in Production

According to a news release finally issued by new parent company Goodyear, Avon Tyres, "one of the motorcycle industry's longest-established tire brands", will receive a "fresh focus as part of the wider Goodyear group of brands".

Goodyear acquired the prior Avon parent company Cooper Tire last year. Until recently, the only news to have been released was simply that the workforce at the historic Melksham, Wiltshire, England factory was largely being "let go" and that manufacturing at what was one of the world's oldest

tire factories would finally be brought to an end after more than 100 years - certainly in motorcycle tire manufacturing terms. However, there had been no indication if the brand would continue to exist, or if so, where Avon motorcycle tires would be made in the future, and for which market sectors.

Having incorporated Avon "into its family" in 2022, Goodyear says it is "looking ahead to the future with a reinvigorated approach to the Avon brand."

"Now sitting alongside the Dunlop brand in Europe, the incorporation of Avon into Goodyear's portfolio gives European bikers an even more comprehensive offering than before, with industry-leading products across all sectors of the motorcycle market."

"The new, more focused, Avon range includes the Cobra Chrome tire for cruiser and custom bikes, as well as the popular Roadrider MKII which sits as a

complementary offering alongside Dunlop's strong sports touring range.

"Furthermore, Avon will continue to produce the 3D SUPERSPORT hypersport tire, Spirit ST and Streetrunner sport touring products, Trailrider and Trekriders for adventure use, Safety Mileage MKII and Speedmaster MKII classic designs, and the Viper Stryke for scooters."

"This focus on key designs ensures the Avon brand still offers riders its most popular products, sitting as a strong partner offering alongside

the Dunlop range, which covers everything from off-road to hypersport tires and everything in between."

Goodyear's long-term strategy for its two famous motorcycle tire brands focuses on further developing its motorcycle centre of excellence in Montlucon, France, "where many of the premium products in the Dunlop range are currently developed alongside World Championship level racing tires for Moto2 and the FIM Endurance



Goodyear says that the Avon Chrome custom motorcycle tire will remain in production (somewhere!).



World Championship."

Ben Hoge, General Manager, Motorcycle Europe, Goodyear, stated: "Dunlop and Avon have proud histories and exciting futures. The ranges are highly complementary and meaningfully differentiated, so this gives us the opportunity to offer a wider selection of tires, with one of the youngest product portfolios in the industry, to the trade and riders alike."

"As we plan for 2024 and beyond, we will reveal new product lines, technology upgrades and clear market positioning for both brands."

In addition to this continued commitment to motorcycle tires, Goodyear states that the Avon brand "will remain a key part of Goodyear's portfolio in the passenger vehicle segment."

For the record - Goodyear says it is "one of the world's largest tire companies, employing about 74,000 people and manufacturing its products in 57 facilities in 23 countries around the world, with 'Innovation Centers' in Akron, Ohio, and Colmar-Berg, Luxembourg."



Tire production has ended at Avon's historic Melksham, Wiltshire, England factory after some 120 years.



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Standard 49mm Front Suspension Kit

Performance Machine: Paramount Chrome Front/Rear
Wheels, Wide Tire Front Fork Kit, Vision Series Cam Cover,
Derby Cover, Grips w/LED Turn Signals and Arrow Chrome
Mirrors, Array Horn Cover, Contour Heel/Toe Shifter and Rear
Brake Pedal, Superlight Driver and Mini Floorboards, 4-Piston
Left/Right Front Brake Calipers, Speedstar Front Brake Rotors

Pirelli: Night Dragon GT Tires

Rekluse: RadiusX Clutch Kit

Saddlemen: Extended Reach Road Sofa Seat,
Security Seat Screw

Vance & Hines: FP4¹, VO2 America Air Intake²

Check out more details on this bike at various rallies and events
throughout the year; or log onto dragspecialties.com/bike-builds
to view the complete parts list.

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Resonar - Acoustic Safety Solutions for Motorcycle Helmets

Have you ever heard of Binaural Acoustic Technology (BAT) before? Well, either way, it is a term that those concerned with motorcycle helmet safety issues will be hearing a lot more about in the years to come.

Miami, Florida based Felipe Morales, co-founder of Resonar, a new acoustic enhancement system for three-quarter and full-face motorcycle helmets, says that "if we ride with both our eyes open, then why would we choose to ride a motorcycle with both ears closed?"

That is the simple premise that is the foundation on which the Resonar system has been researched and developed.

"Human sensory systems have evolved to provide us with two eyes and two ears to assist us in what is known as proprioception - our sense of self-movement, force and body position and location." Also known as kinaesthesia, this is the part kinetics, part auditory perception and part 'GPS for the brain' sensory combination that, simply put, allows us to better understand what is going on around us.

"However, as soon as one of our senses is closed off while riding, like

our ears, we lose a significant degree of awareness. Resonar's BAT 8D technology restores the ability to hear hidden threats once again, providing for safer riding conditions on the street," says Morales, "or a more sensitive 'directionality' should one be racing near other racers on a track." Additionally described as "helmet ears", the batteryless and wireless BAT 8D technology is said to "improve awareness significantly while riding with a helmet covering your ears, allowing you to reconnect with your surrounding riding environment" and allowing a better perception of the 'threat landscape' in which you are riding.

"Helmet innovations like ventilation, communications, dual-density EPS liners, rotational acceleration suppression technologies, fog-free and solar-darkening face shields, and moisture-absorbing liners all vastly improve comfort and protection. Yet, the rider's ears remain covered when wearing three-quarter and full-face helmets.

"The world has overlooked one of our fundamentally necessary senses and its incredible contribution to being



more 'connected to', and therefore safer in the constantly changing environment around us as we ride.

"We know that earbuds, headphones and loud music disconnects us from our external environment. Resonar's BAT 8D technology (with no batteries) reconnects us for a more enhanced ride while improving our awareness of peripheral threats without changing or diminishing the protection provided by a certified helmet."

The Resonar team and its associated Binaural Acoustic Technology (BAT 8D) helmet systems are dedicated to improved directional hearing for helmeted users of all kinds, including motorcycle riders, racers, military personnel, aviation pilots and

construction workers employed in noisy environments - all situations where improved auditory proprioception and directionality will improve the safety of helmet users.

The globally patented acoustic technology and brands operate without electronic sources or batteries. The technology was first made public at a scientific road safety conference held in Australia in March 2021, and inventor Felipe Morales was invited to participate in the XIV World Conference on Injury Prevention and Safety Promotion, where he presented "Directional Hearing Awareness - a new way to prevent accidents for helmet users."

www.resonar.com

AHDRA Rolls Smoothly at The "New" Rockingham

Words and photos by Tim Hailey, Eatmyink Motorsport Media

All-American motorcycle drag racing (AHDRA/AMA) put the new Rockingham Dragway racing surface to the test and found it "smooth and quick". The new Rockingham owners and staff delivered a first-class weekend for both AHDRA's nitro stars and sportsman backbone for a race shortened to one day by a dismal Sunday forecast.

Californian Tim Kerrigan dominated AHDRA Nitro Funnybike in the early 2000s, winning two straight championships and now, 20-years later he's ready to go racing again. Kerrigan hired Johnny Vickers of Hawaya Racing to build him a unique Top Fuel bike and brought it to Rockingham to race AHDRA's best. The 2021 Top Fuel champion Ryan Perry qualified number one with a 6.40 at 216 mph, showing that the new Rockingham concrete was getting dialed in well.

Peery had a first-round bye, defending champ Tracy Kile eased past John "J.T." Toth, while Kerrigan put up a stout 6.50 to oust North Carolina Drag

Racing Hall of Famer Jay Turner's ProCharged bike.

In the other E1 pairing, 2X NHRA champ Tii Tharpe had to gather his mount back up to barely catch Larry "Grey Ghost" Stanley. Sadly, that was The Ghost's last pass ever as veteran racer Stanley died suddenly days later of an apparent heart attack. Condolences to his wife Diane McIntyre and Stanley's legions of friends and fans after decades of nitro Harley racing.

Tharpe would go no further, as Kerrigan advanced to the final at Tii's expense. Kile beat Peery at the tree and on track to advance to meet Kerrigan in the final

Kerrigan's bulb prowess continued as he slapped a mean .020 on Kile and

held on 6.50 to 6.59 to take his first win in 20 years, both bikes under power at night for a dramatic, flaming race to the finish.

Kile also runner-upped earlier in the day during the postponed North Florida Don "D.J." Johnson Memorial Top Fuel final that was run during the final qualifying session, with the defending AHDRA champion taking on 2021 champ Peery. This time Kile took the tree with a .110 to Peery's .164, but smoked the tire between the 60 and 330, while Peery thundered to a 6.60 at 212 for the win.

Tharpe rebounded for the Nitro Funnybike win over Peery, while Sam White took the two Hawaya Racing Pro Fuel wins - one for Rockingham and one delayed from North Florida.



Charley Douglass won GMS Racing Engines Xtreme Outlaw; John Price won Zipper's Performance Products Pro Modified; Chris Hoppe won Eliminator; Kimberly "K-Charm" Deshields won Axtell Cylinders Super Modified on a holeshot; Keith Carper won Pingel Modified; Chris Wood won MTC Pro Comp Outlaw Bagger; Ken Strauss won 9.30 and Vreeland's Harley-Davidson 9.90; Daryl Pellegrini won 10.30 index; Cody Hayworth won Universal Fleet & Tire 10.90; Bruce Croneberger won 11.50, and the Hines brothers - Michael Jr. and Jaden - continued their domination of Junior Dragbikes.

www.AMDchampionship.com



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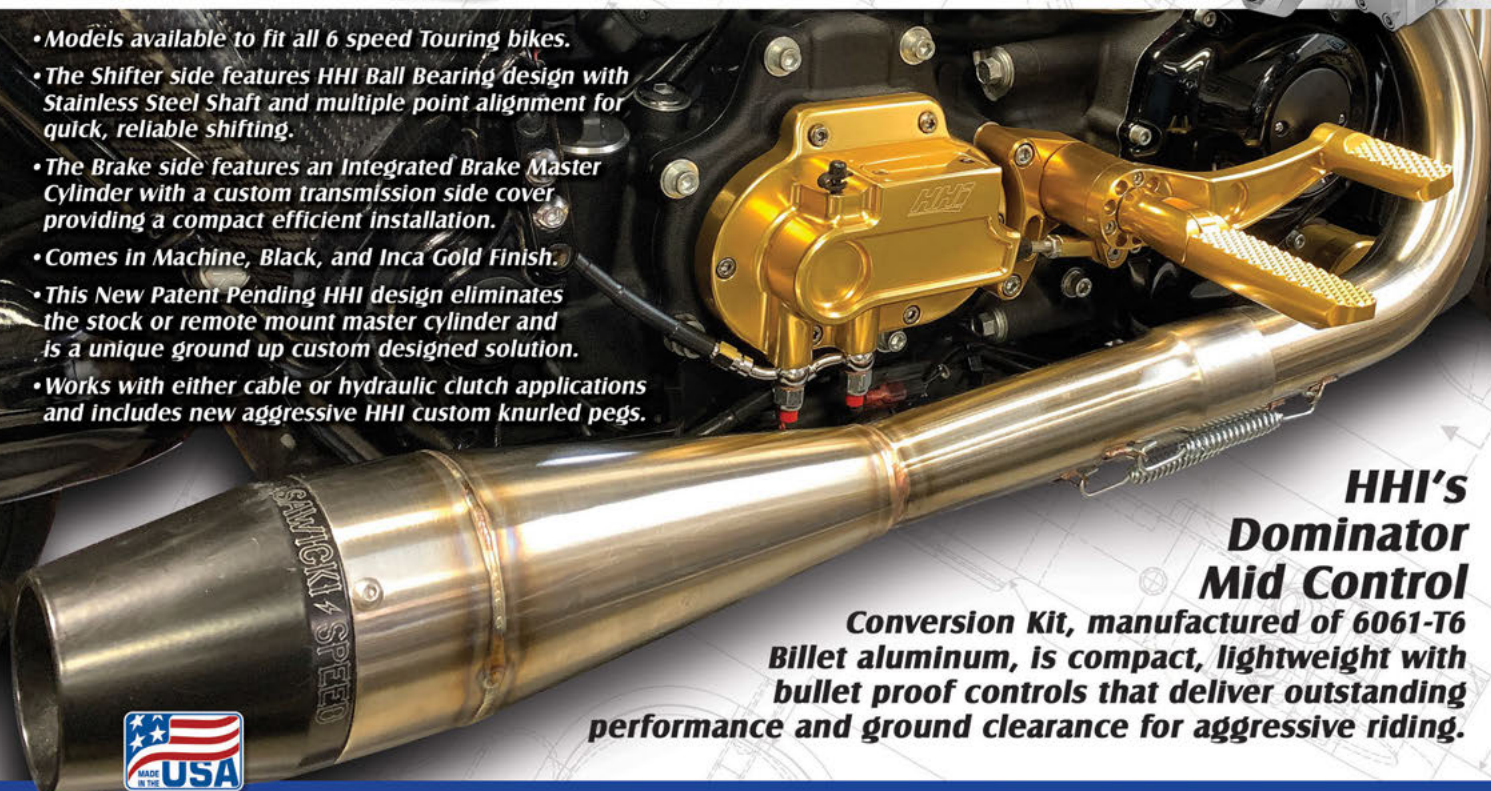


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Sturgis Buffalo Chip Partners with Bell for First Helicopter Rally

Bell Helicopters and Sturgis Buffalo Chip have announced plans to host the first Helicopter Rally during the 2023 Sturgis Motorcycle Rally (August 4-13, 2023). This will be the second year Bell will exhibit and provide demonstration flights in the Bell 407GX and Bell 429, operating out of the Buffalo Chip venue.

The collaboration was celebrated during HAI's Heli-Expo event at the Bell booth with the reveal of a custom Indian motorcycle, built by Lloyd's Garage, that will be auctioned during the Sturgis Rally in support of the Buffalo Chip Legends Ride, an event that benefits South Dakota Special Olympics - Rapid City Flame.

"Bell is always looking at ways to provide customers, operators and enthusiasts with unique experiences through flight and event activation," said Lane Evans, Managing Director, North America. "With more than 500,000 people from around the world participating every year at the Sturgis Motorcycle Rally, Bell is thrilled to host the first-ever Helicopter Rally for enthusiasts and operators at the Sturgis Buffalo Chip."

In 2023, Bell is hosting private owners of Bell helicopters to join the rally action with a Sturgis Buffalo Chip VIP experience for a fleet of lucky pilots and their passengers. Last year, Bell brought a company helicopter to the Chip and enjoyed success connecting with customers and celebrities. This year, the iconic American civilian and military supplier is stepping up the program and hosting its top customers at the Chip, as the venue grows and hosts



Rod Woodruff in a Bell helicopter at the Sturgis Buffalo Chip: "The Sturgis Buffalo Chip has been the home for a whole different kind of chopper for the past 43 years, and we genuinely look forward to Bell owners visiting us again during the Sturgis Rally."

all sorts of enthusiasts.

"Hosting Bell last year was a great opportunity for our top-shelf rally clients to visit with Bell," says Chip President Rod "Woody" Woodruff. "The Sturgis Buffalo Chip has been the home for a whole different kind of chopper for the past 43 years, and we genuinely look forward to Bell owners visiting us again during the Sturgis Rally."

Bell's presence at the Buffalo Chip will offer attendees demonstration flights in the Bell 407 and Bell 429, limited experiences, VIP access to Buffalo Chip concerts and other premium events.

Headquartered in Fort Worth, Texas, Bell is a wholly-owned subsidiary of Textron Inc., and boasts some 25 percent of its workforce having served in the military.

RM Garrison Machining Purchases Ilium Works



RM Garrison Machining Inc. (RMG), owner of Accutronix and Headwinds has added Ilium Works (also of California) to its burgeoning portfolio of parts and accessory brands.

Founded in 1985, Ilium Works (IW) is a manufacturer of aftermarket billet BMW Motorcycle parts and accessories - products such as grips, foot pegs, floorboards, risers and engine guards. "The Ilium program will complement the parts produced in our Accutronix motorcycle parts division - our specialty aftermarket parts brand for Harley-Davidson, Indian Motorcycle and other brand models," said RMG's Shane Williams.

RMG acquired the custom headlight bucket manufacturer Headwinds Lighting in 2019.

The acquisition of IW will add a Mazak HCN 5000 Horizontal Machine Center, a Mazak QTN 200 NY Lathe, (2) Haas VF4 Vertical Machining Centers and a range of complementary secondary machining and fabrication equipment to RMG's existing equipment lineup, increasing the manufacturing capacity at RMG's Phoenix, Arizona headquarters.

Owned by the Williams family, the cornerstone of the business is All American Billet, which was founded in 2013. Accutronix was purchased in 2015, followed by Valley Machine Works in 2019.

The family bought Joel Felty's Headwinds Lighting in



2020 and since that acquisition has continued to expand rapidly, starting All American Chassis in 2020 and All American Hot Rod in 2022, before adding WAM Bumpers later the same year.

www.accutronix.com

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Mees Gets His Revenge in Sacramento Mile Rematch

AFT 2023, Round 7 - Sacramento Mile, Ca., May 13

Jared Mees (No. 1 Indian Motorcycle/Rogers Racing/SDI Racing FTR750) furthered his claim as the preeminent Mile rider currently competing in the AMA Pro Racing sanctioned Progressive American Flat Track with a "pivotal victory" in the 57th Legendary Mission Sacramento Mile powered by Law Tigers at Cal Expo in Sacramento, California.

Mission SuperTwins presented by S&S Cycle

After losing out in the 2022 Miles by 2-1 to then-rookie Dallas Daniels (No. 32 Estenson Racing Yamaha MT-07 DT), their first Mile showdown of the season carried even greater significance than it otherwise would have, with Daniels having arguably emerged as the title favorite so far this year and leading reigning champion Mees in the points. The race went to script with the two separating at the front and settling into a one-on-one fight to the flag. Just past mid-distance, Mees railed around the corners with his helmet down in an attempt to break Daniels' challenge.

While unable to sink Daniels' hopes completely, it gave Mees a few tenths, which he successfully held on to all the way to the end.

The victory was the 24th Mile triumph of Mees' illustrious career. That moves him ahead of Ricky Graham and into sole possession of fifth place on the all-time order and just one away from joining Bubba Shobert and Bryan Smith in a tie for third.

Daniels' teammate JD Beach (No. 95 Estenson Racing Yamaha MT-07 DT) claimed the remaining podium spot, following a final-lap duel with Kolby Carlile (No. 36 G&G Racing/Yamaha Racing Yamaha MT-07), taking third spot by just 0.021 seconds ahead of Carlile at the line. Brandon Robinson (No. 44 Mission Roof Systems Indian FTR750) finished fifth, with Davis Fisher (No. 67 Rackley Racing/Bob Lanphere's BMC Racing Indian FTR750) in sixth.

Parts Unlimited AFT Singles presented by KICKER

Australian phenom Tom Drane (No. 59 Estenson Racing Yamaha YZ450F)



scored his maiden Parts Unlimited AFT Singles presented by KICKER victory in breathtaking fashion in Sacramento. The checkered flag was set to be decided between Drane, Trent Lowe (No. 48 American Honda/Mission Foods CRF450R), Chase Saathoff (No. 88 American Honda/Mission Foods CRF450R) and Chad Cose (No. 49 1st Impressions Race Team/Husqvarna Racing FC450).

Lowe stormed past Drane as they opened the final lap, but the

diminutive 17-year old Australian stormed back by on the back straight, confident he could out-run any and all slingshot attempts in the decisive drag race to the line - winning by just 0.005 seconds over Lowe and 0.036 seconds over Saathoff; Cose finished fourth just another 0.065 seconds back. Drane took his first career Main Event win at what was just his eighth Progressive AFT Main Event. Fifth went to Dalton Gauthier (No. 79 D&D Racing/Certified KTM 450 SX-F).

Mees Keeps On Rolling with Red Mile Triumph

Round 8, Lexington, KY, May 27



Jared Mees (No. 1 Indian Motorcycle/Rogers Racing/SDI Racing FTR750) earned his 25th-career Grand National Championship Mile victory in split-second fashion in the Lexington, KY, Red Mile presented by Indian Motorcycle of Lexington on May 27, 2023.

Mission SuperTwins presented by S&S Cycle

As the 2023 AFT series nears its mid-point, the season so far has taken shape as a heavyweight title fight between reigning Mission SuperTwins presented by S&S Cycle champ Mees and his ascending challenger, points leader Dallas Daniels (No. 32 Estenson Racing Yamaha MT-07 DT).

It was Mees who took the checkered flag by a minuscule 0.042 seconds. The victory was Mees' fifth in six attempts at the Red Mile. It also saw him join legends Bubba Shobert and Bryan Smith for third all-time in career Mile wins.

For Daniels, it was the fourth time this season he's finished a close second to Mees and left him still holding the

points advantage due to a season-long run of firsts and seconds that he kept intact.

The fight for third was a spirited four-way affair, with Briar Bauman (No. 3 Parts Plus/Jacob Companies KTM 790 Duke) ultimately taking third, with JD Beach (No. 95 Estenson Racing Yamaha MT-07 DT) fourth and Davis Fisher (No. 67 Rackley Racing/Bob Lanphere's BMC Racing Indian FTR750) in fifth.

The results gave Indian four spots in the Top 10, including the class win, Yamaha three spots, including a second with their MT-07, and KTM two spots, including a third place, on the 790 Duke.

Regardless of whether or not you agree with the steps that AMA/AFT

have taken to level the senior class platform playing field, in the long-run, history may well judge that the broadened manufacturer participation profile, and the financial footprint that comes with it, was the silver bullet that sustained AFT, protecting it from the largely single marque dominance and arising series atrophy that was in danger of emerging again.

Parts Unlimited AFT Singles presented by KICKER

Trent Lowe (No. 48 American Honda/Mission Foods CRF450R) added more evidence to support the old racing adage that a rider's second win comes a whole lot easier than their first with a triumphant run in a Parts

Unlimited AFT Singles presented by KICKER pack war.

It was Lowe's second-career victory, and Brunner finished just 0.057 seconds back off his teammate in fourth and was followed home by Red Bull KTM teammates Max Whale (No. 18 Red Bull KTM Factory Racing 450 SX-F) in fifth and Kody Kopp (No. 1 Red Bull KTM Factory Racing 450 SX-F) in sixth.

Kopp continues to lead in his title defense with 151 points to his credit. However, Dalton Gauthier (No. 79 D&D Racing/Certified KTM 450 SX-F) was shuffled back to seventh in the melee, a development that allowed Saathoff to join him level at 136 points. Whale is fourth at 130, followed by Brunner (123), Lowe (117) and Drane (105).

The results gave Honda three CRF450R finishers in the Top 10, including the 1-2, with Yamaha two spots (3 and 4), three KTM 450 SX-F finishers (5, 6 and 7) and two Husqvarna FC 450s finishing 8 and 10. It is worth noting that, as OEM 'stablemates', the KTM and Husqvarna 450s are, essentially, the same bikes.



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Mees Win Puts Him Third on All-Time Order

Round 9, DuQuoin, Illinois, June 17



In its long-anticipated June 17, 2023 return to the DuQuoin State Fairgrounds, Illinois, for the "Magic Mile" Jared Mees scored a third consecutive Mile victory and the 26th Mile win of Mees' career, breaking a tie with icons Bubba Shobert and Bryan Smith to claim sole possession of third place on the all-time order.

Mission SuperTwins presented by S&S Cycle

Reigning AFT king Mees (No. 1 Indian Motorcycle/Rogers Racing/SDI Racing FTR750) was forced to pull another rabbit out of his helmet after going back and forth for 12 minutes plus two laps with the superstar trio of Dallas Daniels (No. 32 Estenson Racing Yamaha MT-07 DT), Briar Bauman (No. 3 Parts Plus/Jacob Companies, Rick Ware Racing KTM 790 Duke), and Brandon Robinson (No. 44 Mission Roof Systems Indian FTR750).

The four swapped positions throughout, with none showing an obvious edge - all four were within touching distance as they exited Turn 2 for the final time, operating almost as if a single entity. It was Mees who once again put his name at the top of the results sheet after the pack stormed past the checkered flag. Robinson took second, pushing points leader Daniels outside the top two for the first time all season long despite

taking the checkered flag just 0.097 seconds behind Mees.

Bauman took fourth, JD Beach (No. 95 Estenson Racing Yamaha MT-07 DT) took fifth from Davis Fisher (No. 67 Rackley Racing/Bob Lanphere's BMC Racing Indian FTR750) sixth, Jarod Vanderkooi (No. 20 JMC Motorsports/Fairway Ford Indian FTR750) seventh, with Bronson Bauman (No. 37 Fastrack Racing/2 Wheelz KTM 790 Duke) eighth, Dan Bromley (No. 62 Memphis Shades/Corbin/Vinson Construction Yamaha MT-07) ninth and Kolby Carlile (No. 36 G&G Racing/Yamaha Racing Yamaha MT-07) 10th.

Daniels' perfect podium record still has him leading in the points, but the streaking Mees is now within single digits in second, moving to within nine points of the first (198-189) as the season reaches its halfway point.

Parts Unlimited AFT Singles presented by KICKER

The prodigious Tom Drane (No. 59 Estenson Racing Yamaha YZ450F) came out on top of a race-long six-rider dogfight for top honors between Drane, Chase Saathoff (No. 88 American Honda/Mission Foods CRF450R), Trent Lowe (No. 48 American Honda/Mission Foods CRF450R), Max Whale (No. 18 Red Bull KTM Factory Racing 450 SX-F),

Kody Kopp (No. 1 Red Bull KTM Factory Racing 450 SX-F), and Trevor Brunner (No. 21 Estenson Racing Yamaha YZ450F).

Saathoff controlled the pace from the bottom-line for much of the race. But as the minutes ticked away, that control became more and more tenuous as Lowe, Drane, and Whale all took their turns at the front of the group.

Drane ran in sixth with less than a minute to go but blasted past fellow Aussie Whale to reclaim the lead as the decisive final two laps kicked off.

The Estenson pilot managed to hold that position to open the final lap but saw Saathoff dive underneath entering Turn 3, while Lowe powered by both exiting 4. But Drane nudged back ahead as the pack swarmed to the checkered flag, beating Saathoff to the line by a mere 0.011 seconds, followed fractionally by Lowe in third.

Whale was just 0.081 seconds off the win but relegated to fourth, with Kopp and Brunner completing the top six in that order and meters away from victory themselves.

Reigning champ Kopp continues to lead the way in his title defense. However, Saathoff has drawn that much closer thanks to a fifth consecutive podium finish and is now just nine points behind in second (166-157).

Next Up: The first of a four-race run of Half Miles kicks off with the popular Lima, Ohio Half Mile on June 24, followed by the West Virginia Half-Mile at Mineral Wells, WV on July 1st, the Orange County Half-Mile at Middletown, NY a week later (July 8) and an inaugural AFT visit to the Bridgeport Speedway at Swedesboro, NJ two weeks later, July 22 (Round 13).

www.americanflattrack.com



Mission AFT SuperTwins				DAYTONA Short Track	DAYTONA Short Track	Senoia	Arizona Super TT	Mission Dallas Half-Mile	Ventura Short Track	Sacramento Mile	Red Mile
Pos	Rider	Bike	Points	1	2	3	4	5	6	7	8
1	Dallas Daniels	Yamaha MT-07	180	1 #	1 #	2	2 #	2	1 * #	2	2 *
2	Jared Mees	Indian FTR750	164	4	4	1 * #	6	1 * #	3	1 * #	1 #
3	JD Beach	Yamaha MT-07	131	5	5	3	1 *	17	2	3	4
4	Briar Bauman	KTM 790 Duke	125	3	7	7	3	4	4	7	3
5	Davis Fisher	Indian FTR750	112	9	3	5	7	5	9	6	5
6	Brandon Robinson	Indian FTR750	99	2 *	6	4		3	17	5	8
7	Jarod Vanderkooi	Indian FTR750	94	17	2 *	6	11	7	10	10	6
8	Bronson Bauman	KTM 790 Duke	88	11	12	8	8	8	7	8	10
9	Kolby Carlile	Yamaha MT-07	85	15	11	11	9	10	8	4	7
10	Ben Lowe	Indian FTR750	82	10	14	10	4	9	11	9	11

Parts Unlimited AFT Singles				DAYTONA Short Track	DAYTONA Short Track	Senoia	Arizona Super TT	Mission Dallas Half-Mile	Ventura Short Track	Sacramento Mile	Red Mile
Pos	Rider	Bike	Points	1	2	3	4	5	6	7	8
1	Kody Kopp	KTM 450 SX-F	151	1 *	1 * #	5	2	4	1 *	10	6
2	Dalton Gauthier	KTM 450 SX-F	136	2	2	3	1 * #	7	10	5	7
3	Chase Saathoff	Honda CRF450R	136	10	3	8	5	2 #	2 #	3	2
4	Max Whale	KTM 450 SX-F	130	8	4	1 *	3	5	4	7	5
5	Trevor Brunner	Yamaha YZ450F	123	3	6	4	4	6	5	6	4
6	Trent Lowe	Honda CRF450R	117	4 #		7	17	1 *	6	2	1
7	Tom Drane	Yamaha YZ450F	105	5	12	13	11	10	7	1 * #	3 * #
8	Morgen Mischler	Honda CRF450R	94	11	10	6	15	3	3	11	9
9	James Ott	Husqvarna FC450	77	6	8	2 #	18	18	13	13	8
10	Chad Cose	Honda CRF450R	74	16	13	10	9	8	16	4	10

SMOOTH RIDE SERIES

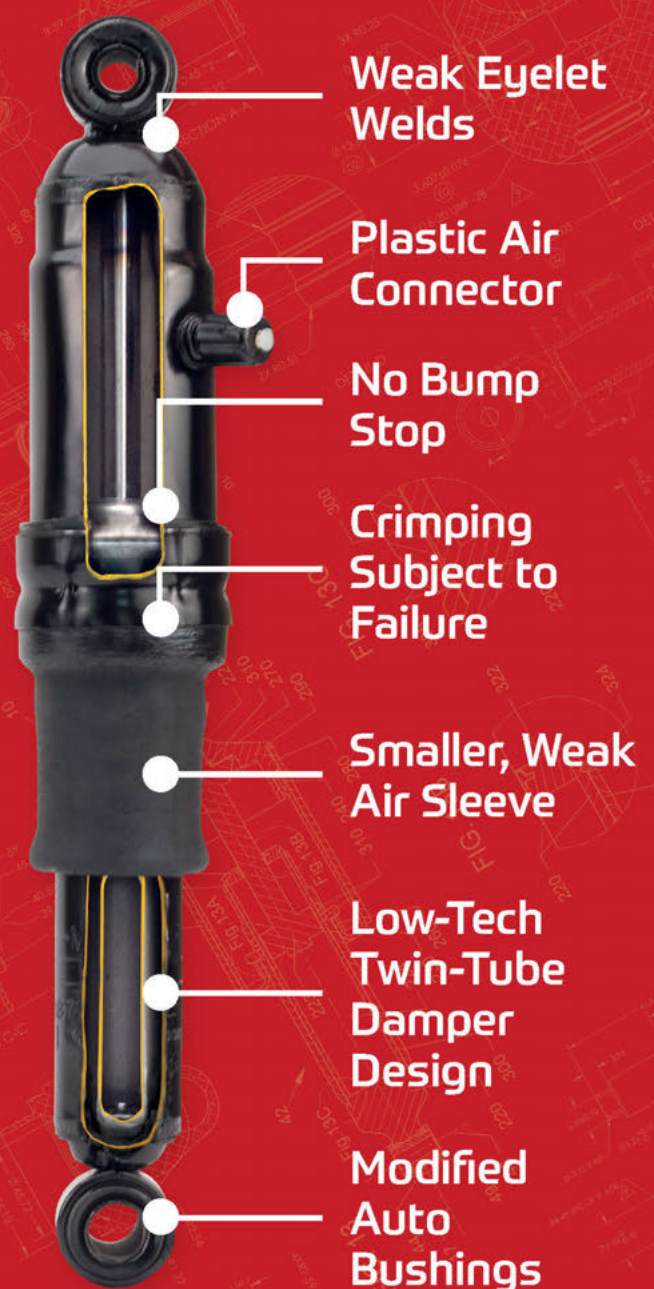
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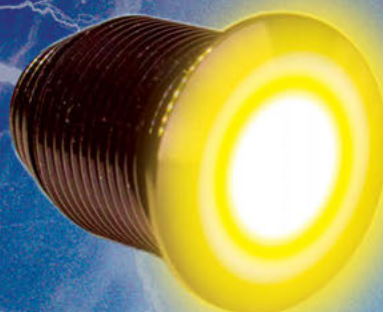
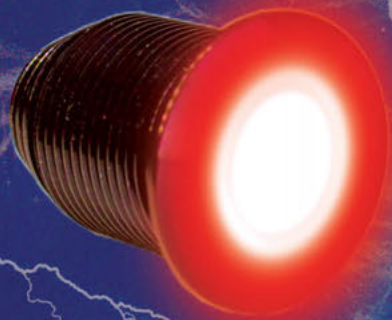
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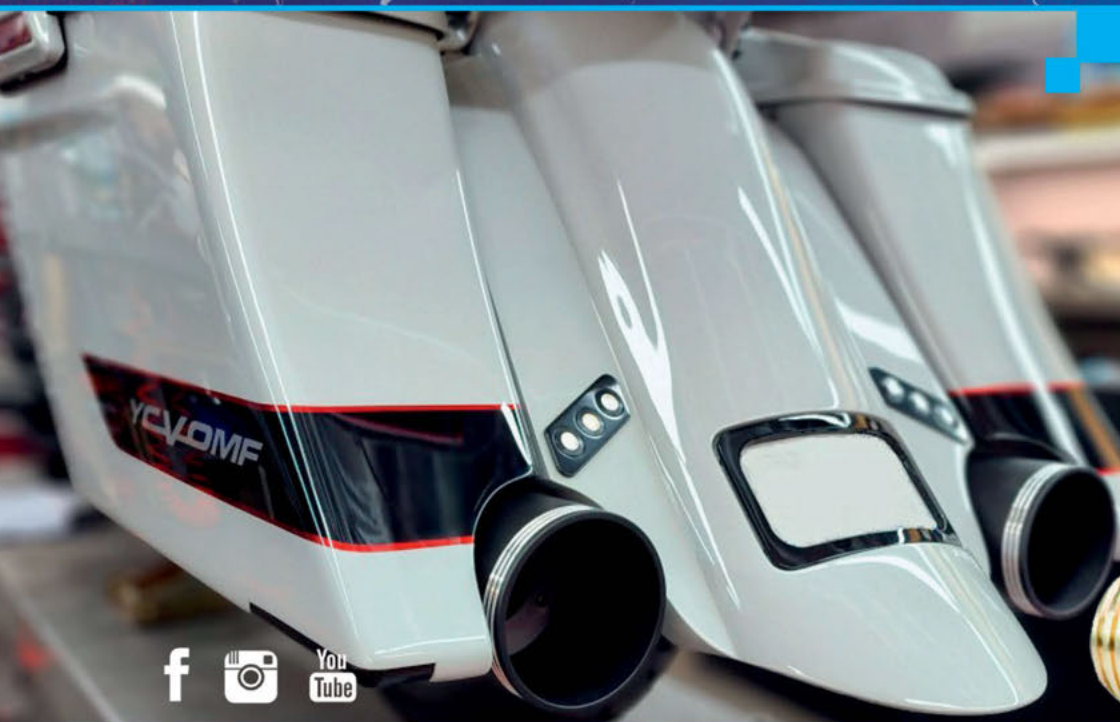


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Who Wants a Unique Place in Motorcycle Performance History?

Denis 'BUB' Mannings' obsession with holding the world's fastest motorcycle bragging rights is the stuff of legend, and continues to this day. At the time of writing this piece, he and his BUB-7 Motorcycle streamliner team are making ready for another serious (very serious) attempt on the world motorcycle land speed record and this is your opportunity to help make the dream happen...

The name Denis Manning needs little introduction to long-term readers of AMD - either because of his former Grass Valley, California 'BUB' exhaust manufacturing business, or because of his life-long addiction to setting motorcycle World Land Speed records at the Bonneville Salt Flats and elsewhere.

Indeed, so bad did Denis have "Salt Fever" that he even started his own event, the FIM recognized Bonneville Motorcycle Speed Trials in 2004 - then and still the only motorcycle specific speed trials for his fellow tribe of LSR

"one-piece
Monocoque chassis"

addicts, and now recognized by AMA as a Grand National Event.

The popularity of motorcycle land speed racing has exploded as a result of the event that Denis started 18 years ago. It has created a worldwide community of motorcycle riders and fabricators who are passionate about the sport. They come together every year to test their machines, and their skills on the Bonneville Salt Flats.

Weather and salt conditions permitting, the 2023 Speed Trials are slated for Bonneville from **August 26-**



Denis "Bub" Manning



The 2009 world record team: 367.382 mph

31 with **Trevor Richter** as pilot.

There are many things that drive such undertakings - great design and engineering, of course; courage and nerves of steel, for sure; but also, that age old lubricant that has always smoothed the path to all forms of racing success, and that of course is MONEY!

And that is where you may come in! Denis has asked for help (help that, I might add, we are delighted to try to provide) in spreading the word that there is what could turn out to be one of the all-time most powerful sponsorship opportunities available.

If you would like to be that sponsor, to help make the plans

"Drag Coefficient
of 0.08"

to recapture the world motorcycle land speed record a reality, and have your brand indelibly associated with sporting excellence for all time, then Denis and his dedicated, hard-working team would love to hear from you.

Everyone realizes that there is no such thing as a 'Magic Money Tree', and we live in straightened times where marketing budgets are concerned - mind you, haven't we always!

However, the key word in this proposition to **recapture** the world motorcycle land speed record. Mr Manning has compelling form where such derring-do is concerned. Unprecedented, unparalleled form.

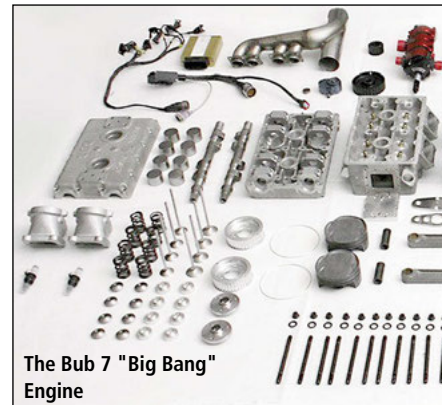
This is far from his first rodeo, and if anyone can put together a project that stands a fighting chance of overturning the odds then surely his knowledge, his experience, his "been there and worn the T-shirt to shreds"





2009: 367.382 MPH

With its ultra-light, high-strength composite body and custom made "Big Bang" V4, the BUB 7 is the most technologically advanced motorcycle streamliner in the world. It is the result of decades of land speed racing experience and thousands of hours of research and development.



The Bub 7 "Big Bang" Engine



formbook suggests that if it can be done, it will be done. Remarkable to tell, but **Denis first captured the world motorcycle**

Thus began an era in which the name BUB has become synonymous with world motorcycle land speed records. In a career spanning more than 60

"the engine was designed and built from scratch making it a one-of-a-kind, purpose built design"

land speed record in 1970 with his Harley-Davidson powered streamliner piloted by **Cal Rayborn**. The official speed was 265.492 mph. The effort was documented and made famous by Bruce Brown in his classic Motorcycle film, "On Any Sunday."

years, Denis has built six of the fastest motorcycles in history. He is a published author, self-taught engineer, award-winning event promotor, and keynote speaker. In honor of his contributions to motorcycle racing, Denis Manning was

inducted into the AMA Motorcycle Hall of Fame in 2006.

In 2019 **Valerie Thompson** piloted the streamliner to a new Australian motorcycle record. This accomplishment also made Valerie the fastest woman in the world on two wheels. While trying to improve this record Valerie lost control of the streamliner and crashed at close to 350 mph.

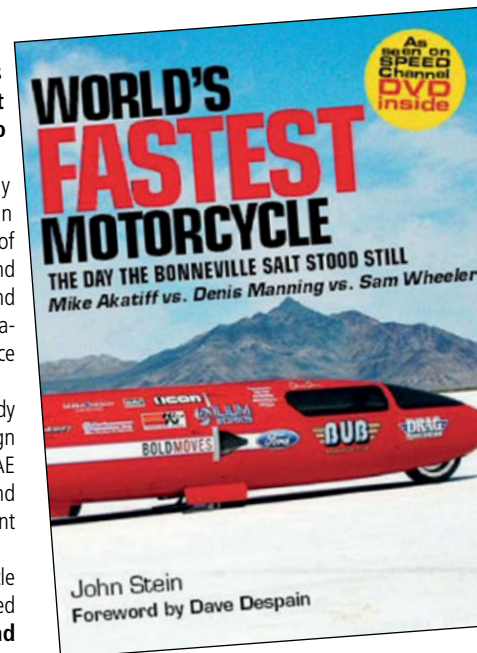
Video shows the crash to be extremely violent but thanks to the overabundance of safety built into the BUB 7 streamliner, Valerie was able to walk away from the destroyed machine with only a small wound to her shin. **The streamliner has since been completely rebuilt and is once again ready to challenge the world record.**

The BUB 7 is the most technologically advanced motorcycle streamliner in the world. It is the result of decades of land speed racing experience and thousands of hours of research and development. The BUB 7 uses an ultra-light, yet incredibly strong, one-piece Monocoque chassis.

Like a Formula One race car, the body is the frame. The revolutionary design is the subject of a Published SAE Technical Paper. The BUB 7 has a wind tunnel documented Drag Coefficient of 0.08.

The heart of the BUB 7 Motorcycle streamliner is its custom-fabricated engine. **Designed, cast, and machined "in-house" it is unlike any other motorcycle engine in the world. It is a methanol burning, turbocharged, 3 liter, DOHC, 16 valve, 90 Deg. V-4 making more than 500 hp.**

All this power fits inside an incredibly



small footprint of only 18 x 28 inches! The term "Big Bang" engine refers to a special timing pattern that allows the rear tire to "relax" between power pulses resulting in better traction on the salt. The engine is the subject of its

Indianapolis Motor Speedway - Hall of Fame Museum
1970 World Record
Harley-Davidson Streamliner



National Motorcycle Museum -
Birmingham, England
The Dual Engine Norton Streamliner



In 2004, Denis Manning founded the world's only AMA & FIM sanctioned (motorcycles only) land speed event.

He contacted **Goodyear** with his concerns only to be flatly rejected. Undeterred, Denis began a decades-long campaign to convince Goodyear to produce a tire capable of withstanding the enormous pressures generated by a vehicle traveling at 400+ mph.

In 2009, Manning's determination (along with large sums of money!) prevailed and Goodyear agreed to create a series of 450 mph-rated tires. Denis was well within his rights to keep these tires as his ace in the hole, but in the interest of everyone's safety, decided to make them available to anyone in the land speed racing community.

Denis Manning's streamliners have enjoyed a tremendous public profile notoriety well beyond their racing careers. They have earned a place of honor in some of the world's most renowned motorsports museums.

The BUB 7 has already secured its place as one of the most important motorcycle streamliners in land speed racing history. It was the first motorcycle to set a World Record over 350 mph and, the first motorcycle to run a sub-10-second mile.

own published SAE Technical Paper, it is mated to the "in-house" custom-made 4-speed transmission that uses an Indy car clutch. The streamliner can go more than 185 mph in first gear. The engine was designed and built from scratch making it a one-of-a-kind, purpose built design.

As early as 1980, Denis Manning realized that the fastest land-speed vehicles were rapidly approaching the limit of the currently available high-speed tires. There are many mission-critical components that make up a successful world land speed record motorcycle and contribute to safety, but perhaps none more so than the tires.

"the BUB 7 is the most technologically advanced motorcycle streamliner in the world"

The BUB 7, piloted by seven-time AMA Grand National Flat Track Champion **Chris Carr**, is a two-time world record holder with a top speed of 367.382 mph. The BUB team is "extremely confident" that the streamliner can go faster. In fact, they believe it is capable

Denis (Bub) Manning
1970 World Record - 265.492mph
2009 World Record - 367.382mph
2019 New Australian Record - 328.467mph

BUB 7 "Big Bang" Engine
 3 liter, turbocharged, liquid cooled,
 16 Valve, DOHC, 90deg, V-4
 104.8 mm bore x 86.9mm stroke
Compression ratio: 9.5 to 1
Transmission: computer controlled
 air shift 4 speed
Clutch: Indy car dry clutch
HP: 500+hp @ 8500 rpm
Torque: 400+ ft/lb
Engine Management: MoTeC 800
Fuel: Methanol
Tires: Custom made 450 mph rated
 LSR special tires by Goodyear

of achieving the purpose for which it was designed and built - namely to be the first motorcycle to go over 400 mph.

The 1970 World Record Harley-Davidson streamliner is in the

streamliner is in the AMA Motorcycle Hall of Fame Museum in Pickerington, Ohio.

The **Smithsonian Institute** in Washington DC and the **Barber Motorsports Park Museum** in Alabama have both expressed their interest in displaying the BUB 7 streamliner as a featured exhibit after it is retired from competition.

This will provide years of extremely positive exposure for sponsors in an extremely desirable historical context - and your brand name could be on the side in perpetuity.

If you'd like to discuss the sponsorship opportunities available, contact Robert Collier, Team Manager at bub7even@gmail.com

www.bubbooks.net

Indianapolis Motor Speedway Hall of Fame Museum; the dual engine Norton streamliner is in the National Motorcycle Museum in Birmingham, England; The Tenacious streamliner is in the S&S Cycle Museum in Viola, Wisconsin, and the Tenacious II



S&S Cycle Museum - Viola, Wisconsin
 The Tenacious Streamliner



AMA Motorcycle Hall of Fame Museum -
 Pickerington, Ohio
 The Tenacious II Streamliner

Wood Performance - 'Platinum' Series M-8 and Twin Cam Lifters

Owned and operated by two-time NHRA National Record Holder Bobby Wood, Cropwell, Alabama based Wood Performance makes the proud boast that it is the leader in high performance dyno-tested carbs (the popular "King Carburetors") and the innovator of the Andrews Products manufactured, Wood Performance specification 'Knight Prowler' short duration, high lift Street Cams for H-D performance engines.



The latest addition to the Wood Performance portfolio of 'Competition Smoking' performance components are the new patent pending 'Platinum' series directional lifters for M-8 and Twin Cam applications using the Knight Prowler specifications (WADL-9012).

Featuring dual float hydro dynamic (instead of static drag) bearings, they deliver a claimed 300 percent increase in active bearing surface and a 400 percent increase in yield strength compared to the more commonly used needle, brass or bronze bushings.



Wood Performance has partnered with Hylift Johnson, a division of Topline Automotive Engineering Inc. to produce these multi-lift high performance lifters.

Manufactured from proprietary heat-treated material, the unique Wood Performance lifter design features direct shot EDM technology oil channels with dual oil ports to feed the dual floating bearing and .080 of additional lifter travel.

These 'Platinum' series lifters have been rigorously road and dyna tested for 40+ hours at 3,000+ RPMs for over 3.6 million lifter cycles. They have been tested and are rated at 800 lb of open valve spring pressure (over 2.9 million lbs total testing) and post-test inspected to reveal zero wear.

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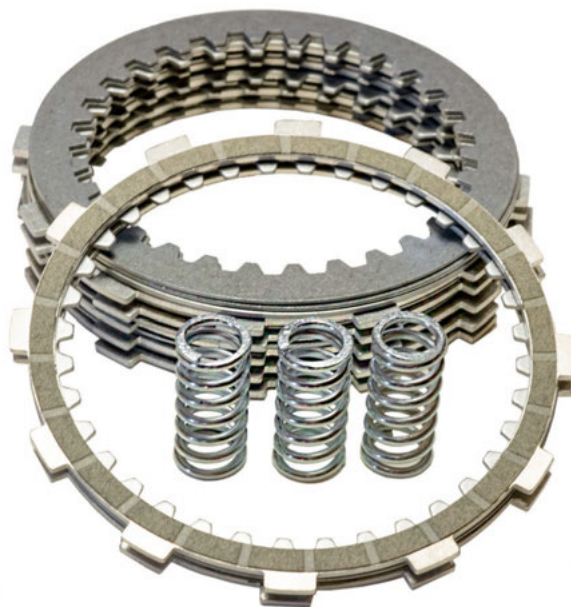


Energy One Adds Two New Clutch Kits

Tempe, Arizona based high performance American V-twin clutch specialist Energy One Performance Clutches has new replacement clutch kits available. First is the TA-1810, which provides a significant further performance and reliability upgrade over stock in 2017 to present FL/CVO/SE/Softail/Twin Cam, is another three spring kit - but with ten frictions, nine steels, and three zero collapse coil type clutch springs.

The CV-1317 is for 2013-2016 CVO and SE applications. The kit includes nine friction plates, eight steels and three zero-collapse coil type clutch springs for increased surface area over stock. The stack height is pre-measured for easy installation. "Smoking the Competition" for more than 30 years, Energy One performance clutches are manufactured in the USA. CEO Kent Foltz told AMD that "our dealers have been telling us that our designs are the optimum choice for H-D replacement clutch plates and components.

"All our Big Twin kits are complete and include a full set of performance friction plates with a maximum groove pattern for heat dissipation and fluid circulation. We manufacture the core in either 6061 T6 aluminum or high tempered steel for maximum durability, and have developed a proprietary, durable, highly resistant, low-noise and race proven friction material. All our steel plates are made with a high tempered steel and are vibratory deburred for extreme flatness for positive engagement and performance."



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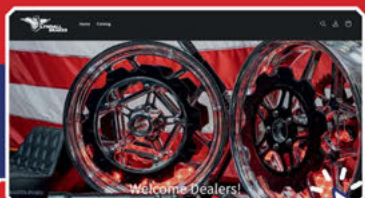
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Biltwell - Feature Rich 'Gringo SV'

California based Biltwell has been quietly cooking up a new addition to its helmet line - the 'Gringo SV'. This is an all-new lid, featuring an improved shield closure, like the one used on the 'Lane Splitter', and Gen2 hinge mechanisms "with some sexy chin bar vents, closeable brow vents, and a rear exhaust." Meeting ECE 22.06 regs in Europe and DOT FMVSS No. 218 compliance in the United States, three shell sizes replace the previous two for improved fit and comfort.

The injection-molded ABS outer shell is lightweight and highly resistant to impacts, and the evolutionary Gringo S shell styling features front, side, and rear vent ports to improve interior airflow, moisture dissipation, and cooling.

A new dual density expanded polystyrene (EPS) internal safety shell absorbs and dissipates impact energy without compromising comfort and adjustable vents above the eye port let the rider regulate internal airflow to cool and dry the head.

A molded urethane chin bar pad dissipates energy during front impact and the chin strap features brushed fleece Lycra touchpoints for comfort, and there's a D-ring retention system with red quick-release pull tab for speedy removal.

The CE-certified, injection-molded polycarbonate shield features anti-fog and anti-scratch treatments for durability and safety; rugged hinge hardware with robust detents allows the rider to open the shield at slow speeds to increase cooling airflow.

Anodized aluminum washers and stainless-steel hinge screws can be swapped with different colors and finishes to personalize the look of the helmet (hinge hardware sets are available separately). The removable/replaceable comfort liner and cheek pads are constructed with fleece Lycra and open-cell foam padding to absorb and evaporate perspiration, and new BioFoam head form panel and ventilated polyester padding maximize airflow around the head to ensure coolness and comfort. Molded EPS ear pockets fit select aftermarket audio accessories.



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OptiMate USB-C and USB-A Combo

Some years ago, the OptiMate USB O-105 popularised a new direction in USB charger design with its ergonomic low profile 'elbow' styling that has a USB-A charging port at 90° to the DIN/ISO 4165 12V connector used on BMW and Triumph motorcycles.

The OptiMate USB O-115 is a popular alternative to the O-105, with its '180°' styling making it more



suitable for use on Ducati Multistrada or Triumph Tiger 800/850/900 motorcycles. There is also a Ducati O-115D branded version.

Both these USB chargers feature 2 x USB-A charge ports that share up to 3300mA of power and they include the unique OptiMate USB interactive standby mode that prevents the vehicle's battery from being drained.

Martin Human, CEO/CTO of TecMate, says that these features have made both OptiMate USB O-105 and O-115 some of the most popular aftermarket USB chargers for BMW, Triumph and Ducati motorcycles. "However," says Martin, "enter USB-C as the universal USB standard for Europe, and with many smartphones going towards USB-C, including Apple, TecMate has responded by releasing the OptiMate USB O-114 and the OptiMate USB O-119, identical in design to the O-105 and O-115, except for one charge port that is USB-C."

The USB-C socket delivers up to 3300mA of charge to a single connected USB-C device, unless the USB-A port is also in use, then power is shared with the second connected device.

"All OptiMate USB chargers have a unique feature that protects the vehicle's battery that it is drawing power from - when the vehicle's engine is turned off, the OptiMate USB charger senses that and will turn off within one hour.

"So, if a rider has stopped somewhere, but needs to charge their phone, or camera or Bluetooth- ready helmet, the OptiMate USB charger remains on for an hour before it goes to standby mode. That prevents even the smallest lithium battery from totally discharging, always leaving sufficient power to start up the vehicle to ride on."

Martin explains: "We're ready to meet the demand



for USB-C chargers, yet we recognise that there is a huge population of devices (phones, GPS, etc.) and charge cables out there that still connect to the conventional USB-A socket. A combination USB-A and USB-C allows you to charge the latest smartphone along with your GPS or other devices."

TECMATE

Tienen, BELGIUM

Tel: +32 (0)16 805 440

www.tecmate.com

www.optimize1.com/usb

Burly Brand Versatile On- and Off-Bike 'Voyager' Line Luggage

Burly Brand offers a wide range of 'Voyager' luggage options that "combine style and functionality," says Brand Specialist Josh Rowlands.

"Burly Brand's exceptional collection of luggage features products designed to meet the needs of modern travelers. From spacious saddlebags to versatile backpacks and everything in between, Burly Brand's 'Voyager' Luggage line will accompany you on your adventures in style.

"When it comes to traveling, having reliable and eye-catching luggage is essential. At Burly Brand, we take immense pride in our unwavering dedication to quality. Every aspect of our luggage showcases

impeccable craftsmanship, from our 'moto centric' zippers to the metal Burly Brand embossed button snaps and accents.

"Our attention to detail is evident in the innovative 'Anti-Flail Snap System,' ensuring the utmost security for your belongings throughout your ride.

Experience the peace of mind that comes with our thoughtfully designed luggage, built to withstand the demands of the road with a thoughtful combination of functionality, durability, and aesthetic appeal.

"Our designs are practical, stylish and robust - meticulously crafted to cater to the needs of modern riders, on- and off-bike."



Sissy bar backpack



Handlebar bag



Throw-over saddlebags

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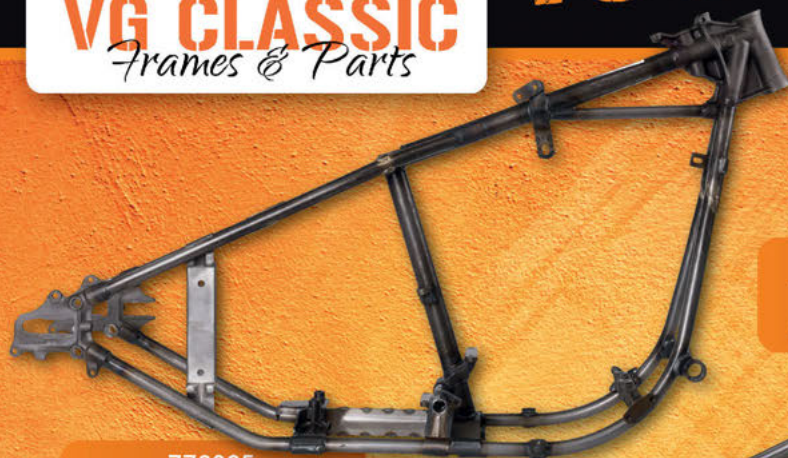
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Dyna pictured with "Pleated" style.
FXR pictured with "Gripp Tape" style.
Bagger pictured with "Diamond" style.
Sportster pictured with "Basket Weave" style.
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Zodiac International - Additions

Dakota Information Centers



This popular, bar-mount Dakota Digital instrument system is loaded with features and is highly customizable. Integrated pushbutton switches allow for accessible operation, even with gloves. User-selectable RGB Lighting allows color selections to suit the bike and theme, movable displays allow the rider to place readouts in a variety of display locations, for several of the displays - there is even a choice digital or bar-graph style readout. Riders can also select between Imperial or Metric displays. Dakota Digital Information Centers have indicator lamps for left and right turn signal, check engine, low oil, security, high beam and neutral. Standard readouts include speedometer, tachometer, odometer, two trip meters, service meter, hourmeter, voltmeter, gear position and clock. Also present are high speed recall, high RPM recall, 0-60 time, quarter mile time and speed.

Fuel level shows (except for 2007-2017 V-Rod) when the required tank mounted sensor is used. Air

suspension pressure, oil temp and oil pressure can be shown when sensors for these are purchased separately. Handlebar mounts are also separately available. The Spike style measures 6 1/2" x 2" (16.5 x 5 cm), Oval style is 5 7/8" x 2" (14.9 x 5 cm).

Rick's Axle and Bolt Caps



These easy-install, German made Rick's covers add a super clean look on all axle and significant mounting bolts for M-8 Softails. Complete kits include seven covers in total: two for the front wheel axle, two for the swingarm pivot, two for the rear wheel axle and one for the upper rear shock absorber mounting bolt.

They are available in a choice of the 'Smooth' or 5-



teeth 'Premium' design. Sets are available in smooth black for left and right.

VG Classic Replica Knucklehead and Panhead Hardtail Frames

These V-G Classic, Dutch made replica frames feature perfect copies from the stock steering heads to the lugs and joints - all cast from Nodulax steel and bearing the authentic numbering. All other brackets, mounts and stops are exact copies from the original parts used in these years too.

Cast, machined steel and sheet metal parts are welded to seamless thick-walled tubing by hand in jigs that are proven to give a perfect result. There are options available for years 1936 through 1957 in 25-, 28-, 29- and 30-degrees rake.



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R&G - Protect and Drive

British parts manufacturer R&G (who recently renewed its Road America race sponsorship in the USA for another year) is best known for its precision-made, advanced motorcycle protection designs.

In fact, though, the range of components and accessories it makes for almost all makes and models of motorcycle is huge - many of them model-specific, and all of them made using quality materials and robust, well thought-out, ergonomic designs.

Most of R&G's parts designs are modification-free, fully reversible bolt-ons.

Represented in the United States by 'Brands That Shine' (www.brandsthatshine.com) and distributed by Twisted Throttle of Rhode Island (www.twistedthrottle.com), R&G recently unveiled one of the largest selections of accessory designs we have yet seen for the H-D Pan America ADV models:

Molded Lever Guards

Originally conceived in Moto2, but now adopted by almost every motorcycle body worldwide (ACU, MSVR, FIM, AMA) and a requirement for racing, the 'lever guard' was developed to help avoid the accidental engagement of the front brake/clutch lever during close wheel to wheel racing (either from accidental contact with another bike or even a rider), but can equally be applied to road riding, protecting your lever(s) from wing mirror strikes while filtering, again potentially causing brake/clutch engagement.



Fork Protectors

Easy to install, axle-mount fork protectors help eliminate damage to the front forks, fork bottoms and brake calipers during a crash or drop. Fork legs are one of the first parts of a bike to hit the ground when the bike goes over. They are very simple to fit and are designed to give a factory look.



Mirror Risers for M10x1.25 Thread Mirrors

Made from 6082 T6 aluminum and suitable for any bike, such as the Pan America, that has an M10x1.25 threaded mirror socket. Risers are perfect for increasing rearward visibility while riding. This extender raises the mirror by 45 mm further up from the original. Easy to fit, simply unscrew the mirrors, screw the adaptor in place, then refit the mirrors. Supplied as a pair (1x left-handed threaded, 1x right-handed thread); black anodize finished.

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NAMZ - 'Perfect Plate Light' frames



It's time to "get that back end more visible," says NAMZ Custom Cycle Products founder Jeff Zielinski, "with our 'Perfect Plate Light' illuminated license plate frames.

"Sure, the name 'Perfect Plate Light' is a pretty bold statement and the only way you should ever feel confident enough to make such a statement is if it's



true - and we feel it is. These are 'the perfect' license plate frame. They not only secure your plate, but they give you all the benefits that LED lighting has to offer - a red running light, brake light, turn signals, white tag illumination and most importantly, safety!

"When we came out with these in 2019, we knew we had a game changer. These little additions to the backside of your ride will definitely let everyone behind you know that you are there. They feature ultra-bright SMD LEDs and are completely sealed from the elements for a lifetime of worry-free operation. They bolt onto any flat 7" x 4" flat backing plate and install in minutes. We offer fitments for virtually every H-D and Indian model, and our flat 'Perfect Plate Lights' will also work with our Turn Signal Eliminators - to really clean up the back end, yet still provide the bright visibility you need."

Also seen here, NAMZ' new curved 'Perfect Plate Lights' are a great addition to the NAMZ license plate family according to Jeff. "These are the only 360-degree LED license plate frames on the market. Made using the same element-sealed ultra-bright SMD LEDs for a lifetime of brightness, our curved frames



are available in gloss black powder coat or chrome plated finish with an OEM style backing plate mount - or a universal surface mount that uses the existing OEM bolt holes for above taillight applications."

Celebrating 21 years in business, NAMZ and Badlands products are available through Drag Specialties, Parts Unlimited, Tucker, Mid-USA, J&P Cycles, V-Twin, Parts Canada, Parts Europe, Custom Chrome Europe, Motorcycle Storehouse, W&W, Zodiac, Rolli's Speed Shop in Australia and Performance Cycle Wholesale Limited in New Zealand.

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New Roeg Moto Co. - 2023 'Chaser Collection'

New for 2023 from Dutch moto apparel brand Roeg, the 'Chaser Collection' is said to combine style, comfort and protection. "Whether you ride on- or off-road, commute to work or about to embark on a trip, you'll find something to suit your needs in this collection."

Previously best known for helmets and casuals, new to the range for this year are motorcycle denim jeans, jackets and gloves - "as well as new designs and colorways of helmets, and popular, established casual styles such as Roeg sweats and hoodies."

"Made with premium quality materials, manufactured by skilled craftspeople, and designed to fit perfectly, the 'Chaser Collection' is not just clothing, it's a lifestyle - for those who dare to be different, who love adventure and who never give up and chase their dreams."

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Inexpensive Performance



The CV (constant velocity) carburetor was standard equipment on many Harleys from the late '80s to the late '90s. It was also available as a performance upgrade with a larger venturi.

Described by American Prime Manufacturing (APM, California) as "inexpensive performance", this CNC machined precision die cast aluminum 40 mm Venturi replacement comes as a complete assembly, is available in silver or black finish and accepts OE parts. It fits 1990-2006 Softail models (and others). It is not for sale or use in the State of California.

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BST 1000 - "A Complete Battery Testing Program"

French battery specialist BS Battery - named for founder and General Manager Benjamin Sebban - recently built on its established relationship with Parts Europe by teaming up with Parts Unlimited and Drag Specialties in North America.

A prolific new product developer, Benjamin described the new BST 1000 as a complete battery testing program for 12V lead acid and lithium batteries - offering battery testing, charging test and 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 and checks the alternator and the starter too. The indications appear on a large LCD screen in English or Spanish."

Benjamin says that race development of its products is at the heart of its R&D program, with "close collaborations with the technical engineers at the racing teams and motorcycle brands we support and supply."

The BST 1000 is delivered with a clamp set, pouch protection and a USB cable that is easy to connect to a computer.

"Having a comprehensive analysis of the battery's lifespan is crucial for the professionals who want to provide the best possible service for their customers. Crafting useful solutions for workshops is our priority."

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New 'Bagg'r Rack' - Saddle Bag Storage System

Sometimes the simplest ideas are the best ideas.

Everyone struggles with trying to keep hard bags safe and pristine when they are off bike, whether in the dealership, custom workshop or riders de-mounting their bags at home. Everyone comes up with the easiest way they can to keep hard bags safe, but everyone has also been caught out at least once at some stage.

Enter Rob's Dyno Service of Gardner, Massachusetts (performance fanatic Rob Swartz), with the simplest of solutions - but one that to our knowledge hasn't readily available as an order item before.

The new 'Bagg'r Rack', created by Rob's Dyno Service, is designed to keep bike bags free of scratches and securely mounted. It can be used as a free-standing rack on the shop floor or mounted to a wall for increased protection.

The Bagg'r Rack also makes transporting multiple bikes easier - it can be mounted on the wall of a trailer to hold the bags while traveling, and allow for more space when transporting multiple bikes. Plus, it can be used in-store to display custom bag designs, paint and accessories.

It works with side covers from all touring bikes made between 1995 to present. "Take advantage of this great new product to keep your or your customer's bags safe and scratch-free," says Rob. "With its user-friendly design and unbeatable protection, 'Bagg'r Rack' is sure to become an essential part of your workshop and biking experience."



Biker's Choice Handlebars

Described as "redefining the riding experience", Biker's Choice handlebars are said to be "the ultimate choice for motorcycle enthusiasts seeking unparalleled comfort, control, and style."

"Engineered to elevate your riding experience, our handlebars are crafted with precision and designed to cater to your individual riding preferences. From cruisers to sport bikes, Biker's Choice offers an exceptional range of handlebar options to suit every rider's taste and riding style. "Unrivalled quality, precise craftsmanship, and an unwavering commitment to rider satisfaction are the hallmarks of Biker's Choice Handlebars."

They are available in chrome, dimpled and drilled for cables or choice of chrome or black for Fly By Wire (FBW) applications. Available in 1.00", 1.25" or 1.50" tube diameter, the wide range of FBW dimensions run from low, medium or high 'Buckhorn' style with 32.24" or 33.00" widths, 6", 8" or 12" end rise and 6.5" or 6.75" pullback, through 'Super Bars', Drag



Bars, and Prime Aps for FLT/FLHT for '15 and later and Batwing applications, and Fat Bikini Beach style, 10", 12.5", 14", 16" to 18" Ape Hangers and Pullback T-bars (8" 8.5", 10"/10.5").

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Drag Specialties - Additions

Easy Find Kickstand Extension



This Drag Specialties easy find kickstand extension kit includes a mounting extension and all the necessary hardware. Drilling is required to mount the extension. It comes in a black finish and is available for '99-'06 FLT, FLHR, FLTR, and '00-'06 FXST, FLST models (except '05-'06 FLSTN).

Sportster Side Covers



These covers are made with a stamped-steel construction and replace the stock painted covers in minutes, with no drilling required. They are available in chrome for '14-'22 XL models (except '21-'22

RH975/ RH 1250S Sportsters. They are sold separately for the right and left sides.

Brake/Clutch Control Kit



Each kit includes a brake master cylinder assembly and a clutch control assembly. Kits are made from aluminum with a matte black finish. Available for '17-'20 FLTR/FLTRX models.

Solo Seats



This Drag Specialties solo seat features a 6.5" tall driver support that gently slopes down to the passenger seat area and is designed narrower at the front for better leg clearance. It is constructed with a high-quality automotive-grade vinyl cover and molded polyurethane foam for maximum comfort and styling.

The 3/16" thermoformed ABS seat base gives a perfect fit while the carpeted bottom protects the bike's paint. The seat uses the stock fender mount holes and includes all mounting hardware. It is available in Smooth or Double Diamond stitch with black, red or silver thread for '18-'23 FLSE, FXLR, FXLRS, and FXLRST models.

Forward Control Mounts

This Drag Specialties Forward Control Mount kit includes the left and right supports along with chrome mounting hardware to match or compliment chrome or polished foot pegs and levers. The kit is available for '18-'22 FXFB, FXFBS, FLSE, FXBR, FXBRS and FXDRS models (replaces the OEM #50500693).



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

'Folsom Prison' Handlebars for Indian Motorcycles

Lincoln, Nebraska based TAB Performance (Casey and Justin Pflanz) has announced the launch of the new 'Folsom Prison' series handlebars for Indian Motorcycle models. "These handlebars provide unbeatable stability and comfort, giving you a premium ride experience every time. With their firm

and responsive design, you'll be able to ride every day and perform every second," says Justin. "They are all about stability and quality."

The interior of the 'Folsom Prison' handlebars has a smooth finish that eliminates any ridges where wires can get snagged. "The 1.5" fatties provide plenty of space for all those cables, ensuring a neat and tidy look. Plus, these handlebars are available in +4, +6 and +8 inches over stock so you can find the perfect fit for your arms."

For added visual appeal, these handlebars feature a gradual taper to the hydraulic reservoir as well as a modern 'widow's peak' design. They are powder coated from tip to tip to protect against rust and corrosion. They are available in black for 2018 - up Chieftain, Challenger and Roadmaster models.

"Our goal was to create something unique that provided riders with maximum comfort and control, while still looking great," said Casey. "We're proud to have achieved that with our new 'Folsom Prison' handlebars."



Features include reduced arm reach for less shoulder strain and greater control over cornering and low manoeuvres.

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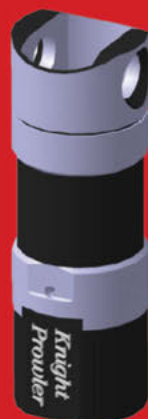
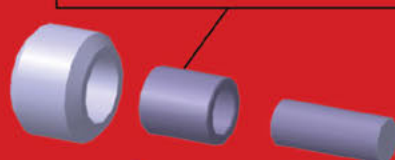


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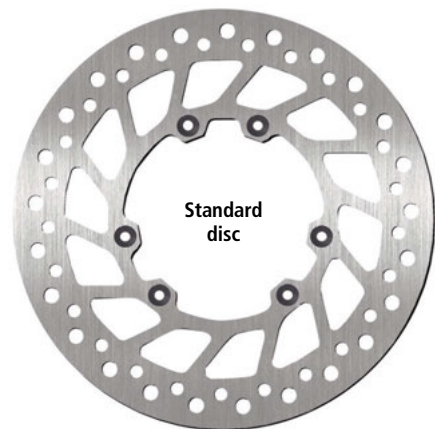
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Drag Specialties Expands SBS Rotors Selection



Danish brakes specialist SBS Friction has added brake rotors as a complementary product to the SBS brake pads carried by Drag Specialties and Parts Unlimited. "The program expansion is the result of an extensive trial period among customers," said SBS Marketing and Product Manager, Thomas Midtgaard-Jørgensen.

"The feedback we have received on the performance characteristics of our rotors has been excellent, so



the expansion will encompass product references in the standard, upgrade, and oversize classes.

"The SBS Standard Brake Rotor-series generally corresponds to the original OEM fitted brake rotors. The range includes round or similar standard shapes, either with fixed or floating construction.

"The SBS Upgrade range does what it says on the box - it gives the opportunity to upgrade existing, stock brake rotors with something more spectacular. You can choose between a floating or SBS signature



contour design.

"Finally, SBS' Oversize Upgrade rotors have been especially developed for off-road front brake use and delivers improved stopping power and better brake feeling."

All SBS brake pads feature NUCAP NRS technology, which secures a mechanical and indestructible bonding of the compound with the backing plate.

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Softail 2.5" Right-Side Staggered True-Dual Complete System

Corona, California based Freedom Performance Exhaust is offering new 2.5" right-side staggered 2-into-2 "Cholo Style" Sharktail system options for 1986 to present Softails.

"Different from our traditional fishtails that come on both the left and right, this stylish exhaust also emits a nice, Vicla sound. The system comes with removable baffles, with optional quiet baffles available for separate purchase.

"In addition, O2 ports and plugs in 12 mm and 18 mm threads are included with Sharktail systems for bike years 2007-present (only). This package also comes complete with a full hardware kit that includes all the needed mounting brackets

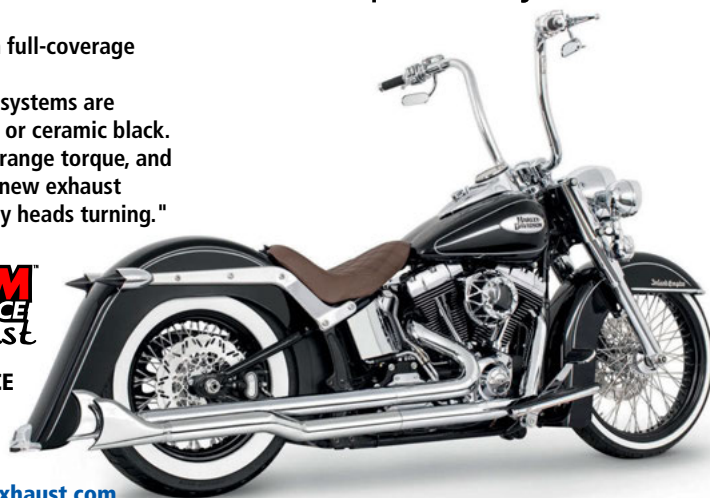
and comes complete with full-coverage heat-shields."

These heavy-duty fishtail systems are available in show chrome or ceramic black.

"With anti-reversion, full range torque, and optimal horsepower, this new exhaust system is sure to get many heads turning."



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Corona, California, USA
Tel: 951 898 4733
www.freedomperformexhaust.com



Coastal Moto H-D Trike Wheels



Brand new for 2023 and available exclusively through Drag Specialties, Coastal Moto says its "world famous Largo 3D wheel design is now available with matching rears for Harley Tri-Glides, Freewheelers, and the brand-new Road Glide 3.

"Offered in chrome or black cut, our 18x7 Rear is a direct bolt-on for all Harley Trikes - no modifications are required."

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Two-way seat bag/backpack



10 liter saddlebag, dimensions 300 x 360 - 390 x 125 mm

straps and four-cord adjustments, wide openings for ergonomic use and carabiners that can be attached to sewn tapes. Reinforced metal wire frames at the side edge keep bags firmly in shape and mounting straps keep luggage safe. The luggage is available in a selection of colorways and sizes, made from materials including tarpaulin fabric and polyester.

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Armored Attitude Adjuster

If you have a 2006 or later Dyna, or a 2007 and later Softail or Touring bike, Bert Baker says that "you know the issues that come along with the stock auto chain tensioner. At the first moment that the chain has any slack in it, the auto tensioner ratchets the shoe up another notch.



"Now one notch is not going to be an issue, but the tightening never stops, and this causes several problems. The BAKER manual chain adjuster is stronger than the original and prevents damage to the motorcycle's left-side motor case bearings, inner primary bearings, clutch hub bearings, and transmission output gear bearings."

This Baker manual chain tensioner allows you to set the chain to the proper 5/8" 7/8" (cold) freeplay, and never have to worry about it being too tight.

The chain shoe is machined from Nylon 66, the active plate and back support plate is investment cast with 4130 steel. It has 28% finer teeth spacing (compared to 2001-06 chain adjusters) for more accurate adjustments - the chain adjustment method is same as 2001-06 style stock 'L-Bracket' adjusters.

Bert says that this design increases torque by 3.42 ft/lbs, reduces primary noise, helps prevent damage to the primary and improves motor bottom end and inner primary race bearing durability.

It is designed for 2006-later Dyna models; 2007-2017 Softail models and 2007-later Touring models.

"The Armored Attitude Adjuster is an excellent solution for any non-racing application. We offer this chain adjuster for fitment with stock outer primary covers. I recommend checking the primary chain tension at the 500-mile interval and then after every 5000 miles, and you should replace the chain if cannot be adjusted properly."

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Barnett Extra Plate Clutch Kit

Available for 2017-23 Big Twins, Barnett's new 'extra plate' clutch kit "features our proven Kevlar 'segmented' friction plates, tempered steel drive plates and a set of heavy-duty springs.

"Clutch capacity is increased by 10 percent, making this kit ideal for modified motors and high-performance riding applications. All clutch kits are measured for proper stack height prior to packaging to ensure optimal performance."

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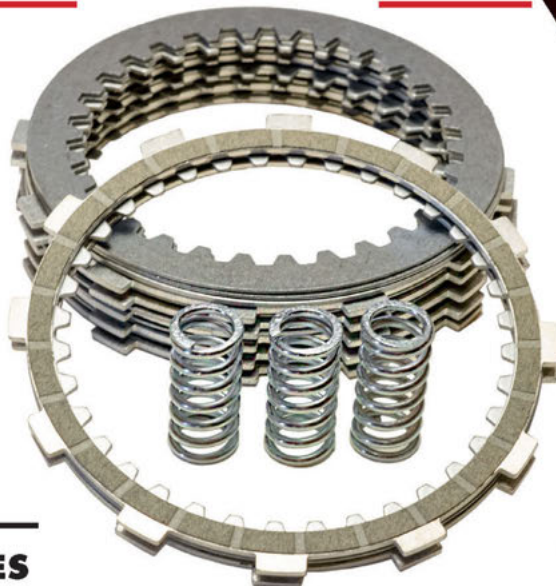
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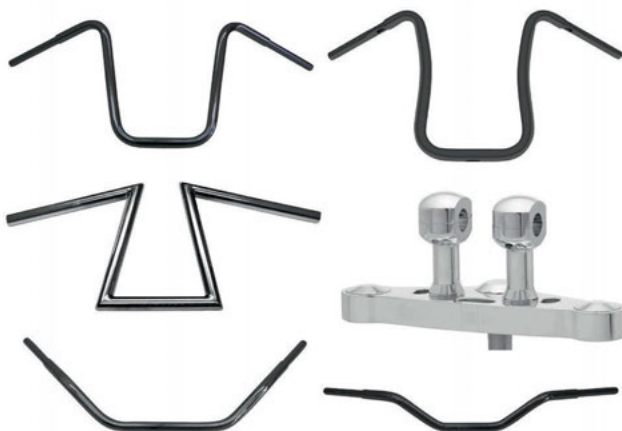
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37th Annual Biker Fest

Lignano Sabbiadoro, Italy, May 18-21, 2023



Words and pics by Onno "Berserk" Wieringa
www.madnessphotography.nl



What is the secret? An event that runs for 37 years, still going strong, attracting thousands and thousands of visitors and hundreds of vendors? Well, the answer is simple ...

From the beginning of Biker Fest's history, the Persello family does an outstanding job, has the backing of the Italian Custom Bike scene and has a dedicated team that has been involved with the event for many, many years. It's the enormous amount of hard work and the passion for motorcycles that makes Biker Fest the success it continues to be - a place where motorcyclists of all brands, makes and types feel at home, where they can enjoy and 'taste' the love for Motorcycles!

Of course, owning a stable of leading custom magazines - automotive as well as motorcycle - doesn't hurt either. Not least among those magazines is 'Bikers Life', the Italian market leader.

You don't 'just visit' Biker Fest, you experience it. There are three adjacent sites - at Luna Park there's hundreds of vendors, artists, craftsmen, special painters, the main stage, the AMD Approved Custom Bike Show, Helicopter Rides, the usual bars, and even in the parking lot you can spend an hour or so checking out all the motorcycles and American cars.

Then there's the off-road area, where many tracks are open to the typical Italian three-wheeled Vespas and Piaggio MP3s (but don't be fooled as they have unbelievably fast engines), car off-roading, mini-motocross, Scooter racing and much more - some of it is hilarious to watch.

Then there is the demo ride area, where all the well-known brands and others show their newest models, making them available for test rides. Every year more people book demo

rides - thousands his year. H-D, Indian, Boss Hoss, Keeway, BMW, Triumph, Royal-Endfield, SWM, well, you name it, they were all there with big trucks and stands.

And let's not forget the special exhibition with painters and other artists at the Terrazza a Mare, the pier where the Custom Bike Show used to be. Now you can see painters at work, bodypainting, tank art, cool mopeds



"Arcadia", H-D Shovelhead chopper, built by DMC Toys for Men, Castell'Afero in Italy.

and other customized vehicles and more. Additional events include a Bike Parade on the Saturday, the US Car Parade on Sunday, live music on various stages during the whole weekend and a Pin-up Contest..

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Announced on the Sunday, the three winners of the AMD Approved Custom Bike Show are "Arcadia", a beautiful H-D Shovelhead chopper, built by **DMC Toys for Men**, Castell'Afero in Italy. The 1968 Pan/ Early Shovelhead with many handmade custom parts by DMC is painted by Cisco Airbrush Studio, the leather seat is made by L.R. Leather and the engraving is done by Clarissa Incisioni at Tattoo Army Studio. The win scored an XLMoto €1,000 voucher.

Another classic chopper, "Revolution" by well-known builder Niko, of **Nikobikes**, Cologno al Serio, Italy, was another worthy winner. Handmade parts such as frame, fender, oil and gas tank and exhaust, excellent finish and many details, combined with an Evolution Big Twin engine makes for a reliable and powerful ride - winning a €1,000 Vperformance Exhausts voucher.

The BMW R100RS by **VM Cycles**, Tolmezzo, Italy, was another classic - albeit in a different style. Many



BMW R100RS by **VM Cycles**, Tolmezzo, Italy..



"Revolution" by Niko, of **Nikobikes**, Cologno al Serio, Italy.



Best in Show: **Mannaia's** "Miss Penny", with single sided rear end, an S&S engine, Alfa Romeo turbo, one-off frame and many, if not all, handmade parts.



Romeo turbo, one-off frame and many, if not all, handmade parts.

Having enjoyed a great weekend at the increasingly international Biker Fest, with visitors coming from all over Europe, next up is Italian Bike Week by the same organizers, also at Lignano Sabbiadoro, September 14-17, 2023 - north of Venice on Italy's Adriatic coast and just a two hour back-roads ride from Faak in Austria where, for those who'd like to do consecutive weekends, the European Bike Week is being staged the week before IBW.

www.bikerfest.it



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THIS MONTH'S ADVERTISERS

Accutronix (US) Dealers wanted for Ilium Works, Headwinds and Accutronix	5
AIM Corp (US) SDR V2 Max variable pressure clutch	64
AIMExpo/MIC Events (US) AIMExpo 2024	18
Arlen Ness Enterprises (US) Rough Crafts, Speedliner & 'Method' parts	7,63
Arnott Air Suspension (US) Smooth Ride Series	27
Badlands Motorcycle Products (US) Illuminator modules.....	6
Bagger Nation (US) Thunder Bolts taillight install kits	28-29
Barnett Clutches & Cables (US) Spring conversion kits	40
Biltwell (US) All new Gringo SV helmet	13
Bitubo (IT) JBH fork cartridge for Harley-Davidson models	22
Blow Performance Exhausts (AU) High performance exhaust systems	9
BS Battery (FR) Plug and play battery solutions	16
Burly Brand (US) Brawler kits	43
Corbin Saddles (US) Seat options for Harley-Davidson touring models	59
Custom Chrome Europe (DE) RevTech oils	47
Dealer World (GB) AMD Approved custom events.....	6
DP Brakes and Clutches North America (US) Brakes & clutches	48
Drag Specialties (US) Predator III seat for Softail Lowrider models.....	11
Drag Specialties (US) Custom parts for 2017 Road King	19
Energy One Performance Clutches (US) High performance clutches	55
Fehling (DE) Parts & accessories.....	56
Feuling Parts (US) 'BA' air cleaner	6
Freedom Performance Exhaust (US) Multiple exhaust options for new Indian Chiefs	23
Hawg Halters Inc (US) Caliper options, 'Dominator' leg kit and mid-controls	21
Hawg Wired (US) Hawg Wired factory glovebox detents	4
Kellermann (DE) Jetstream indicator.....	48
Le Pera Enterprises (US) Seats	40
Letric Lighting (US) Motorcycle lighting	53
Lyndall Racing Brakes (US) Dealer only portal	36
Magnum Shielding (US) Complete handlebar kits.....	59
Maxima Racing Oils (US) V-Twin engine oil	49
Memphis Shades (US) 6.5" spoiler windshield in dark black smoke	53
Metalsport Wheels (US) Vee Rubber performance tires	17
Mid-USA Motorcycle Parts (US) Parts & accessories - for all things springer	25
Midwest Motorcycle Supply (US) Ultima Milwaukee eight exhausts.....	56
Motorcycle Storehouse (NL) Belts, pulleys, sprockets and chains	45
MSI (US) Forged aluminum wheel blanks	55
Müller Motorcycle (DE) Lowering kits	61
NAMZ Custom Cycle Products (US) Wiring harnesses & fluid lines	56
National Cycle (US) Windscreens for H-D Nightster models.....	61
Performance Machine (US) 'Drifter' floorboards	41
Progressive Suspension (US) Monotube fork kit	2
S&S Cycle (US) Performance camshafts for H-D M-8 models	30
SBS Friction (DK) 'Better Brakes' compounds	35
Tucker Powersports (US) The new face of River Road	37
Tucker Powersports (US) Kuryakyn luggage and Twin Power 'Shocker' gel batteries.....	57
United Engine & Machine (US) KB Performance Pistons for 1941-up H-D models	17
Western Power Sports (US) 'Highway 21' clothing	15
Wood Performance (US) 'Platinum' Series M-8 and Twin Cam lifters	51
Zodiac International (Europe) (NL) Parts & accessories	39

THIS MONTH'S EDITORIAL ITEMS

AIMExpo/MIC Events (US) NewsBrief: Exhibitor space sales for 2024	18
All Harley Drag Racing Association (AHDRA) (US) Rockingham results	20
American Flat Track (US) Race results.....	24,26
AMA (US) NewsBrief: New Government Relations Director	14
American Prime Manufacturing Inc (US) Constant Velocity carburetor	48

Avon Tyres (GB) Chrome tire to remain in production	18
B'laster (US) NewsBrief: Official rust remover of AMA Vintage Motorcycle Days	8
Baker Drivetrain (US) Armored Attitude Adjuster	54
Barnett Clutches & Cables (US) Extra plate clutch kit	54
Biker Fest (IT) 37th show review	58,60
Biltwell Inc (US) 'Gringo SV' helmet	36
BMW Motorrad Deutschland (DE) NewsBrief: Results	12
BMW Motorrad Deutschland (DE) NewsBrief: 1,000,000th GS model	8
BS Battery (FR) BST 1000 complete battery testing program.....	46
BUB-Seven (US) World motorcycle land speed record attempt.....	31-33
Buffalo Chip Campground (US) Partners with Bell for Helicopter Rally	22
Burly Brand (US) 'Voyager' line luggage	38
Coastal Moto (US) H-D trike wheels	52
Custom Chrome Europe (DE) 'HenlyBegins' luggage.....	54
Dakota Digital (US) Information center available through Zodiac	42
DMC Toys 4 Men (IT) Winner at 37th Biker Fest	58
Drag Specialties (US) Product additions	50
Drag Specialties (US) Expands range of SBS rotors	52
Ducati Motorcycles (IT) NewsBrief: Results	12
Ducati Motorcycles (IT) NewsBrief: Electric mountain bike.....	18
Energy One Performance Clutches (US) Two complete clutch kits	34
Freedom Performance Exhaust (US) Right-side staggered true-dual complete system	52
Harley-Davidson (US) Community platform and new membership program	1,8
Harley-Davidson (US) Suspends production again	8
Heritage Harley-Davidson (US) NewsBrief: To close at end of June	64
Hometown Harley-Davidson (US) NewsBrief: Under new ownership	64
Honda Motor (JP) NewsBrief: Results	14
Kawasaki (JP) NewsBrief: Results	14
Kenda USA (US) NewsBrief: Official Tire of AMA Vintage Motorcycle Days	8
Lincoln Electric (US) NewsBrief: Official welder of Progressive AFT	10
Mannaia (IT) Best in Show at 37th Biker Fest	60
MotoAmerica (US) King Of The Baggers results.....	10
Motorcycle Industry Council (MIC) (US) Q1 motorcycle sales down	16
Motorcycle Storehouse (NL) Roeg 'Chaser Collection'	48
NAMZ Custom Cycle Products (US) Perfect plate light frames	48
National PowerSports Dealer Association (US) NewsBrief: Celebrates 2nd anniversary	8
NHRA (US) NewsBrief: Adds Pine Valley Raceway to Member Track Network	10
Nikobikes (IT) Winner at 37th Biker Fest	60
R&G (GB) Pan America accessories	42
Resonar (US) Acoustic safety solutions for helmets	20
Rick's Motorcycles /H-D Baden-Baden (DE) Axle covers available through Zodiac	42
RM Garrison Machining (US) Purchases Ilium Works	22
Rob's Dyno Service (US) Saddle bag storage system	46
RumbleOn (US) NewsBrief: Boardroom trouble.....	64
S&S Cycle (US) New key account manager	16
SBS Friction (DK) Enters second phase of 'Better Brakes' program.....	14
SBS Friction (DK) Drag Specialties expands rotors selection	52
SEMA (US) NewsBrief: Automotive aftermarket sales grow	10
Suzuki Motor Corporation (JP) NewsBrief: Results.....	16
TAB Performance (US) 'Folsen Prison' handlebars	50
TecMate International (BE) OptiMate USB-C and USB-A combination.....	38
Tucker Powersports (US) Biker's Choice handlebars.....	46
Twin Club MC Norrtälje (SE) Custom Bike Show review	12
Verge Motorcycles (FI) NewsBrief: Recruitment drive of top industry leaders	10
VG Motorcycle (NL) Replica frames available through Zodiac	42
VM Cycles (IT) Winner at 37th Biker Fest.....	60
Wood Performance (US) 'Platinum' Series M-8 and Twin Cam lifters.....	34
Yamaha Motor (JP) NewsBrief: Results	16
Zodiac International (Europe) (NL) Product additions	42



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NEWS BRIEFS

PSB reports that Heritage Harley-Davidson in Lisle, Illinois, will have closed down permanently by the end of June. Described as a "strategic decision" taken in conjunction with H-D corporate and other local dealers, the decision as made in order to "optimize" the local Illinois H-D market. Heritage H-D was owned by Michael Veracka's MOD Enterprises. The 'Chicagoland' Windy City dealer group has agreed to honor all Heritage H-D gift cards, VIP services and assist in the completion of any outstanding service work and fulfilment of special orders.

Noting the time was right, Boneyard Harley-Davidson co-owners Marc Ingwersen and Jerry Carrillo sold their Winterville, North Carolina dealership to current GM Bobbie Krull and new partner Steven Towers. "Jerry and I had great success in Winterville, but felt it was the right time to focus on our Ohio dealerships," says Ingwersen.

Boardroom trouble at RumbleOn Powersports has been rumbling on for some time, but may now have taken a decisive turn. Mark Tkach, co-founder of RideNow, which was bought by technology-based powersports platform operator RumbleOn, has been appointed interim CEO with RumbleOn and the Coulter-Tkach Group reaching a resolution to end their proxy contest. This follows the resignation of former CEO Marshall Chesrown. Steve Pully has been named Chairman of the Board. Tkach has over 40-years of powersports industry experience and oversaw RideNow's strategic growth from 1989 until it was acquired by RumbleOn in August 2021.

European Union in boost for eFuel

By Ben Purvis

The rhetoric from the European Union over the future of internal combustion engines has started to change - opening the door to a future of eFuel-powered vehicles where previously there's been a single-minded focus on battery-electric vehicles.

Although the EU has yet to legislate on a date for the end of ICE-powered motorcycle sales, there are rules in place that will see all carbon-emitting new cars removed from sale by 2035. Previously, these rules have been interpreted to include a ban on eFuel vehicles, which use so-called 'drop-in'

'the combustion engine could get a stay of execution'

liquid hydrocarbon fuels to replace petrol or diesel.

These fuels can be created from carbon dioxide harvested from the atmosphere and combined with 'green' hydrogen, so they remove as much greenhouse gas from the atmosphere during their manufacture as they later emit when burnt. The result is that while an eFuel-powered ICE vehicle still emits carbon dioxide, its net impact on global warming is zero.

It's already a route that's interesting the motorcycle industry, with MotoGP due to adopt a 40% eFuel mix next year and shift to 100% eFuel by 2027, with F1 moving to eFuel in 2026. The aviation industry is also a driving force behind the technology: it's not viable to create intercontinental airliners using zero-emissions electric or hydrogen fuel in the immediate future, and the power-to-weight and power-to-volume issues of those technologies are still seemingly insurmountable problems.



Meanwhile, eFuel arguably allows a switch to carbon-neutrality without changing the underlying technologies of combustion engines and jets, whether they're for road transport, shipping or aviation.

There are still stumbling blocks, of course. Technologies to make large volumes of eFuel are still in the prototype stage, although there's a pilot plant in Chile, created by **Porsche** and **Siemens Energy**, that's pumping out 130,000 liters per year and intends to ramp up to 550 million liters per year by the end of the decade. The electrolysis to derive

'drop-in liquid hydrocarbon fuels'

hydrogen from water to create eFuel is relatively energy-intensive, but provided the plants use abundant solar, wave or wind power to achieve it, there's no environmental impact. Germany's government, a coalition of Greens, Social Democrats and the business-oriented Free Democratic Party, has been pushing for the EU to allow eFuel-powered combustion engines even after the planned 2035 cut-off for carbon-emitting vehicles.

The country's automotive industry is a clear reason for such interest, but it's a technology that could prove essential for motorcycling.

Unlike cars, where there's abundant room for batteries and a few hundred kilos of extra weight goes almost unnoticed, motorcycles have no such luxury, and the challenge of building an electric bike that can match current expectations from combustion engine models in terms of performance, range, weight, handling and cost has so far proved impossible to meet.

Finally, eFuels offer the tempting prospect that they could allow not only future vehicles to be environmentally friendly, but also allow existing combustion-engine machines to become carbon-neutral. If the fuels are brewed as exact drop-in replacements for petrol, they could allow the existing fleet to go green without the huge investment - both financial and environmental in terms of raw materials - needed for a wholesale shift to electric vehicles.

Plus, the economic, social and environmental advantages of not having to completely overhaul established infrastructure is an often overlooked but huge additional benefit.



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