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H-D Q3 Revenue, Shipments, Retail, Gross Profit, EPS all down; "Strategy Remains Desirability and Profitability"

DEC 2023

ISSUE #293

Although HDMC Revenue was up +2% versus the prior year on a YTD/9-month basis - "with global pricing and improved mix offsetting lower **wholesale motorcycle unit shipments**" - Harley's Q3 results saw an HDMC Revenue decline of -9%, behind a -20% decrease in wholesale shipments for the quarter at 45,269 units, down from 56,855 (-20.4%).

YTD wholesale unit data show Domestic USA down to 96,984 units YTD 2023 from 100,997 (-4.0%) in the comparable year-ago period, with total worldwide unit shipments down to 150,440 units for the first nine months of 2023 compared to 159,544 units for the comparable year-ago period (-5.7%).

In model mix terms, Harley's move away from theoretically less profitable 'Sport and Lightweight' (S&L) models, continues with Q3 2023 showing a -69.2% decline to 3,103 units in Q3, 2023 from 10,079 for the

year ago; YTD S&L shipments are at 15,849 units compared to 28,185 for the year ago (-43.8%).

Alarming, the Pan America models (Adventure Touring segment) are also down at 1,243 units for Q3, 2023 from 2,058 for the year ago (-39.6%) and 4,445 units for the YTD 2023 from



28,185 for the year ago nine-month period (-84.2%).

Despite the apparent popularity of the new CVO models, a +1.3% growth in the 'Grand American Touring' segment

in YTD terms (76,270 units is modestly up from the year-ago of 75,291 units), the Q3 data shows a decline of -13.6% from 27,521 units in Q3 of 2022 to 23,781 units in Q3, 2023.

Worldwide Cruiser shipments are broadly flat for Q3, 2023 (17,142 units against 17,197 for the year ago), but were +13.8% up for the YTD at 53,876 units from 47,325 for the year ago.

This data excludes **LiveWire** units - which were 50 units in Q3, 2023 (down from 206 in the year-ago) and 146 for the first nine months of 2023 (down from 528 in the year-ago).

In **Unit Retail** Sales terms, the domestic U.S. market was worth 25,336 units in Q3, 2023, down from 29,839 units in 2022 (-15.1%). Worldwide

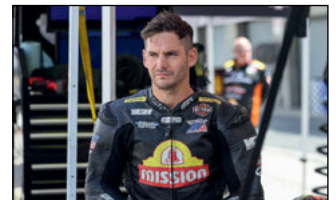
Unit Retail was 132,609 for the first nine months of 2023, against 144,617 for the year-ago (-8.33%).

Continues on page 6 >>>

STURGIS HALL OF FAME



KOTB SCHEDULE



MIKE KENNEDY






32nd Annual Jim McClure All-Harley World Finals, Rockingham Dragway, NC., October 27-29



Ryan Peery retained his AMRA Championship and added the AHDRA/AMA title... see pages 32-33.



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EDITOR-IN-CHIEF

ROBIN BRADLEY
robin@dealer-world.com

GENERAL MANAGER

SARA VINEY
sara@dealer-world.com

DESIGN & PRODUCTION DIRECTOR

BEN OAG
ben@dealer-world.com

PHOTOGRAPHERS

ONNO WIERINGA
MADNESS PHOTOGRAPHY, NL
www.madnessphotography.eu

HORST RÖSLER
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5, Rendlesham Mews,
Rendlesham, Woodbridge,
Suffolk IP12 2SZ
United Kingdom

TEL: 0044 (0)1892 511516
FAX: 0044 (0)1892 511517



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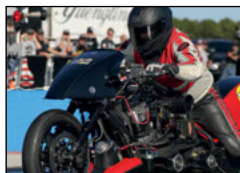
AFTERMARKET MOTO DESIGN

DECEMBER 2023 (#293)



COMMENT - Nightmare on Wall Street..... 4

Robin Bradley returns to one of his least favorite but most frequently visited subjects again this month - namely how badly the Harley-Davidson share price is doing this year. This time he's got it in for Polaris too - its share price has lost some 37.5% of its value since the end of June, Harley's has lost nearly 50% since February.



DRAG RACING: The 32nd Annual Jim McClure All-Harley World Finals 32-33

The AHDRA/AMA and AMRA 'SuperBowl' of Harley Drag Racing at the Rockingham Dragway (North Carolina) at the end of October saw 40 nitro bikes in competition as Harley Drag Racing completes its comeback from the near death experience of a few years ago.



MOTORCYCLE INDUSTRY ASSOCIATION: January - September YTD Sales 18

Domestic U.S. overall on-highway motorcycle sales are broadly flat for the first nine months of the year at +0.9% (251,503 units), but the ADV ('Dual Sport') and Off-Road markets are growing strongly at +6.6% (65,539 units) and +14.7% (119, 221 units) YTD.



ADV SEGMENT IS HOT: Pan America Vs. The Tiger 14

As if it were needed, further proof that the ADV market is 'HOT' right now comes in the shape of the competition that Harley-Davidson increasingly looks like it will be facing in its backyard, just as the first flush of Pan America excitement appears to be on the wane, if Harley's Q3 shipment numbers are any kind of guide.

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It's Just Plain Bad Capitalism

In their own ways, this month's Harley and Polaris Q3 numbers both raise more questions about their futures than they answer. In recent months, Harley and Polaris have both seen their share prices in meltdown.

While the stock markets as a whole (worldwide, not just in New York) have been 'soft' at best since the summer, Harley and Polaris have both seen their stock prices slide more heavily than the aggregate of the indexes they are a part of.

In the case of Polaris, its stock price has fallen from a year-high of \$138.40 as recently as the end of June 2023 to trading at around \$86.40 as I write this (November 2, 2023). That represents a loss of around \$52.00 (37.5%) a share for each of the 56.47 million shares it has outstanding. Its market cap. has also, therefore, declined and presently sits at \$4.88 bn.

As is customary, its Q3 filings were followed shortly thereafter by its regular quarterly cash dividend declaration - at \$0.65 per share. That announcement also included a share repurchase program advisory, but there isn't anything unusual in that.

What was unusual was the ambition - Polaris is to spaff away a cool billion of investment on buying back something that other people clearly are not clamouring for.

Polaris Chief Financial Officer Bob Mack went on to state:

"As part of our 2022-2026 financial framework, we set out to repurchase at least 10% of our outstanding shares of common stock. We continue to view share repurchases as a prudent source of capital allocation and this authorization allows us to deliver on our commitment to our shareholders, while reinforcing our confidence in our longer-term strategy."

Polaris' announcement went on to include the usual caveats - "stock repurchases will be made from time to time" and "may be executed through open market or privately negotiated transactions" and "may be suspended at any time" etc. etc., blah, blah, yada, yada.

Polaris has said that this is an open-ended authorization (in terms of there being no expiration date) and that in addition to funding it with "cash on hand" and "cash from operations," it will also use cash from "available credit facilities or other debt instruments" should it choose or need to do so.

There is nothing unusual or illegal about this. But regardless, it is a worrisome and, in many quarters, considered a controversial and inappropriate way of funding share repurchases - which are themselves not universally well-liked even if they are alarmingly commonplace. Harley, for one, has at times used borrowings to "return value to investors."

A Billion Dollar program to repatriate ownership of 10% of its equity, at a time when it may well have to add to debt to make it happen, and when investment capital could be better spent on R&D and marketing, is high risk.

It is, effectively, a bet on there being no major downturn in demand for powersports vehicles and no major recession. It is also a signal that the Polaris board thinks that its investors are better served by having some of their money back rather than having them try to make money out of it for them.

Whilst corporations in this position will bask in the afterglow of being regarded as the "good guys" by Wall Street, it doesn't say much for their view of what they can

achieve on "Main Street."

Meanwhile, some 350 miles southwest from its Minnesota HQ, at Milwaukee, Harley-Davidson is having its own 'Nightmare on Wall Street'.

CEO Jochen Zeitz is basking in his own "desirability and profitability" afterglow while, Nero-like, all about him is burning down - at least as far as the stock market valuation is concerned.

Now, don't get me wrong. I am perfectly prepared to be, and hopeful that I will be, proven wrong. As it happens, I am somewhat of a 'fellow traveller' with Zeitz (long-term should be the only term that matters). I have always called out the artifice of conventional fiscal corporate valuations specifically because of the difficulty in accounting for brand value - that tricky, slippery, ephemeral concept that MBA graduates dismiss as the financial equivalent of fairies at the bottom of the garden - if it doesn't have a SKU "you can't box it, you can't shift it, you can't count it."

In Harley's case, the path to share repurchase programs and the accumulation of debt to execute them is a historically well-trodden one.

However, in shades of Soviet era Eastern Europe and pre-state-capitalist China, what appears to be a less certain route for them is the one that takes them to the successful completion of a five-year corporate plan.

As we eye the fourth year of the Hardwire plan - the one that the Rewire determined should follow the failed 'More Roads' and its 100 new models in ten years, Harley's Q3

financials left investors just as unimpressed as prior quarters have done.

In Harley's case, its 12-month share price high came in February 2023 at around \$52.00. As at the time of writing, that has dropped to the \$27.00 mark. Polaris has lost 37.5% of its stock market value in four months; Harley has lost nearly 50% in eight months and has seen its market cap. plummet to \$3.8 bn - making the possibility of a take-over ever greater. In a reverse of what nearly happened in 1998, how about KTM as a candidate buyer of Harley?

There are those among AMD's readership who think I'm just a typical cynical media guy who likes nothing better than being negative and disrespectful of the hard work and (theoretically) good job that honest and sincere people do.

Nothing could be further from the truth. But what I am unapologetically negative and disrespectful about is strategies and decisions that are just plain bad capitalism. I agree the focus on profitability, but to maximize earnings by selling less is neither sustainable nor useful in the long-term.

Using scarcity to sprinkle star dust on a product is deluded. To channel Robert DeNiro - amortize that! It may well pump the bonus in the short-term, but in the long-term, it means that the legacy that dealers are paying for in the absence of a healthy inflow of investment capital, will be to leave behind less rather than more.

nightmare on Wall Street

Robin Bradley

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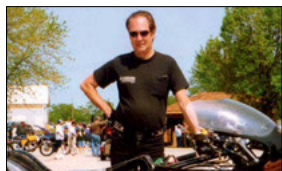
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NEWS BRIEFS

The AMA Motorcycle Hall of Fame has announced the passing of 2005 inductee T.C. Christenson on Monday, Sept. 25. Not long after purchasing a rundown Whizzer motorbike, which he had restored in 1959, Christenson found his niche in drag racing. By 1963 he was racing at the local Union Grove Drag Strip, winning his very first sanctioned race. He started racing aboard Nortons and began to work at Sunset Motors, a Norton dealership owned by John Gregory - with Christenson emerging as one of the best drag racers in the Midwest during the mid-1960s. At the same time, Christenson also competed in road racing for Ducati. He bought the dealership in 1969 and the pair continued to chase championships



together by building 750 cc drag racing bikes. From 1970-72, Christenson and Gregory developed a trio of twin-engine Nortons dubbed the Hogslayer, named for its ability to upset the dominant Harley-Davidson drag racers of the time. The Hogslayer gained international fame following its construction, and Christenson and Gregory traveled to the United Kingdom on numerous occasions to demonstrate the bike on national television. The Hogslayer is now housed in the British National Motorcycle Museum in Bickenhill, England. In 2004, the Hogslayer was part of the NHRA's "Golden 50" display at the U.S. Nationals in Indianapolis. Aboard the Hogslayer, Christenson grew into one of the fastest drag racers on Earth, earning the NHRA U.S. Nationals title during the 1972 season - the first campaign that included fuel bikes in the program. One year later, Christenson set the then-A/Fuel Bike elapsed time record with a 7.83-second run, which propelled him to the win at the NHRA National Motorcycle Record Championships. Despite Norton ceasing production in 1975, Christenson claimed the official NHRA Fuel Bike National Championship in 1976. After his racing career, Christenson continued to run the Sunset Motors dealership in Kenosha.

Earlier this year, Volcon EPowersports (Round Rock, Texas - NASDAQ VLN) announced collaborations with two EV charging solutions providers, InCharge Energy Inc. and Qmerit. Each provider will offer respective audiences tailored charging solutions, giving consumers and dealers options for charging their electric Volcon vehicles.

AFT 2024 Provisional Schedule - 16 Rounds Planned

AMA Pro Racing has announced the preliminary schedule for the 2024 Progressive American Flat Track season.

The AMA commented that "the **16-round slate** features an ideal balance on multiple fronts, including in terms of style, legacy, novelty, geography and pacing."

"In 2023, the series introduced a more compressed schedule with an evolving emphasis on each of the sport's **four disciplines**, encouraging alternating runs of form and championship comebacks. The result was one of the most compelling and electric Grand National Championship title fights on record. The '24 schedule builds on that blueprint while having a flavor all of its own."

Gene Crouch, CEO of AMA Pro Racing, is quoted as saying: "The 2023 schedule brought Progressive AFT back to major metropolitan markets and motorcycle rallies, while also introducing new venues and event promoters that helped us bring the sport to first-time fans from coast-to-coast."

"As we look forward to 2024, the next phase of our growth strategy for the sport is based on cultivating long-lasting relationships with promoter partners and securing **multi-year agreements around successful events**. In addition to bringing consistency to the annual calendar for the series, this approach will allow promoters to establish date equity in their events, cultivating growth and engagement in the fanbase year after year."

The season will play out during prime motorcycle riding season, once again



opening with a **Daytona Bike Week doubleheader at Daytona International Speedway** in early March and once again concluding in early September.

"The first half of the year provides little time to catch one's breath with five all-action Short Tracks set to be waged over the first six races. The middle of the campaign then shifts into Half-Mile mode, while a pair of late season TTs and Miles will factor heavily in determining the title fights."

The 2024 schedule not only "pays homage to the championship's storied legacy by featuring high-profile rounds at its most iconic venues, such as the Labor Day weekend doubleheader at the legendary **Springfield Mile** and the iconic 77th Peoria TT, but it also introduces fresh, first-time experiences

with brand-new events, including the **Silver Dollar Short Track in Chico, California.**"

Other highlights include the **DuQuoin Mile**, which cast its magic once again last season by delivering a race that saw four premier-class riders representing three different manufacturers battle to the checkered flag, as well as the return of the Texas Half-Mile at **Texas Motor Speedway**, which will take place alongside the Goodguys 14th LMC Truck Spring Lone Star Nationals Car Show.

The planned 16 rounds, with two of them still to be determined, will be two less rounds than for the 2023 season. The yet to be announced events include an all-new TT and the return to a fan-favorite Half-Mile for a spectacular 2024 season finale.

www.americanflattrack.com

Provisional 2024 Progressive American Flat Track Schedule

1	Mar 7, 2024	Daytona Short Track I, Daytona International Speedway, Daytona Beach, FL
2	Mar 8, 2024	Daytona Short Track II, Daytona International Speedway, Daytona Beach, FL
3	Mar 23, 2024	Senoia Short Track, Senoia Raceway, Senoia, GA
4	Apr 27, 2024	Texas Half-Mile, Texas Motor Speedway, Fort Worth, TX
5	May 4, 2024	Silver Dollar Short Track, Silver Dollar Speedway, Chico, CA
6	May 11, 2024	Ventura Short Track, Ventura Raceway, Ventura, CA
7	Jun 15, 2024	Orange County Half-Mile, Orange County Fair Speedway, Middletown, NY
8	Jun 22, 2024	Bridgeport Half-Mile, Bridgeport Speedway, Swedesboro, NJ
9	Jun 29, 2024	Lima Half-Mile, Allen County Fairgrounds, Lima, OH
10	Jul 6, 2024	DuQuoin Mile, DuQuoin State Fairgrounds, DuQuoin, IL
11	Jul 28, 2024	Peoria TT, Peoria Motorcycle Club, Peoria, IL
12	Aug 6, 2024	Black Hills Half-Mile, Black Hills Speedway, Rapid City, SD
13	Aug 10, 2024	TBA, TT
14	Aug 31, 2024	Springfield Mile I, Illinois State Fairgrounds, Springfield, IL
15	Sep 1, 2024	Springfield Mile II, Illinois State Fairgrounds, Springfield, IL
16	Early Sep, 2024	TBA, HM

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<<< Continued from p64

basis points to 22.6% for the third quarter. Adjusted gross profit margin of 22.6% decreased 127 basis points, primarily driven by foreign exchange headwinds, higher finance interest and unfavorable mix.

Operating expenses were \$328m in the third quarter of 2023 compared to \$317m in the third quarter of 2022 due to higher selling and marketing expenses. Operating expenses, as a percentage of sales, of 14.6% were up 105 basis points in the third quarter of 2023 compared to the third quarter of 2022.

Off Road segment sales were driven by higher snowmobile volume partially offset by higher finance interest. Parts, Garments and Accessories (PG&A) sales increased 15%. Gross segment profit margin performance was driven by unfavorable product mix.

Polaris **North America ORV** unit retail sales were up 5%. Estimated

CONSOLIDATED STATEMENTS OF INCOME (LOSS) (in thousands US \$)				
	Three months ended Sept 30		Nine months ended Sept 30	
	2023	2022	2023	2022
Sales	2,248.9	2,340.6	6,645.2	6,184.9
Cost of sales	1,740.1	1,781.4	5,162.2	4,798.4
Gross profit	508.8	559.2	1,483.0	1,386.5
Operating expenses:				
Selling and marketing	145.1	120.7	415.3	347.8
Research and development	91.8	98.5	281.5	266.1
General and administrative	91.3	97.8	285.9	258.7
Total operating expenses	328.2	317.0	982.7	872.6
Income from financial services	20.5	12.1	57.9	33.7
Operating income	201.1	254.3	558.2	547.6
Net income	151.7	186.3	399.4	251.6
Diluted Net income per share:	\$2.62	\$3.10	\$6.90	\$4.15

North America industry ORV unit retail sales were up low-single digits percent.

Marine segment sales results were driven by lower volumes. Gross profit margin performance was largely driven by a decrease in sales volumes resulting in decreased leverage of manufacturing costs, partially offset by higher net pricing.

The company updated its **2023 sales outlook** to up 3% to 5% versus its previous outlook of up 3% to up 6% versus 2022. The company now expects adjusted diluted EPS from continuing operations attributed to Polaris Inc. common shareholders to be down 8% to down 4% versus 2022, versus the prior outlook of down 2% to up 3%.

Polaris - DOE '50001 Ready' Designation

Polaris has announced that seven of its U.S. based sites have achieved '50001 Ready' designation from the U.S. Department of Energy (DOE).

"This recognition is a milestone in the company's focus on implementing an energy standard in its facilities and achieving a 50% reduction in absolute greenhouse gas emissions (GHG) (scope 1 and 2) across its global footprint by 2035."

about helping people enjoy the outdoors, we recognize the importance of doing our part to be stewards of the environment, both in our facilities and through responsible riding practices," said Deborah Briggs, Vice President EHSS and Facilities for Polaris.

"Becoming DOE '50001 Ready' plays a large role in an individual site's contributions toward our goal of a

In 2023, the company announced it had achieved all three of its 2022 environmental stewardship goals, including surpassing its goal of a -5% reduction in GHG and reporting a cumulative 12.7% reduction. Additionally, Polaris introduced a new set of 'Geared For Good' environmental goals (see AMD November 2023) focused on the areas of GHG emissions, renewable energy,



The Polaris facility at Wyoming, Minn., north of Minneapolis.

Polaris says it leveraged the DOE '50001 Ready' program's no-cost tools to identify areas of opportunity and implement systems and processes that help lower energy use, cost and emissions, and, ultimately, to meet the necessary criteria to be recognized as being '50001 Ready'.

"As a company that is passionate

50% reduction in absolute greenhouse gas emissions, while also helping us put the right infrastructure in place to measure and monitor continued improvements."

Polaris says that Greenhouse Gas (GHG) emissions is just one area of focus for the company when it comes to reducing its environmental impact.

water and waste management.

The seven Polaris sites that have so far been designated as '50001 Ready' include: Huntsville, Ala.; Monticello, Minn.; Osceola, Wis.; Roseau, Minn.; Spirit Lake, Iowa; Vermillion, S.D. and Wyoming, Minn. The Huntsville, Alabama facility renewed its certification for a fourth year in 2023.

\$1 Billion Share Repurchase Program

There was a surprise in Polaris' most recent and usually routine quarterly cash dividend announcement.

For the record, it is paying \$0.65 per share payable on December 15, 2023 to shareholders of record at the close of business on December 1, 2023.

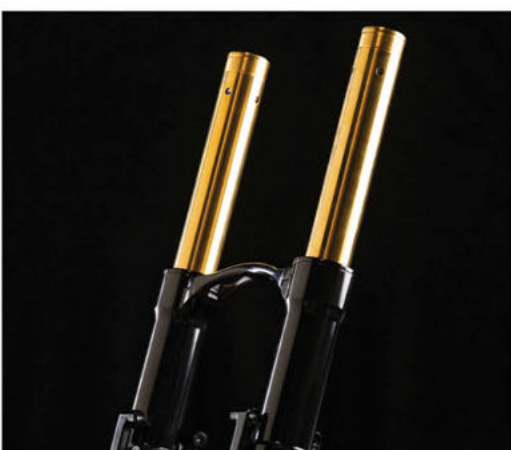
What stood out, however, was a share repurchase authorization announcement - of itself that isn't unusual these days, it has become an increasingly common tool that corporations with a cash pile use to "return value" to shareholders, and Polaris already has an active program authorization in play that hasn't yet been fully utilized.

What is unusual about this new authorization was the scale of the repurchase authorization - Polaris are going to invest \$1bn in repurchasing its stock; also



Robert P. Mack became Polaris Inc. CFO (as well as being Executive Vice President of Finance and Corporate Development) in the spring of 2021 - when Mike Speetzen stepped up from the CFO role to take the CEO position vacated by Scott Wine.

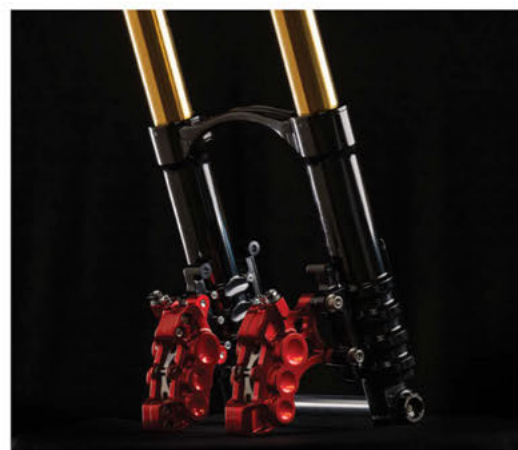
not unusual, it has indicated that it may use debt as well as cash to execute the program. It's not unprecedented, but it is rare, and for a corporation with a market capitalization of under \$5bn, it is HUGE. Polaris has seen its share price tumble from a 12-month high of \$138.40 at around the end of June this year to the \$85.00 region at the end of October 2023. That is a near 40% drop in the value the stock market is placing on the business in just four months.



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NEWS BRIEFS

Harley and GRAMMY award-nominated, "8 x RIAA diamond-certified global superstar," Post Malone teamed up last summer to create a limited-edition apparel collection. "The collection is a celebration of Post's love for the iconic brand. With the most RIAA diamond-certified singles from any artisan a brazen style all of his own, Post Malone shines unlike any other singer-songwriter of our generation. The garments in the collection are as bold and clean as the polished brightwork on his Custom Chrome Harley-Davidson Low Rider ST motorcycle. Available as part of H-D Collections, a grouping of unique lifestyle apparel lines, the Post Malone x H-D collection is a combination of collaborative partner branding, clean and contemporary text designs, chrome treatments and halftone graphics that either pay homage to or directly pull from classic H-D imagery." Well, okay then; glad we got that understood by everyone!

Launched amid much fanfare in 2022, the FIM World Supercross Championship (WSX) owner SX Global (Australia) has had issues with its original financial backer - with rumors that the series was in financial trouble after Abu Dhabi based Mubadala Capital (the asset management arm of the United Arab Emirates sovereign wealth fund) withdrew its support. CEO Adam Bailey has sold the business to a new investor group led by sports investors Kyril Louis-Dreyfus (5% owner of Marseilles Football Club and son of Robert Louis-Dreyfus, the former CEO of advertising giant Saatchi & Saatchi and of sportswear giant Adidas). His business partner in the acquisition of a controlling stake in SX Global is Juan Sartori - a successful Uruguayan businessman and senator. In sporting terms, the pair are best known as co-owners of English tier-2 football team Sunderland. The WSX ambitions for the 2023 season are in tatters. In 2022 a planned six-round series was reduced to just two rounds (UK and Australia). So far there has only been a season opening round at the Villa Park football ground in Birmingham, England (July 1). With the 2023 Singaporean, German and Canadian Grands Prix canceled, it would appear that, at best, the only two remaining rounds will be Abu Dhabi, at the Etihad Arena, Yas Island (November 4), and at the Marvel Stadium, Melbourne (November 24-25).

AIMExpo - Over 17 OEM Exhibitors as Show Nears Capacity

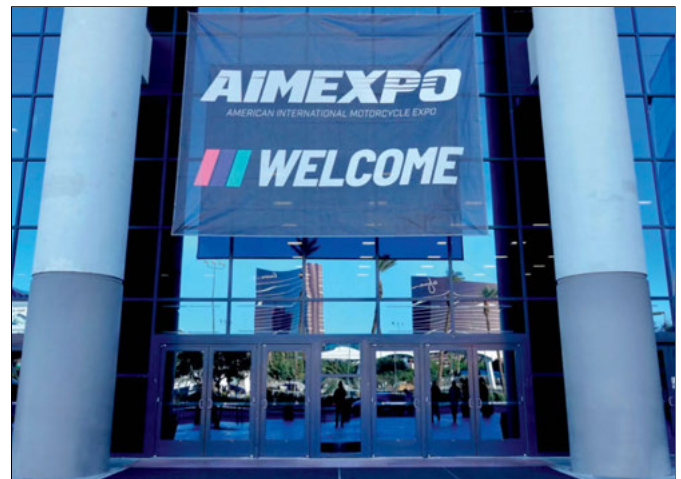
Following news last month that Indian Motorcycle, Slingshot and Polaris are to return to AIMExpo in 2024, the OEM count now includes Suzuki, whose continued support for the show had been expected, but has now been confirmed.

This means the total list of exhibiting OEMs now includes Aprilia, GasGas, Husqvarna, Indian Motorcycle, Kawasaki, KTM, Moto Guzzi, Moto Morini, MV Agusta, Piaggio, Polaris, Slingshot, Suzuki, Triumph, Vespa and Yamaha.

Plus, there are several importers and distributors who will also be showcasing vehicle brands from around the world - from ATV and UTV/SxS models to on and off-highway internal combustion and electric models and brands.

With Turn 14 Distribution having picked up some of the lead role that Tucker Powersports had at the show in the past couple of years - including sponsorship of the Industry Party - the recent addition of further distribution businesses such as Rocky Mountain ATV/MC and Automatic Distributors has seen the momentum that AIMExpo established in 2022 and 2023 sustained and accelerated.

Suzuki says it is building on the success of 2023 and expanding on that momentum as it heads into 2024 - "AIMExpo is a tremendous opportunity to connect with our



existing dealer network, as well as potential new dealers who are interested in what Suzuki has to offer," said Chase Rastegar, Communications Manager, Suzuki Motor USA, LLC.

"In February 2023 we were excited to show off two all-new models that were being seen for the first time at a show on American soil - the 2023 GSX-8S and V-STROM 800DE. For 2024 we look to increase the momentum, going into the show with a larger presence to showcase even more new models."

February 6-8 at Las Vegas will mark a 10th anniversary for a show that originally started as a 4-day combination trade and consumer expo at Orlando, Florida. AIMExpo experimented with Columbus, Ohio, for a couple of years, in an attempt to fill the Midwest gap left by the demise of the 'Indy' Dealer Expo and the V-



Twin Expo at Cincinnati.

However, dropping anchor at Las Vegas appears to have allowed the show to convincingly establish and futureproof the new identity it was forced into adopting as a classic-formula three-day trade only event.

Though driven to doing so by questions of relevance, declining attendance and the effects of the Pandemic on all such events, the benefit of U.S. trade association ownership finally came into its own with the kind of long-term thinking and industry-first backing that a show project such as this always needed. Kudos to the MIC for staying the course!

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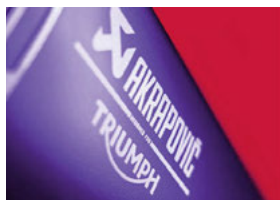
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PERFORMANCE PRODUCTS FOR HARLEY-DAVIDSON

NEWS BRIEFS

Akrapovic and Triumph are to work in partnership on new exhaust systems for the adventure and roadster sectors and some other special projects. The collaboration began in the



paddock, with them already sharing some success through Akrapovic-supported teams in the Moto2 championship, where the Triumph 765 is the spec engine - the 2021 and 2022 world champions were both equipped with Akrapovic exhausts.

Rider comms specialist Cardo Systems has joined forces with Helmet House to expand its distribution throughout the USA. Cardo says this collaboration "marks a significant step forward in expanding the distribution of Cardo Systems' groundbreaking communication solutions, including the PACKTALK EDGE, through Helmet House's extensive network of dealer locations."

Silicon Valley, California based Sibros Technologies, Inc. has been selected by PIERER Mobility to power a Connected Vehicle Ecosystem for its motorcycles - deploying Sibros' 'Deep Connected Platform', a holistic suite of "safe and secure in-vehicle and cloud applications, purpose-built for managing software and data across the full mobility product lifecycle." The platform will allow Pierer to collect live microcontroller and sensor data, deploy over-the-air updates (OTA) of mixed criticality, and dispatch remote diagnostic and end-user commands.

Only 16% of European consumers are opting for Battery Electric Vehicles (BEV), according to Bloomberg. A buying intention survey makes EU automakers' BEV growth goals look ambitious, with just 16% of private buyers in Europe favouring them, and 44% opting for hybrids that play to BMW, Mercedes and Toyota's strengths and disadvantage pure-play Tesla. Few charging points, range anxiety and high prices are the top concerns amongst respondents.

Pan America vs. The Tiger

The world just got a lot tougher place for Harley-Davidson with the launch of three new entrants into the crowded ADV market.

Way more convincing than the prior iterations, Triumph's 2024 Tiger ADV lineup - the 900 GT, 900 GT Pro and 900 Rally Pro - come after BMW's new flagship ADV offer - the massively updated GS 1300 - already raised the bar for 2024.

That is without factoring in upgraded Suzuki V-Stroms (two 800 cc models for USA in 2024); the increasing success of the Yamaha Tracers and, especially, their fast-expanding Ténéré lineup; plus, a hugely hyped U.S. market entry for Honda's XL750 Transalp brand comeback - at a remarkable domestic US \$10k sticker price.

If Harley does finally have plans (sooner or later) to add to the 1250 cc Pan America lineup in 2024 and beyond, with the expected mid-capacity versions of the modular Revolution Max V-twin platform, then they will need them to be a compelling offer if they are to reach beyond the traditional 'Bar 'n Shield' brand footprint and take the battle to the mainstream 'metrics'.

This all comes after Harley's Q3 financial data revealed an alarming reality for the Pan America - namely that, although their spring/summer production suspension may have had a lot to do with it, the fact is that after only a couple of years in the ADV market, their reported unit sales are in decline already.

Although retail data is not broken down by model segment, shipments are. Harley's data report Adventure Touring segment shipments as being

Honda's XL750 Transalp brand comeback



Tiger 900 Rally Pro



Tiger 900 GT

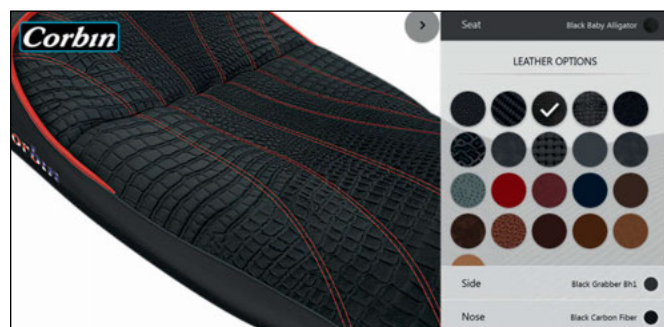


8,743 units for the nine months to September 2022, but down to 4,445 units for the first nine months of 2023.

For Q3, 2022 saw 2,058 units shipped against just 1,243 units shipped for Q3 of 2023.

Corbin 3D Seat Configuration Tool

Claiming to have "revolutionized" how customers can specify customized motorcycle saddles, Hollister, California based Corbin has launched "the world's first 3D seat configuration tool. This groundbreaking tool is the third generation of configurators released by Corbin, marking a significant leap forward in motorcycle seat customization. "While full integration is in progress, the tool is already available on select pages at www.corbin.com, with plans for further integrations throughout the year. This new 3D tool



promises an unmatched level of personalization for riders." Key features are said to include real-time design, unlimited options, seamless integration - eventually for continuous integration across its product

lines throughout the year, and user-friendly.

www.corbin.com



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NEWS BRIEFS

Honda Racing Corporation (HRC) in Sakura, Japan, and Honda Performance Development (HPD) in Santa Clarita, CA, have announced that HPD will formally become Honda Racing Corporation USA (HRC US) starting with the 2024 motorsports season. With this change, HRC U.S. will play an integral role in Honda's global motorsports activities, which includes contributing to the company's Formula One (F1) program. HRC was established in Japan in 1982 as Honda's motorcycle racing arm and is recognized for more than 40 years of championship racing heritage in pinnacle global racing categories such as WGP/MotoGP, Superbike, Motocross, World Trial and the Paris Dakar Rally. In 2022, HRC added auto racing, including Honda's F1 program to its responsibilities, with the Sakura Center dedicated to auto racing and Asaka Center focused on motorcycle racing. HPD was established by American Honda Motor Co., Inc. in 1993, as a separate racing arm to compete in the IndyCar series.

Based at its U.S. headquarters at Torrance, California, the American Honda Collection Hall is a 20,000-sq-ft museum "dedicated to Honda's rich history in the United States. It



serves as an extension of the massive, multistory Honda Collection Hall located on the grounds of the Twin Ring Motegi racetrack in Tochigi, Japan. The products on display represent the more than six decades since American Honda Motor Co., Inc. was established in 1959 as the first Honda company outside of Japan. The collection features 20 iconic Honda models, including the 1992 Honda NR750 - the only motorcycle ever made that used oval-shaped pistons.

In one of the international motorcycle industry's more predictable corporate outcomes, KTM parent company PIERER Mobility (PM) says it will acquire a majority stake in former Harley subsidiary MV Agusta in 2026. KTM acquired a 25.1% stake in MV Agusta in 2022. MV Agusta CEO Timur Sardarov has insisted on multiple occasions that KTM wouldn't be taking over his company. However, PM has now announced that the call option granted to KTM AG on the basis of the annual financial statements as of December 31, 2025, to acquire a majority stake in MV Agusta, will be exercised in spring 2026.

Mike Kennedy Appointed CEO at RumbleOn

RumbleOn, Inc. (NASDAQ: RMBL) has announced Michael "Mike" Kennedy as its new Chief Executive Officer effective November 1 - additionally joining the RumbleOn Board of Directors. Kennedy succeeds Mark Tkach, who has served as Interim Chief Executive Officer since June 2023. An accomplished powersports industry veteran who brings over three decades of experience in strategy, commercial operations, financial management and manufacturing at leading powersports companies, Kennedy spent 26 years at Harley-Davidson, culminating in his role as Vice President & Managing Director, Americas from 2010 to 2017. More recently, he served as President and Chief Executive Officer of Vance & Hines (2019 to 2023), where he oversaw strong organic growth, margin expansion and value creation. "We are very excited to welcome Mike Kennedy as our CEO," said Steve Pully, Executive Chairman of the RumbleOn Board of Directors. "After carefully considering a wide range of candidates, the Board is confident that Mike is the ideal choice to lead RumbleOn through its next chapter of growth and shareholder value



RUMBLE ON

creation. Not only does Mike share the company's passion for powersports, but he is also a seasoned leader with a proven track record of driving significant positive transformation." Outgoing Interim CEO Mark Tkach is quoted as stating: "I am thrilled to entrust the leadership of RumbleOn to Mike Kennedy, an executive who has a sustained history of delivering success in the powersport industry. We now have a remarkable depth of talent throughout our team, and I am confident that Mike's extensive knowledge and history of success in

this industry makes him the right leader to unlock the value in RumbleOn for our shareholders. I am confident that Mike is the right choice to lead RumbleOn."

Mike Kennedy commented: "I am impressed with the recent transformation that began at RumbleOn in June of this year. I'm extremely optimistic and excited about the opportunity to lead RumbleOn as its Chief Executive Officer and will continue the positive change that the current board and management have started. I've known Mark Tkach and Bill Coulter since my time at Harley-Davidson. I'm honored to have their confidence to lead RumbleOn."

RumbleOn claims the title of largest powersports retailer in North America, "offering a wide selection of new and used motorcycles, all-terrain vehicles, utility terrain vehicles, personal watercraft and other powersports products, including aftermarket products."

The company operates 55 retail locations, each equipped with full-service departments, and five regional fulfillment centers - mostly through the Sun Belt of the United States.

www.rumbleon.com

BSA Bantam, Lightning and Thunderbird Planned

By Ben Purvis

The reintroduction of the BSA brand under the ownership of Indian automotive giant Mahindra has been quite subdued so far - with initial sales focusing on the UK market before expanding elsewhere - but the first model has already proved a success, and more are planned.

Initially, BSA's offering is the single-cylinder Gold Star, using a 652 cc engine that's loosely related to the old Rotax motor used in the BMW F650, and sales in the UK appear to have been strong, with the bike topping the charts in the 'modern classics' category in March.

Now there are hints at how BSA will follow up on the Gold Star, with new trademark applications being filed for rights to the 'Bantam,' 'Thunderbolt' and 'Lightning' names.

The Bantam name is perhaps the most familiar, having been part of the BSA range for more than two decades from 1948 to 1971. Always a small-capacity single-cylinder offering, originally

derived from a DKW two-stroke design, the original provided an entry-level step into the BSA range, and the new version is sure to do the same. While it certainly won't be a two-stroke, Mahindra already has in-house options when it comes to making a smaller-capacity retro bike. The company owns the Jawa brand, offering 295 cc and 334 cc, retro-style singles that could easily become the basis for a cheaper, smaller BSA to rival bikes like Royal Enfield's 350 cc singles.

Both the Thunderbolt and Lightning titles are also steeped in BSA heritage. The originals were both twin-cylinder, 650 cc bikes in the 1960s, sitting above the Gold Star in the range, and it makes sense for the new models to adopt a similar layout and position. Originally, the Lightning was a high-performance derivative of the Thunderbolt, and the fact that trademark applications for both names have been made

simultaneously hints that the same could apply to the next-generation machines.

Since the current Gold Star already competes against Royal Enfield's 650 cc twin-cylinder bikes, despite being a single, any future Thunderbolt or Lightning is likely to be larger, potentially bringing the bikes into competition with Triumph's 900 cc Bonneville derivatives.

The current model Gold Star



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NEWS BRIEFS

While there have been endless attempts to overthrow the telescopic fork as the standard front suspension system for motorcycles, none have come as close to success as the girder-style 'Hossack' front end. It has been used on mainstream BMWs from the K1200 to the K1600, and most recently on the current generation of Honda Gold Wing, and now a patent filing shows Honda is working on a variation of the idea specifically for a high-performance naked bike.

Honda has been working on steering-assist systems for bikes for several years as it pursues a goal of zero motorcycle fatalities by 2050 - but a new patent suggests the same technology could also be used to help prevent much less severe crashes, and specifically the sort of embarrassing 'drops' that can happen when parking a bike. Illustrated on a Gold Wing, the system is essentially a steering-assistance servo that's connected to tilt sensors on the bike.

Zero Motorcycles has scooped the Gold Award in the transportation category at the prestigious 2023 IDSA International Design Excellence Awards Ceremony for the Zero SR-X.

The Energica Experia, the company's zero emissions electric touring model, has won the prestigious Motorcycle News (MCN) 2023 Best



Electric Motorcycle award in the United Kingdom. Based near Bologna in Italy, and these days owned by Wall Street listed Ideanomics, Energica is no stranger to the MCN award having picked it up in 2016 and 2017, respectively, with the Ego and EsseEsse9 models.

Triumph Motorcycle has announced no less than eight Bonneville Stealth Editions for 2024. Featuring what Triumph claims is an "innovative new custom-style paint finish technique from Triumph's world-class paint team," these editions will be available for one year only.

BRL 'Fall Brawl' - Daytona, October 2023

Bagger Racing League's 'Fall Brawl' in Daytona "was an absolute barn burner!" The thrilling race saw Arnie Wells of Team **SLYFOX Performance** and **Suburban Harley-Davidson** take the #1 plate, with Bryan Shields and Craig Braymiller rounding out the podium.

The American Sportbike Racing Association (ASRA) hosted the special AMA Championship class at the iconic Daytona International Speedway on October 20th and 21st.

"The Harley-Davidson dominated class fielded 11 racers who were ready to bring an intense bagger brawl to the historic high banks of Daytona, and it didn't disappoint. Wells started out fast and secured the lead on Bryan Shields out of the gate. Yet Bryan put on a show and battled back to make a pass going into turn one on the final lap. Arnie, knowing it was now or never, put his head down and battled back to make the pass by Bryan on the last lap, the last bank to take the win." Joe Houpt, team owner of Suburban Harley-Davidson said: "I'm so proud of Arnie and our entire team. We are grateful to both the AMA and Bagger Racing League for offering an opportunity to race for a historic #1 plate at the iconic Daytona



International Speedway."

Special thanks to Alex at **SLYFOX Performance**, as well as the rest of the sponsors, including **NAMZ Custom Cycle, Alloy Art, Hayes, Performance Machine, Regina Chain, G2 and BST.**

At the time of writing, the next stop for the BRL is the championship race at Willow Springs International Raceway,

on Nov 18th and 19th, 2023.

"We are excited to see what our teams and racers bring to our championship race in Willow Springs," said Rob Buydos, BRL founder and president. "With the great success of the 2023 BRL 'Fall Brawl' in Daytona, fans of the BRL are going to be treated to epic amounts of championship racing action."

MIC - Domestic U.S. Sales Through This Year's Third Quarter

The MIC is reporting that among leading brands, sales of new motorcycles and scooters increased by +4.4% through the third quarter of 2023, compared to the same period the previous year. ATVs decreased -7.1% among leading brands. Through September, off-highway motorcycles were up +14.7%, and the dual-sport segment went up by +6.6%.

"The popularity of dual-sport motorcycles [the Adventure Touring/ADV segment] is the highest it's ever been and off-road is steadily increasing," said Buckner Nesheim, MIC Director of Research and Statistics.

"The third quarter of 2023 has marked the highest ever recorded quarterly sales for these types of bikes, and the year-to-date figures also reflect the highest year-to-date sales in the history of the segment. If the current trajectory persists, 2023 is poised to exceed 2022 in becoming the year with the highest recorded sales of dual-sport motorcycles. Additionally, the year-to-date sales for off-road

motorcycles in 2023 have reached their highest point since 2007, indicating the resurgence in off-road riding is continuing to grow."

'Dual-sport popularity highest it's ever been'

Motorcycles and scooters accounted for 77.2% of total new-unit sales through Q3 and ATVs represented 22.8%.

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.

Quarterly Retail Sales Report - January to September 2023

Vehicle Type	General Type	2023 Current	2023 Prior	Unit Change	% Change
Motorcycle	SCOOTER	16,566	19,024	-2,458	-12.9
Motorcycle	ON-HWY	251,503	249,315	2,188	+0.9
Motorcycle	DUAL	65,539	61,488	4,051	+6.6
Motorcycle	OFF-HWY	119,221	103,972	15,249	+14.7
Motorcycle	TOTAL	452,829	433,799	19,030	+4.4
ATV	ATV	134,011	144,244	-10,213	-7.1
GRAND	TOTAL	586,840	578,023	8,817	+1.5

NEWS BRIEFS

Swedish head protection specialist MIPS has invested \$1.3m for a 25% stake in Quin, a Dallas, Texas, based sensor-based technology company specializing in event detection and data-driven emergency response protocols, offering specialized sensor fusion and software to helmet brands since 2018. "Quin's proprietary technology turns passive gear into smart companions, connecting the closest emergency services to those in distress." The MIPS system is a helmet additive technology that, after many years of struggling to gain acceptance has now become an important safety hallmark for leading helmet brands. The deal with Quin could pave the way for MIPS to further develop its brand's safety story.

Alvaro Bautista is the 2023 Superbike World Champion. The Aruba.it Racing Ducati rider has won his second consecutive world title on the Panigale V4 R, winning a record braking 27 WSBK rounds in 2023. This marks Ducati's 16th WorldSBK Riders' Championship, further solidifying its absolute record in the category. With teammate Michael Rinaldi and Danilo Petrucci from the Barni Spark Racing Team, and Axel Bassani from the Motocorsa Racing team (the best independent team of 2023), Bautista also contributed to winning the Constructors' title - the 19th in Ducati's history. The Aruba.it Racing Ducati Team also secured the 2023 team title, completing the "Triple Crown" for Ducati after Bautista's Riders' title and the Constructors' title.

KTM Owner PIERER Mobility has confirmed an "intensification of the joint venture with CFMOTO" in the areas of product strategy, development and industrialization. Besides taking over the distribution of CFMOTO motorcycles by KTM in Germany, Austria, Switzerland, Spain and Great Britain, the production capacity of the joint venture partner in China will be expanded from the current 50,000 capacity to 100,000 units. As a sign of the deepening of the cooperation, CFMOTO increased its stake in the stock of Swiss stock exchange listed PIERER Mobility AG to 2.0% in July 2023.

Ducati has announced that it is to enter the Italian Motocross Championship in 2024. A prototype motocrosser has been under development for at least a couple of years, with a multi-year project seeing the creation of a complete range of off-road engines and motorcycles. Ducati has agreed and signed nine-time Motocross World Champion Antonio Cairoli as a test rider.

KOTB - Expanded to Eight Race Weekends for 2024



MotoAmerica has released what it describes as a "tentative" 2024 eight-class MotoAmerica Championship schedule, including 20 Superbike races held over nine rounds and two additional Mission King Of The Baggers races - the Daytona 200 and the Mid-Ohio Sports Car Course - expanding the series to eight race weekends for 2024.

MotoAmerica will again begin its season with its Supersport class competing in the non-points-paying Daytona 200, with the Mission King Of

2024 Mission King of the Baggers Series

March 7-9	Daytona International Speedway	Daytona Beach, FL
April 19-21	Michelin Raceway Road Atlanta	Braserton, GA
May 31-June 2	Road America	Elkhart Lake, WI
June 14-16	Brainerd International Raceway	Brainerd, MN
July 12-14	WeatherTech Raceway Laguna Seca	Monterey, CA
Aug 16-18	Mid-Ohio Sports Car Course	Lexington, OH
Sept 13-15	Circuit of the Americas	Austin, TX
Sept 27-29	New Jersey Motorsports Park	Millville, NJ

The Baggers Championship, Twins Cup and Mission Super Hooligan National Championship kicking off their

seasons with the start of those three championships.

Kyle Wyman and James Rispoli

In other KOTB news, Harley has confirmed Kyle Wyman and James Rispoli as Screamin' Eagle factory racing team riders in the 2024 series.

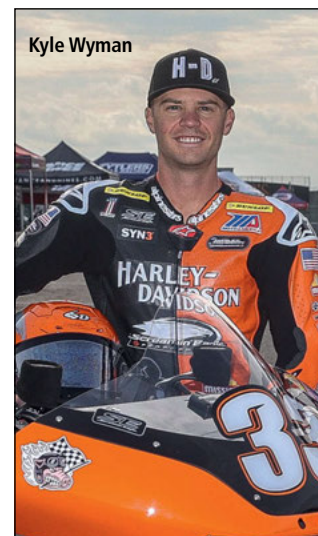


James Rispoli

Kyle Wyman won seven races during the 2023 King Of The Baggers season and finished third in the season championship. Kyle is the winningest racer in MotoAmerica King Of The Baggers history, with 12 total race wins in the 24 events since the start of the series in the 2021 season, plus the 2021 season championship to his credit.

Replacing 2023 H-D factory rider Travis Wyman, and having ridden for Vance & Hines H-D in 2023, James Rispoli won two KOTB races, plus he scored five second place finishes and three third place finishes for second overall in the championship.

Rispoli, who was signed to a one-year contract with the factory team, has a long history of racing Harley-Davidson motorcycles dating back to racing an XR750 as a teenager, and earning the



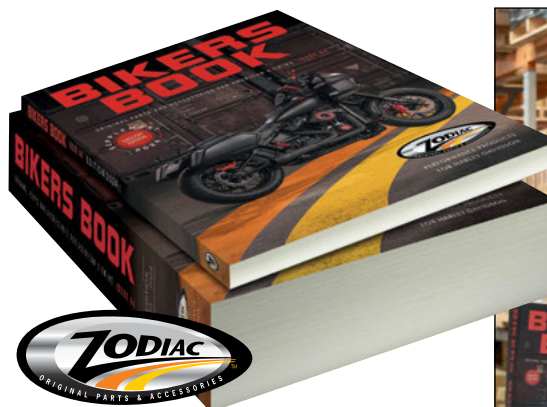
Kyle Wyman

nickname "Hogspoli" after winning the AFT Production Twins Championship on a Latus Motors Racing Harley-Davidson XG750R in 2020. He also won back-to-back AMA Pro Racing Supersport championships in 2011-2012.

New Catalog Supplement Issue 44

The Zodiac Bikers Book "is the best aftermarket catalog ever made," says General Manager Vincent Pels. "This 2023-2024 edition contains more than 40,000 parts and accessories and is one of the most extensive catalogs available for the Harley-Davidson and American V-twin aftermarket."

Available in English, German, French, Italian and Spanish "we are constantly enlarging and adjusting our line of products to



keep up with the demands of today's Harley-Davidson owner, but we do not overlook the needs of Buell, Indian Motorcycle and Victory riders."

www.zodiac.nl



Zodiac General Manager Vincent Pels

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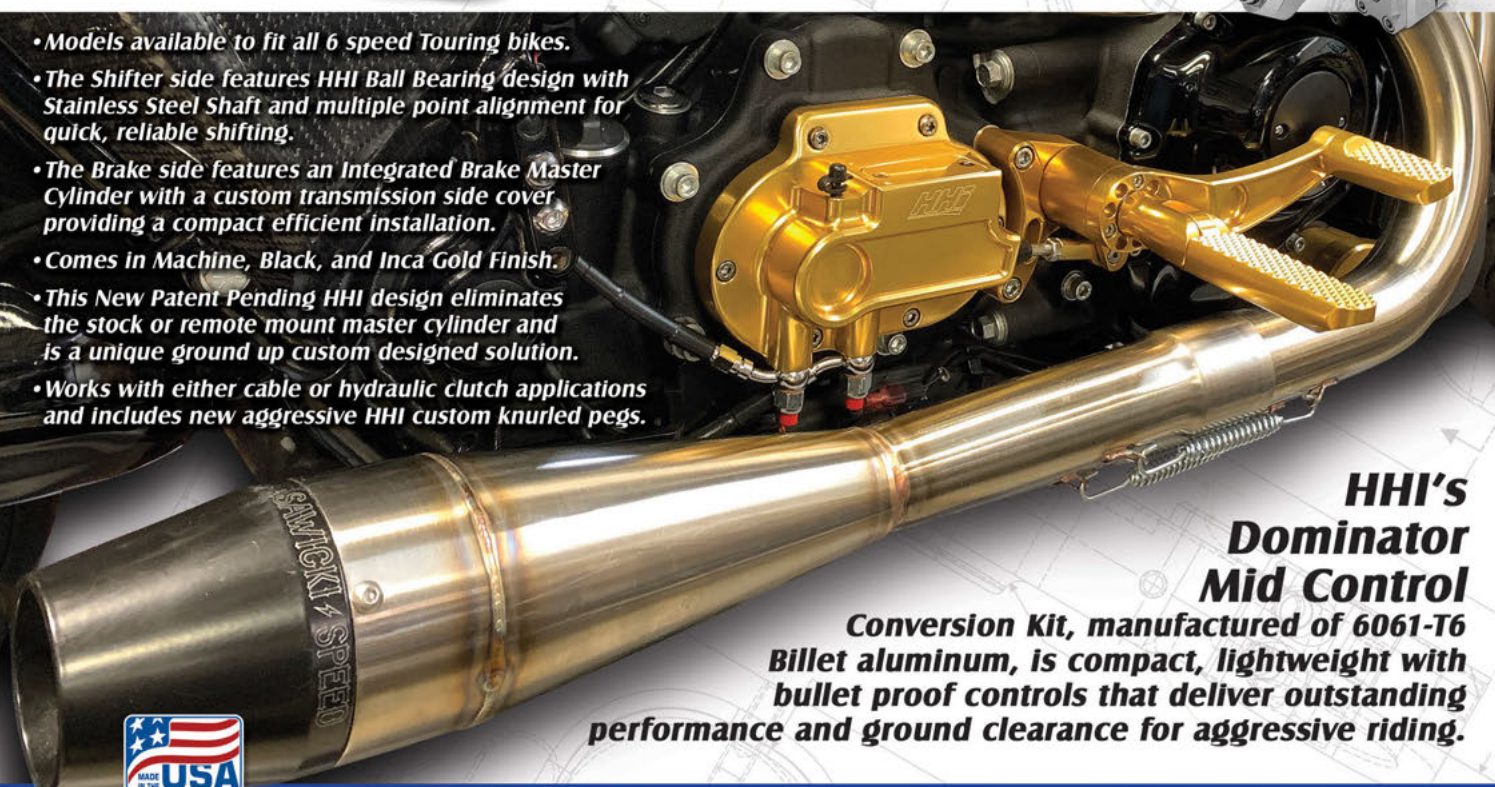


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NEWS BRIEFS

Rumors from India that Harley licensing partner Hero Motorcorp will launch Harley badged X500, X440 and X350 models "overseas" are intensifying. Meanwhile, the speculation that the next move will be a 210 cc machine are also gathering credence. One of India's motorcycle magazines is saying that Harley is indeed currently testing a 210 cc machine for sale in India in the future. The speculation is that it will be based on the recently launched Hero Karizma XMR 210 - a 25 hp, 15 ft-lb torque liquid-cooled 210 cc single-cylinder, with DOHC, four-valve top end. Hero, the former Buell partner "back in the day" is already building the X440 for Harley.

British Columbia based electric sport bike manufacturer Damon Motors (makers of the award-winning HyperSport EV motorcycle) has announced a merger with UK based Inpixon Ltd., (NASDAQ: INPX) and plans for Nasdaq listing of the combined company. Damon claims to have US\$85m in reservations for its motorcycle designs. The arrangement is described as a "reverse merger." Inpixon is a data analytics and statistical visualization solutions business. The ambition is to make Damon's HyperSport "one of the safest, smartest and most powerful motorcycles available in the market."

Eugene, Oregon based Arcimoto is to recall certain 2023 FUV and MUV hybrid electric motorcycles - due to a potential tie rod separation and resulting sudden loss of steering control.

Austin, Tx. area based Volcon (NASDAQ: VLCN) has announced that initial units of its new Grunt EVO electric motorcycle are now shipping to U.S. customers through its powersports dealer network. The company anticipates additional shipments to be made over the coming weeks as the dealer pipeline is filled. The company says that interest remains strong both domestically and in Latin American markets. Grunt EVO is the latest edition of its fat-tired, off-road, two-wheel electric motorcycle. One of the key features is the near-silent Gates carbon belt drive (Moto X9) which replaces the chain drive on the original Grunt (Grunt FE). Volcon says that customers can expect improved suspension with custom-tuned Walker Evans shocks and an overall weight reduction of 20%.

KSR Group Files for 'Bankruptcy Protection'

Founded some 25 years ago and considered a leading business in the 'new gen', post 2007 financial crisis landscape of the motorcycle industry in Europe, KSR Group GmbH, a market leader in several key sectors of two-wheeled mobility and a longstanding wholesale company, has filed for a court-supervised restructuring procedure.

Based in Gedersdorf in Austria and owned and operated by brothers Michael and Christian Kirschenhofer, the announcement cited the multiple difficulties of the unstable economic situation in Europe and the significant changes the business has had to undergo over the past year as a result - specifically referencing rising energy prices, high inflation and decreased purchasing power among customers. The company has currently been selling 60,000 vehicles a year and owns, licenses or manages at least 15 motorcycle, scooter and broader powersports vehicle brands (including Brixton, Motron, Lambretta, Malaguti, Italjet, NIU and CFMoto Off-Road). It has been selling through some 2,300 dealers in 60 countries worldwide and offices in Greece, Italy, Spain, Switzerland, Belgium and the Netherlands, as well as its head office in Austria.

"We have been working intensively in recent months to meet these conditions," said Michael and Christian Kirschenhofer.

"However, in the interest of a



successful and responsible continuation of our business and to preserve jobs, we now see the need to apply for a court-supervised restructuring procedure."

The key reasons for initiating the restructuring procedure include high material costs due to the pandemic and the Ukraine conflict, exchange rate fluctuations, reduced sales due to stronger-than-expected consumer restraint in recent months, and full dealer inventories.

Though it should be noted that for the first half of 2023, industry-wide new unit registrations have been +7 and +10.1% in Austria and Germany respectively.

"After an intensive evaluation phase, we see this decision as unavoidable to guide our company through challenging times and continue our

business successfully for the benefit of all stakeholders," said Michael Kirschenhofer.

The company's Smart Products and Mobility business segments will be operated as usual and with sales in Household and Leisure sectors, apparently not all of KSR's divisions (KSR Swiss, KSR Hellas, KSR Thailand, KSR Solution and KH Holding) are affected by the restructuring procedure.

The KSR Group says it will use the coming months to reposition itself for the 2024 season, stating that it is "confident in the future of its business models, existing partnerships, the competence of its employees, and the strength of its brands."

In Austria, making an application for "judicial reorganization proceedings without self-administration" is a signal that the Group's problems run deep and that it is going to have to work hard if it is to stave off liquidation of its assets and preserve some jobs and trading.

Buell - \$120m Super Cruiser Concept Preorders



In just six months, Buell Motorcycle Co. has booked over \$120m in pre-orders for the Roland Sands Super Cruiser 1190 collaboration it unveiled in February 2023.

Bill Melvin, CEO of Buell, said: "Americans love style, muscle and performance. The Super Cruiser breaks the mold for all three, and the response shows that Buell simply nailed it. This is utterly unheard of for an American V-twin."

The Super Cruiser is "an evolution to Buell's innovation in engineering." Weighing 450 lbs and boasting an impressive 175 hp, it "seamlessly combines the West Coast cruiser aesthetic with the agility and handling of a sport bike, positioning Buell as the

undisputed high-performance leader in American motorcycles for the foreseeable future."

Returning to the industry in 2021, Buell set up shop in Grand Rapids, MI, launching with two models - claiming the Hammerhead 1190 as America's fastest production motorcycle. Rapid expansion of its lineup included sport, touring and adventure bikes. The Super Cruiser is slated to enter production in 2025, with an estimated retail price in the \$20,000 - \$30,000 range.

"We've laid a solid foundation over the last two years with an amazing team and support from West Michigan leaders," said Melvin. "Now, the overwhelming demand for

the Super Cruiser puts Buell on a trajectory for significant long-term growth. This ramp-up will be nothing short of exhilarating. Anyone interested in joining us for this exciting ride - in any capacity - should reach out now. We want to work with you."

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Sturgis Hall of Fame - CLASS OF 2023

The (very wet) 83rd Sturgis Motorcycle Rally in August 2023 saw the customary wide range of people and backgrounds recognized for their contributions with induction to the Sturgis Motorcycle Museum Hall of Fame ...



words by Hall of Famer Robin Bradley



Chris Callen - Rider, Customizer and Publisher

Best known as the publisher of Cycle Source magazine, Chris Callen is a lifelong motorcycle enthusiast and often asserts that motorcycling saved his life.

He grew up in a rough setting on the outskirts of Pittsburgh. Through his interactions with motorcycle people, he found a passion that would bring him through it all and "show him a better way." Today he is recognized as a publisher, editor, journalist, motorcycle builder, artist, innovator "and lover of all things two-wheeled." The Cycle Source story started in March 1997, from a back room in Fat Cats Cycles, his aftermarket shop, when Callen and lifelong friend Lou started Cycle Source with a borrowed computer.

Callen says that the first issue nearly



killed them both. With no experience they had very poor results. Luckily for Callen, even then, the motorcycle world could see his passion and gave him plenty more chances to redeem himself.

Callen was one of the first to acknowledge "the Next Generation" and ushered in the young, upcoming

builders that may not have been recognized otherwise. From this early offering, Callen was involved in starting the Limpnickie Lot in 2008, a collection of these younger builders who traveled around the national circuit.

Growing up in Southwestern PA, woods racing was in Callen's blood, so any type of competition on two wheels suited him fine. In 2010, he raced in the first Hoka Hey Challenge, a 10,000-mile race that went from Key West, Florida, to Homer, Alaska. He helped build the 'Good Ol Days' raceway and has raced at the dragstrip, flat track, motocross and vintage races in the Sons of Speed.

Riding for over 30 years, Chris has earned more than two dozen "thousand miles in a day" patches, a dozen or so "1,500 in one" patches, and even rode the then new V-Rod Muscle coast to coast in 63 hours on a bet from Harley-Davidson.

With longtime friend and, from 2015,

wife Heather, their unstoppable determination has seen Cycle Source emerge, established and accepted as one of the leading, and certainly one of the very few remaining genuine and genuinely authentic 'Keepers of the Flame' in consumer motorcycle publishing terms.

Though they have achieved this not by standing still, but by recognizing and embracing the opportunities that a new generation of digital media gave them, just as they recognized the direction of travel that the new generation of riders and customizers were taking.

Roland Sands - Racer, Designer and Parts Industry 'Lifer'

Roland Sands is a renowned motorcycle designer, racer and entrepreneur, founding Roland Sands

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Born in August 1974, in Long Beach, California, Roland grew up with a passion for motorcycles, as his father was also a motorcycle racer and business owner. Growing up in his parents' shop, Performance Machine, he was surrounded by unique two-wheeled machines, racing and the custom motorcycle industry. Roland's first trip to Sturgis was at age 15. He roamed Glencoe and spent the week riding his Triumph T100 through



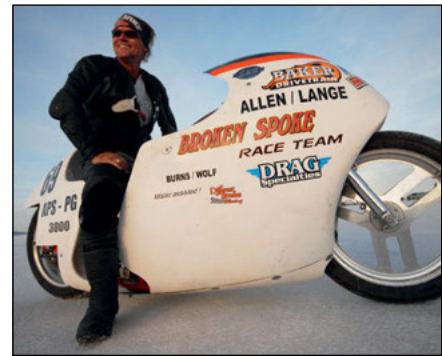
the canyons with his dad Perry and crew. He's been to Sturgis almost every year since. In 2019 he was honored as the Grand Marshal. Roland began racing at 18, turning pro and competing in racing events across the U.S. and Europe. Roland won the AMA 250 National Championship title in 1998 and won more races and broke

track records across the U.S. Roland retired from racing in 2002, focusing on design and motorcycle customization while working as the VP of Design at Performance Machine. Following in his father's entrepreneurial footsteps, he founded Roland Sands Design (RSD) in 2005. The business quickly became a leading brand in the motorcycle industry, known for its unique and innovative designs. The company specializes in creating custom motorcycles, performance parts and accessories for riders who are looking for a distinctive and personalized experience. Roland has expanded his products into quality fashion-forward protective riding gear that look good on and off the bike. A talented motorcycle designer, he collaborated with many motorcycle manufacturers including Harley-Davidson, Indian Motorcycle, Ducati, BMW, Honda, Triumph, Yamaha, Aprilia and KTM - building custom and concept bikes and engaging in parts development collaborations. Roland and his team have built over 200 custom motorcycles and helped pioneer performance customs, expanding the custom industry beyond the V-twin segment, helping to inspire and usher in a new generation of custom bike builders. His current business continues to push the boundaries of motorcycle design and innovation, and his work has earned him many awards and volumes of press. He is regarded as one of the most influential figures in the motorcycle industry and continues to inspire riders and designers around the world. He expanded into events and created the Moto Beach Classic, highlighting the West Coast motorcycle culture.

In 2015, Roland returned to the racetrack to pioneer the Super Hooligan National Championship Series. Initially a dirt flat track series, it helped to develop "alternative racing." The SHNC graduated to the pavement and is leading a high bar naked bike road racing series racing across the United States with MotoAmerica. Sands' team fielded an Indian Challenger in the King Of The Baggers race series and was the only non-factory team to win a King Of The Baggers race to date.

Jay Allen - Rider, LSR Racer and Hospitality Industry Legend

You can summarize Jay Allen's life by saying "he did it with passion," whether it was the first Broken Spoke, the 55 land speed records, or emceeding events around the company. Jay didn't grow up in a motorcycling family, but bought his first bike when he was 12 - an \$8 Suzuki 50. It didn't run, but a 'fix anything' neighbor got him mobile, and Jay had his first taste of motorcycling and of the true freedom all riders know. After a life-changing accident and a year of rehab, he used the small settlement he got to buy a 1959 Sportster. That Sportster and a black and white quarter horse were his sole means of transportation. After being kicked out of the house at 16, he went to work as a farrier apprentice and at a 7-11. Jay kept searching for a meaning and purpose in life. He bought a one-way ticket to Hawaii. His first act of faith started when he got on the plane at



LAX with zero money. All he had saved was in his windbreaker and the jacket was stolen at the airport. Once he landed in Hawaii, he hitchhiked to Lahaina and found a place to stay. He started to work in a diner and within a week was hired as the head banquet waiter at the Sheraton Maui. All the time, he was living in a cave. He came back to the mainland, had a daughter, Andrea, together with his partner Claudia. Having been without a bike for a while when he spotted Arlen Ness while on an errand, he ran over and talked with him, and Jay recalls Arlen being so kind, patient and informative that "Arlen really ignited the spark in me." Jay went straight home to Claudia and committed they ride the Redwood Run the following year on a Panhead, and that they would never be without a bike again. Jay and Claudia transformed that dream into the Broken Spoke. The Spoke became a large enterprise, with locations at all the big bike rallies. Jay's background in customer service and customer experience paid off. The 10-day long production focused on delivering a fun, safe experience and fostering camaraderie for all the people there. Jay said: "If I can deliver on that, and I'm good at what I do, I will help you make memories."

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Jay made the jump into land speed racing when he bought a 1946 Indian Chief from Buck Lovell. The bike was originally intended as decoration. After ten years of being an ornament, Jay took the bike to Bonneville. He was bitten by the land speed bug and is now in his 20th year of land speed racing and holds 55 land speed records.

Herbert J. "Bert" Munro - Motorcycle Performance Genius and Land Speed Racing Legend

Bert Munro had a "need for speed" and the creativity and the drive to make it happen. He was born in 1899 near Invercargill, New Zealand. His childhood was spent on the family farm, where he would often tear across the fields on the family's fastest horse. Cars, airplanes and motorcycles were just emerging as he became a teenager.

He left the farm at age 14 to be apprenticed as a carpenter and would later go to work on the construction of the Ora Tunnel through the Southern Alps of New Zealand, only to return when his father bought a new farm near Invercargill. He also found work as a motorcycle salesman and mechanic. Munro became a successful motorcycle racer in New Zealand.

Over the years, he owned many motorcycles, but two of them consumed a very large part of his life. They were a 1920 Indian Scout he bought at 21, and in the 1950s, a 1936 Velocette MSS. The Scout wasn't the fastest bike, topping out at 55 mph. Bert went to work on it for the next 55+ years, wringing every bit of speed out of the motor.

Unlike his competitors, who had factory-backed rides, Bert's was entirely handmade. He refurbished bike parts, fabricated new ones from scrap, and repurposed car parts. He

had punched the motor out to nearly 850 cc and was running fast. While it wasn't the prettiest machine to look at, the performance told another story. He regularly crushed his competition and set his first speed record in New Zealand in 1938 at 120.8 mph.

Bert made ten trips to the Bonneville Salt Flats in Utah. While the first trip in 1957 was "sightseeing," every other trip was for racing. And race he did ...

- In 1962, he set an 883 cc class record of 288 km/h (178.95 mph) with his engine bored out to 850 cc.

- In 1966, he set a 1000 cc class record of 270.476 km/h (168.07 mph) with his engine at 920 cc.

- In 1967, his engine was bored out to 953 cc, and he set an under 1000 cc class record of 295.453 km/h (183.59 mph). To qualify, he made a one-way run of 305.89 km/h (190.07 mph), the fastest-ever officially recorded speed on an Indian. The unofficial speed record (officially timed) is 331 km/h (205.67 mph) for a flying mile.

- In 2014, 36 years after his death, he was retroactively awarded a 1967 record of 296.2593 km/h (184.087 mph) after his son John noticed a calculation error by AMA at that time in 1967.

Making it even more amazing, all his Bonneville records were set after Bert turned 60, and his bike was over 40 years old. His 1967 record still stands.

A quote attributed to Munro summarizes his zest for life: "You live more in five minutes on a bike like this going flat-out than some people live in a lifetime."

Bert passed in 1978. In 2005 his life was immortalized with Anthony Hopkins starring as Munro in "The World's Fastest Indian."

In 2013, Indian Motorcycle Company launched the "Spirit of Munro" streamliner, as a launch platform for the new Indian 111 motor. To celebrate the 50th anniversary of Munro's record, Indian modified one of the new Scouts to run at El Mirage and Bonneville in 2017. This bike was piloted by his grand-nephew Lee from Invercargill, New Zealand, who set three class records at El Mirage and Bonneville.





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NEWS BRIEFS

Triumph Motorcycles says it has uncovered the truth behind a famous motorcycle myth - that Elvis Presley did give an extraordinary biker gift to every member of his Memphis Mafia in 1965. With the discovery of the original checks in the Graceland archives, signed by the man himself, as well as recollections from close friend Jerry Shilling, it can be confirmed that Elvis bought nine Triumph motorcycles as gifts, so he and his closest friends could ride together in the hills of Los Angeles. The search is now on to see if any of the bikes are still in existence - intact or otherwise.

MRF reports that the California Air Resources Board (CARB) voted to ban the sale of medium and heavy-duty diesel-powered vehicles in the state starting in 2036. California is the largest market for vehicles in the USA. In a recent dealer memo, Ford already announced that "Beginning January 1, 2024, Ford will not allow or recognize sales or delivery of 2025 Model Year diesel Medium Duty (F-650/F-750) units to customers who register their vehicles in the state." The Clean Air Act allows California to seek a waiver of the pre-emption that prohibits states from enacting emission standards for new motor vehicles.

Some 30-plus years after Pierre Terblanche designed the Supermono 550 race bike for Ducati, it has announced a new 695 cc Desmodromic "Big Single" - the Superquadro Mono. Developed from the Panigale 1299 engine, its claimed performance specs are unprecedented for a single - delivering 77.5 hp at 9,750 rpm and reaching 10,250 rpm. It is said to produce 46 lb-ft of torque at 8,000 rpm, and maximum power of 85 hp at 9,500 rpm.

The 19-country Eurozone subset of European Union member states saw consumer inflation falling more than economists had expected after consumer prices rose 2.9% in the year to October 2023 - the slowest rate of increase since July 2021.

Cardo Systems is collaborating with powersports apparel brand 509 to introduce the Mach V Commander - "a groundbreaking motorcycle helmet that transcends the conventional. The Mach V Commander features a fully integrated state-of-the-art Cardo communications system with in-helmet audio and microphone, enabling seamless communication and connectivity for the driver and up to 14 users. The helmet also boasts JBL sound quality.

Italian Bike Week

Staging an 'AMD Approved' custom bike show at both the beginning of the season in May during Biker Fest and at the end of the season in September, at the same event venue in Lignano Sabbiadoro as part of Italian Bike Week, was an experiment - but it proved to be a success...

"Not only did we see many customizers bringing their newest custom bikes - different ones from those shown in May - but the public showed up in unexpectedly large numbers."

That had been the biggest concern - being in September, at the end of the



Text & photography Onno "Berserk" Wieringa - www.madnessphotography.nl



holiday season in Europe (September 14-17) - would 'event fatigue' have set in and would 'life get in the way?'

For some it may have done, of course, but almost 50,000 visitors turned out to prove that this new event concept does have great potential.

Staged at the May 'Biker Fest' venue of Lignano Sabbiadoro, north of Venice on Italy's beautiful Adriatic coast, the always busy Persello family is coming up with new ideas and concepts all the time. They are organizers of both Biker Fest in May and Italian Bike Week, and publishers of a slew of Italian custom and lifestyle magazines, including Bikers Life.

This new version of Italian Bike Week is something never seen before - based at a purpose-built temporary track where you can ride both your own motorcycle and/or ride a demo bike in the Adventure, Motocross, Off-Road segments.

"Yes," says Micke Persello proudly,

"we came up with this idea because nowhere is it possible to book demo rides and compare different models and different brands at one place." So, the Italian Bike Week has a new feature, a huge off-road area where you can test ride the newest off-road and Adventure motorcycles. Several tracks are available, with brands like Triumph, Honda, Brixton, Yamaha,

Aprilia, Moto Guzzi, Sherco, Beta, and more, including newcomer Rieju, all present and available with a demo-fleet of their newest off-road and adventure bikes. Demo rides were booked solid during the event. In the 'AMD Approved' custom bike show, over 50 motorcycles competed, many never seen anywhere before. In the Old-style class, it was the

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extreme H-D WL based chopper, with a 'seethrough fuel tank that incorporates the H-D Bar 'n Shield logo, that took the win - this is the bike that is dedicated to H-D's 120th anniversary (seen at Budapest) and named 'HISTORY' - built by **Vito Klemencic, VK Custom Works, from Slovenia.**

In Freestyle it was **Matteo Fustinoni** who grabbed first place with his Ironhead Sportster 'GHISARAMA' - a custom bike dedicated to the famous Lake Íseo speedboat manufacturer Riva and another famous Italian brand, Lamborghini.

Giacomo Giabalti (GDesign) scooped first place in the Scrambler Class with a Buell, while in the Bagger Class the win was taken by Slovenian builder **Dejan Dolenc**, who won with 'Touring Absurd'.

Winner in the Metric Class was the



Old Class, 'HISTORY' built by Vito Klemencic, VK Custom Works, from Slovenia



Honda 600 by **Giorni Samuelli**; in Café Racer Class **VM Cylces**, from the nearby town of Tolmezzo, received first prize; winner in Modified was **Custom Tomm** with his radical V-Rod; in Streetfighter it was the V-Max built by

Motor Attitude.

A Special Prize went to Moto Danini, a home-built moped with Benelli engine, built in antique style.

Best in Show proved to be Italian builder **Mirko Perugini, Gallery**

Motorcycles, with his own homage to H-D's 120th Anniversary - a fusion bike with old JD type inlet-over-exhaust (IOE) engine and high-tech wheels and front end.



Bagger Class, 'Touring Absurd' by Slovenian builder Dejan Dolenc



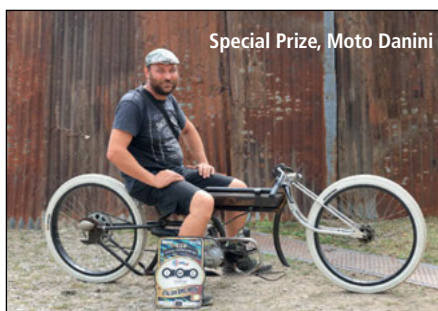
Scrambler, Buell, Giacomo Giabalti, GDesign



Metric Class, Honda 600 by Giorni Samuelli



Modified, Custom Tomm V-Rod



Special Prize, Moto Danini



Streetfighter, V-Max Motor Attitude

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32nd Annual Jim McClure Memorial All-Harley World Finals

This report was prepared by Tim Hailey. Enjoy everything there is to read, see and watch about motorcycle drag racing and more at <https://www.eatmyink.com>

Presented by MTC Engineering, the PennGrade1 AMRA and AHDRA/AMA Jim McClure All-Harley World Finals at Rockingham Dragway, North Carolina, USA, (October 27-29, 2023) delivered a fitting memorial to "Da Judge"...



Rockingham Dragway's Jim McClure All-Harley World Finals presented by MTC Engineering and Law Tigers of North Carolina was - by the estimation of everyone who was there - the biggest Harley-Davidson drag race in decades.

Whether you're counting bikes, entries, records, spectators, impact on the local economy - this event added up. The championship finale for both the PennGrade1 AMRA and AHDRA/AMA motorcycle drag racing series showed that American V-Twin drag racing sport and the enthusiastic scene it generates is alive and growing - something that would make the late Jim "Da Judge" McClure beam his legendary smile.

The event featured an incredible 40 nitro bikes "putting fire in the hole and taking the tree." Nitro V-Twin racing is

and AMRA championships.

Peterson and his Romine Brothers built-and-tuned, Steve Horne-owned, beautiful former Doug Vancil bike was on an improvement arc on raceday, running a 6.46 at 208 in the semifinal alongside a lane left vacant by Peery's no-show in the semi. That left him with lane choice against Tharpe in the final after Tii's 6.47 at 205 beat Kerrigan. The JTR team had Tharpe's bike fully loaded for the final and the Spevco boss ran a 6.39 at 215. But that .159 light though ... Tii gave up .121 to Peterson at the tree and came up .004 short of catching the red and black bike he fought with in the NHRA was a few years ago. It was second generation Nitro Harley drag racer Peterson's first Top Fuel win.

North Carolina Drag Racing **Hall of Famer** Jay Turner is the one the locals

all come to see, but Turner focused on his role as team manager and trying to solve the riddle of his massively powerful ProCharged Top Fuel bike.

Nitro Funnybike also saw a second-generation Nitro Harley drag racer take the win. Armon Furr is the son of the legendary South Carolina racer Bill Furr, and the family magic came through.

Peery was also the number one qualifier in Nitro Funnybike with a 6.59 at 210. But Peery slowed in the semis and defending AMRA champion Jim Doyle got around him to meet Furr in the final.

Furr came to the line with lane choice, but Doyle's consistency outran him. Again, the tree was the story as that redeye back at the starting line in Doyle's lane signaled the -.010 foul that cost him the race. **Peery secured**

'an incredible 40 nitro bikes'

literally and figuratively blowing up. Defending AMRA Top Fuel champ Ryan Peery qualified number one at 'The Rock' with a 6.39 at 217 miles per hour. Spring AHDRA Rockingham race winner Tim Kerrigan was second with a 6.42 at 213, and defending AHDRA champion Tracy Kile was third with a 6.44 at only 188!

The **Top Fuel eliminations** were a brutal slug match. Kile was spun and done in E1 against multi-time NHRA champ Tii Tharpe on his Spevco Jay Turner Racing bike. Kerrigan slipped past Tharpe's teammate John "JT" Toth and Jordan Peterson raced past Ricky "Sharkey" House. Peery's opponent broke in the waterbox and then Ryan's bike broke abruptly at launch - and the top qualifier was done for the day.

"The rods had enough and said 'I'm outta here!'" reported Peery. "Luckily they lasted just long enough to get the round win and lock up the championship." Actually, both AHDRA



Jordan Peterson



Armon Furr

Ryan Peery

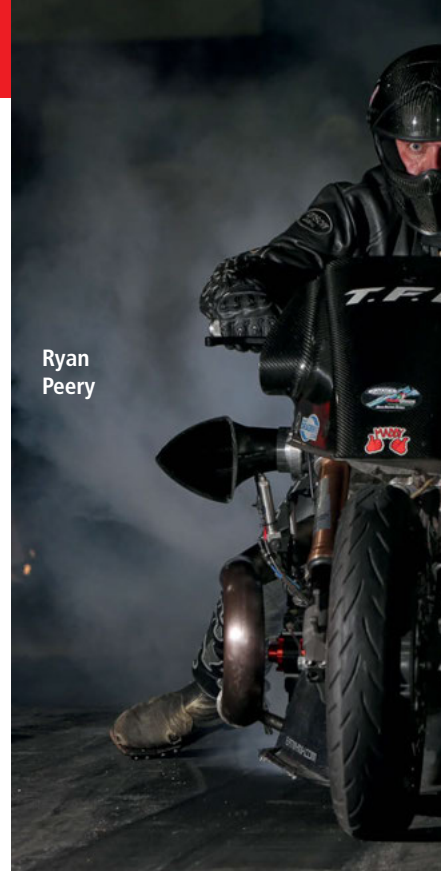
the AMRA championship.

Veteran racer Sam White scored a sweep in **Hawaya Racing Pro Fuel**, qualifying number one, winning the race, and the championship in both series. White and final round opponent Rocky Jackson left the line within 1/1000ths of each other, with White legging it out with a 7.31 at 170 against Rocky's 7.57 at 169.

GMS Racing Engines Outlaw Street saw a heated, record-shattering battle amongst these gasoline and power-adder no-bar badasses. Andy Simon Sr. started the assault with a 7.64 at 188.36 on his turbo Bagger in testing. Gregg Dahl pushed the bar way farther with a 7.57 on his nitrous-huffer to lead qualifying. But it was Dahl's teammate Mike Motto who won the race and the AHDRA championship with a .009 light and 7.80 lap in the final against Dahl, who shredded his drive belt at the 330.

Zipper's Performance Pro Bagger saw Indiana's Jeremy Williamson run the class's first 7 second pass with a 7.98 at 172 in qualifying on his sleek turbo Bagger. But Williamson redlit in E2. Number two qualifier Rick Hunnicutt took his semifinal but broke in the process. That left number five qualifier Scott Tomsu as the last man standing for the unopposed win. Tomsu runner-upped to Bowling Green winner Jimmy Mailkranz in **Thundermax Street Bagger**. Mailkranz qualified number one with a 9.33 at 145 and won the final despite giving up .106 to Tomsu at the tree. His 9.42 at 142 was able to drive around Tomsu's 9.86 at 135.

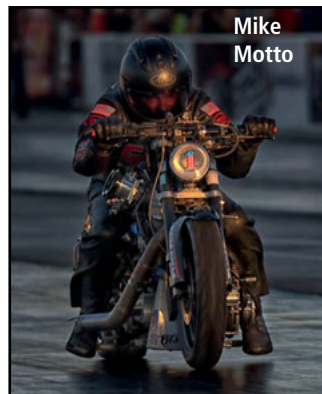
Brian Conley Jr. and the iconic "JT's Auto" bike continued their





domination of **Hot Street**, winning the class for at least the second straight year. Conley qualified number one with a 9.09 at 146 and took a very good final round race against veteran racer Joe Perry. Brian took the tree by .057 and ran a 9.14 vs. Perry's 9.17.

Zipper's Performance Pro Modified boiled down to the reigning champions of the two series - AMRA's Billy Doherty and AHDRA's John Price. Billy Doherty qualified number one and Price number two. And that's how



Mike Motto



Brian Conley



Sam White

it went in the final, too, with Doherty taking the tree .124 to .296, and the stripe 9.49 to 8.70.

Pingel/Axtell Cylinders Modified went to number one qualifier (9.18 at 143) Gary Douglass. He and runner-up Casey Smith both had great reaction times, with Gary an .013 and Casey .018. Gary's 9.26 kept him out in front of Smith's 9.32.

The Benchmark Excavating Top Eliminator 9.30 final was a battle

'Peery takes AHDRA and AMRA championships'

between Harley index titans - last year's winner David Doremus vs. number one qualifier Ken Strauss. Strauss punched first with a .030 light to Doremus' .057. Strauss somehow let that advantage slip away and lost a double breakout, 9.29 to 9.27 finish. Strauss then played out his revenge on multi-time champ Donnie Huffman in the **Vreeland's Harley-Davidson Super Gas 9.90 final**. Only .003 separated these two index studs at the tree and Strauss ran closer to the number with a 9.97 to Huffman's 10.12. Number one qualifier Kash Laughman lost in round one.

Number one qualifier Joe Petersen beat John Shotts in the **BK Electric Super Pro 10.30 final**, gaining a scant .004 advantage at the tree, but still pushing Shotts to break out with

a 10.28.

Universal Fleet & Tire Pro Eliminator 10.90 boiled down to a 'battle of the Larrys' - Maynhart vs. Stevens. Stevens took the tree by .010, but Maynhart ran .020 closer to the index to take the win on his V-Rod Destroyer. Number one qualifier Willie George lost in round four.

Terry Mason took the tree by .012 and went dead-on with a 1 to take the **Thundermax Street Eliminator 11.50 final** over Loren Potter, who broke out. Number one qualifier Racin' Ray Robinson lost to Mason in round 3.

Law Tigers Eliminator came down to a battle of 13 second Harleys, with Talon Harper taking the final over Calloway Ledford. Neither rider set the tree on fire, but Harper's .282 had the advantage on Ledford's .313. Harper ran a 13.52 on his 13.28 dial-in, while Ledford was 13.71/13.35.

Harper's son Blake won **Junior Junior Dragbikes** and Damian Patino won

Junior Senior, both at the expense of the Hines brothers in the finals.

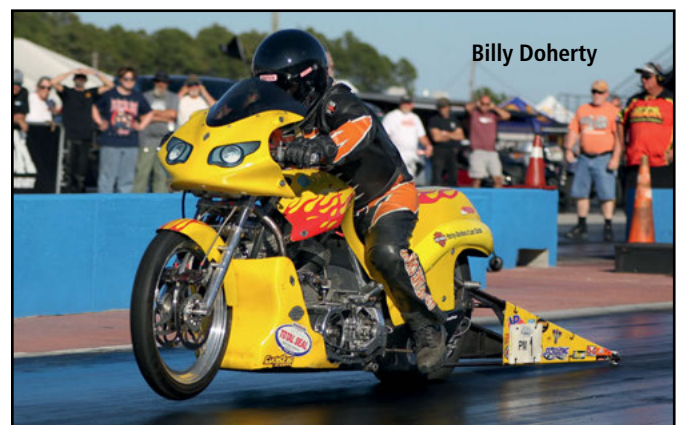
Jon "Jonny Flattop" Ard won Saturday's **Trophy class** final with an .030 light and 11.25 on his 11.12 dial. Runner-up Sean Clarke was .142 at the tree and posted an 11.27 on his 11.15 dial.

And that's a wrap for 2023. AMRA's Greg Baugh and John "JT" Toth and AHDRA's Bill and Chrissy Rowe wish everyone a safe and happy off-season and look forward to welcoming the whole, growing Harley-Davidson drag racing family back to the track in '24.



Jonny Ard

AHDRA and AMRA thank Vreeland's Harley-Davidson, PennGrade1 Oil, MTC Engineering, Hawaya Racing, Pingel Enterprise, GMS Racing Engines, Zipper's Performance, Axtell Cylinders, Horsepower Inc., Vanson Leathers, Universal Fleet & Tire, V-Twin Powersports, Daryl Coffin Motorsports, BK Electric and Thunder Max.



Billy Doherty



Gary Douglass

Drag Specialties Additions

Brake/Mechanical Clutch Control Kits



Drag Specialties handlebar control kits include master cylinders that accept OEM-style rebuild kits and have clearance to work with all 1 1/4" diameter handlebars. The complete kits include a dual-disc master cylinder assembly along with a clutch lever assembly.

The kit is designed to work with stock and most custom switch housings that accept OEM switches and wires. It is available in chrome or black for '21-'23 FLHT/FLHX/FLHR models.

Predator Seats



This 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 the perfect fit while the carpeted bottom protect the bike's paint.

Predator seats fit with most Drag Specialties and H-D sissy bars. They are available in Double Diamond stitch w/black, red or silver thread for '18-'21 Sport Glide FLSB and '18-'23 Low Rider FXLR, FXLRS and FXLRST models.

Replacement Piston Ring Sets

Drag Specialties replacement piston rings are designed for use with Drag Specialties replacement and OEM pistons, and the



DS brand piston rings feature high-quality moly top rings. They are available in standard and oversize bore sizes, up to +.020" (standard replaces OEM #21936-99, +.005" replaces OEM #21937-99, and +.010" replaces OEM #21938-99).

Each set includes enough rings for two pistons and is made to fit '99-'06 Twin Cam 88" pistons with a 3.750" bore.

Coil Cover



This cover is constructed from smooth stamped steel with a gloss black finish. It is designed to fit most OEM-style coils found on 1999 to 2005 carbureted Dyna Glide models (replaces OEM #31644-99).

ABS Brake Sensors



High-quality, bolt-on stock sensor replacements built to the same specs as the factory items. A mod-free, fully reversible install with no special tools needed. Designed to fit all '18-'23 Softail models. The front sensor replaces OEM #41100080 and the rear replaces OEM #41100076.

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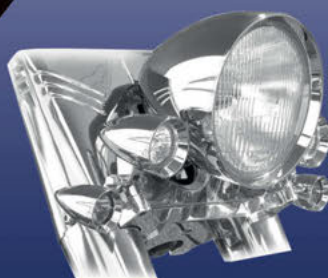
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PM 'Race Series' Covers for Improved Heat Management

Performance Machine has added a new line of stylish Black Ops finished M-8 covers - its 'Race Series' engine covers - that are engineered for weight management as well as looks.

"Carefully crafted with the utmost precision and engineered to dissipate heat more effectively, the contemporary, race-inspired look is a bonus.

"We went beyond simply designing a series of engine covers which only enhance the appearance of the M-8 platform. Painstaking hours were spent chasing forms

Six speed clutch cover



Rocker cover



Transmission cover



and shapes which transfer heat more efficiently away from the engine and transmission to better accommodate increased temperatures synonymous with racing.

"To complete the look, these covers come in the innovative Black Ops finish with laser-engraved logos to provide a durable, yet elegant appearance. The range includes transmission, derby, clutch, cam and rocker box covers for M-8 Touring and Softail applications.

Precision CNC-machined from billet aluminum, they are crafted to dissipate heat more efficiently than stock M-8 covers. Chrome hardware and gaskets are included.

PERFORMANCE MACHINE
Santa Fe Springs, California, USA
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sales@performancemachine.com
www.performancemachine.com

Cam cover



Derby cover



Charging Smart, Charging Safe

For factory-activated batteries, especially lithiums that require a specific charger, one thing is for sure: charging and maintenance are crucial to the battery lifespan - something that is an especially important consideration for the professional workshop environment where the potential for damage from misuse of acid chargers on lithium batteries is so much more serious.



French battery and charger specialist BS Battery has developed a convenient and easy tool specifically to help dealers make the right charging decision - the BK20. "A really versatile solution," says BS Chargers Florida Office Manager Frank Pitman, "this genuine 3 in 1 solution saves time for mechanics and provides a quality service to end users.

"An intelligent bank charger and maintainer that offers three charge channels, it can simultaneously charge and maintain three batteries with different

voltages (6/12V) and technologies.

"Rated at 2A per channel, this powerful automatic charger is suitable for charging and maintaining all battery sizes - lead-acid and lithium up to 40 Ah, and even up to 80 Ah for in maintenance mode."

High-performance features include automatic detection technology to enable warehouses, dealers or service workshops to eliminate doubt with the back-up security of internal overheat protection and spark-free connection to eliminate reverse polarity and short circuit.

"The ten charge stages include a new 'Force Mode' to enhance the performance of all powersports batteries. Delivered with three BS clamp sets for a quick connection and hang anywhere hooks, this solution is a useful time-saver for workshops and mechanics



when they need to set up fresh batteries."

Always known for "the tiny details that make the big differences for riders," the French manufacturer has also designed a charging station that includes a product display with an assembly point to mount up two BK20 smart chargers.

"The perfect solution for all the shops who want to exhibit their products, and ensure a high-quality service, by providing batteries fully charged to end users," says founder and General Manager Benjamin Sebban.

BS Battery smart chargers match all the latest U.S. certifications. They are delivered with clamps set and fused ring terminal set. Distributed throughout the U.S. by Drag Specialties/Parts Unlimited and by distributors in Europe, including Parts Europe.

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Everything Old is New Again



Global volume movers like gloss black, flat black and vintage white will always occupy a place on Biltwell's color pallet.

In 2014, Biltwell injected contemporary helmet technology with a heavy dose of '70s motorsport DNA to create the Gringo and Gringo S, the brand's first U.S. DOT compliant helmets for motorcycle riders.

Style-conscious riders rejoiced, and the classic full-face helmet was reborn. Soon after, the scrappy SoCal brand added ECE R22.06 certification to both models, and riders in Europe got a taste of the Biltwell style. "Today, Gringo and Gringo S are two of the most popular and easily recognized helmets in the world," says co-founder Bill Bryant.

In anticipation of the EU mandate for revised R22.06 safety standards, this year Biltwell completed a long

list of major refinements to the fit, finish, sizing and construction of every colorful new 2023 Gringo and Gringo S helmet to satisfy the more robust ECE test protocols.

Upgrades to both models were comprehensive and have included three new molded thermoplastic ABS outer shells for sizes from XS/S up to XL/XXL and new dual density EPS foam with molded ventilation channels to improve heat dissipation and moisture evaporation.

The new three-piece removable and replaceable cheek pads and comfort liner uses open-cell foam



Metallic Grape Gringo SV: When the company introduced Metallic Grape on the all-new Gringo SV earlier this year, one of Biltwell's boldest colors yet shot to the top of the sales chart. The brand certainly knows how to hit home runs when it comes to style.

"ECE R22.06-certified Biltwell Gringo and Gringo S helmets now available"

padding, fleece Lycra touch points and vented polyester construction for breathability.

Internationally there has been a move among helmet designers towards larger eye ports and Biltwell has embraced this trend. The larger eye ports on the Gringo S deliver enhanced peripheral vision with a UN R22.06 approved visor that features a brass pin locking mechanism for fast, easy operation and tighter fit in the closed position.

Each new ECE R22.06-certified Gringo and Gringo S features the automotive-quality paint finishes that Biltwell helmets are famous for with a five-colorway line-up on the Gringo and seven for the Gringo S - flat and gloss black, gloss white, Metallic Cherry Red, Desert Spectrum, Dove Blue, Gloss Black Flames and Gloss White/Black Tracker.

Biltwell helmets, hard parts and riding gear are distributed in North America by Lemans Corp. in USA and Parts Canada north of the border. Additionally, two distributors stock and sell Biltwell products in Europe: Motorcycle Storehouse in the Netherlands and Parts Europe in Germany.

BILTWELL INC.
Temecula, California, USA
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service@biltwellinc.com
www.biltwellinc.com



Desert Spectrum Gringo S: Another banger from the Biltwell archive, Desert Spectrum calls to mind the dune buggies that roam the Mojave Desert surrounding Biltwell's Southern California home.



Gloss Black Flames Gringo S: Biltwell resurrected pinstripe flames from its quiver of classic paint themes to create this beautiful gloss black and gold Gringo S.



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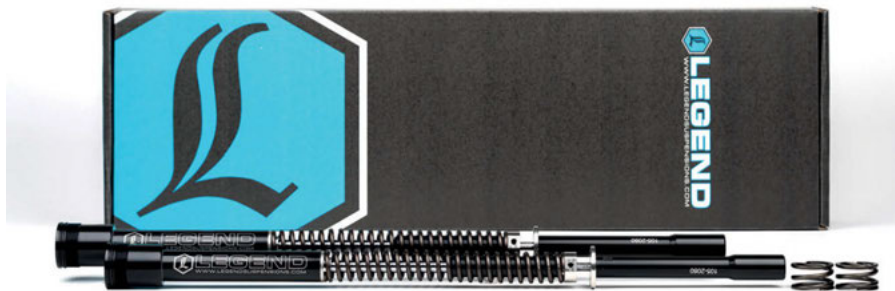
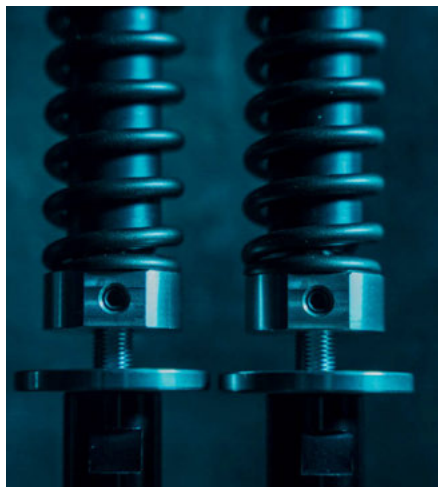
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Legend Suspensions' new AXEO Comfort cartridges for FL touring models have a spring rate that "provides improved small bump compliance, superior ride quality, as well as increased resistance to bottoming out - for all day comfort."



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"Designed for use with stock diameter front wheels, these AXEO Comfort cartridges feature a reduction in front end dive and minimize dragging of floorboards during aggressive braking and maneuvering and pair well with our rear shocks. Handmade in our HQ facility in Sturgis, South Dakota,

and backed by a lifetime warranty."

The kit includes two matched mono-tube, dual chambered damper cartridges, and two top out springs. They are available only in standard length to maintain factory ride height (not designed for 21" or 23" wheels) and are backed by a lifetime warranty.

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Wake Up Your Engine - 30-Tooth Compensator Sprocket Kit

According to Bert Baker, the new Baker 30-tooth compensator sprocket kit "is the only torque-increasing comp sprocket on the market. Have you ever been riding down the road and know that your engine is being limited by other components?"

"This is the end-all comp sprocket that yields a

+13% increase in the primary drive ratio. This means that in a stage 1 engine, this compensator sprocket kit will advance you to the performance of a stage 2 engine or more - increasing engine performance without the cost of an engine upgrade."

Available for 2007-later Softail and Touring applications and 2006-2017 Dyna applications (it does not currently fit Softails with wide rear tires - such as a 240 rear tire Fat Boy and Breakout), but for 2007 to 2010 Big Twins, your customer will need a H-D rotor to install the Baker compensating sprocket.

For a 2006 Dyna, a H-D rotor and stator is needed; for 2011 Big Twin models, if the stock spring cup is welded onto the stock rotor, a new H-D rotor will be required. H-D rotors and stators are available for purchase from Baker Drivetrain or your local H-D dealer.

"The kit includes the 30-tooth compensator



sprocket and a new primary chain. It delivers dual stage centrifugal oil distribution and is manufactured from heat-treated 8620 steel - the castings are poured in Wisconsin and machined in Michigan."

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Arlen Ness - 'Jagged' Style Rotor Options

Dublin, California based Arlen Ness Enterprises offers a huge selection of high-performance custom brake rotors designs, fitments and applications for factory or aftermarket wheels - from its 'Rotator' and 'ProCross' style rotors to '7-Valve' designs and these 'Jagged' style options.

Manufactured from 420 stainless steel construction, laser-cut and drilled for optimum performance, 420 is a 'Martensitic' grade of stainless steel - a magnetic and hardenable steel with outstanding corrosion resistant properties that is characterized by having a high carbon and up to 14% chromium content. It has good ductility in the annealed condition, but is capable of achieving 55 HRC after treatment. Optimal corrosion resistance is realized when 420 is surface-ground and polished after hardening.

Ness 420 stainless 'Jagged' style rotors are a heavy-duty stainless steel design that are made specifically for the weight of V-twin and Touring motorcycles. Universal fitment, they can be installed on the front or rear of H-D models equipped with 5-bolt hub-mounted factory rotors and are available in 11.5" and 11.8" diameters.

Selected fitments also available in 7-point and choice of black, red or gold 5-point carrier/adaptor colors.



'Jagged' rotors in corrosion resistant, high-strength 420 series 'Martensitic' carbon/chromium stainless steel - 5-point, available in 11.5" and 11.8" with black, red or gold carrier/adapters.



'Jagged' rotor - FLT front, drilled for optimum performance and heat dispersion. Designed to fit '14-up FLT Touring/Bagger front wheels equipped with factory 11.8" spoke-mounted rotors.



13" 'Jagged' big brake rotors for FLT - drastically improve braking performance. Made in 420 high carbon stainless steel and drilled for optimum performance and heat dispersion. Billet brake caliper adapters are included in each kit; utilize factory caliper, rotor hardware and brake hose. Easy bolt-on installation, no need to rebleed the brake system. Designed to fit '14-up H-D FLT Touring Bagger models with front wheels equipped with spoke-mounted rotors.



Hub mount 15" 'Jagged' big brake rotors - for "drastically improved braking performance." Engineered for optimum performance and heat dispersion. CNC-machined billet brake caliper adapters are included in each kit to relocate the factory caliper for use with the 15" oversized brake rotor; easy bolt-on installation, each kit utilizes the factory brake caliper, rotor hardware and brake line; fitment for Dyna & Softail models with 18" wheels or larger (5-bolt hub mount).

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'Jagged' rear Bagger brake rotor - performance rotor designed specifically for the rear of FLT Touring Bagger models. Heavy-duty construction on a single-piece design, each rotor is the proper thickness for the rear of heavy touring models, enhancing braking performance and the style of factory or aftermarket wheels. Rear specific FLT rotors are available in 11.8" diameter (thicker than standard rotors); fitments are 2008-up FLT Touring/Bagger rear wheels.

15" 'Jagged' big brake rotors, spoke-mount - drilled for optimum performance and heat dispersion billet brake caliper adapters are included in each kit to properly relocate the factory caliper to the proper position. They utilize the factory brake caliper, rotor hardware and brake hose. Easy bolt-on installation, no need to rebleed the brake system. Designed to fit '06-17 Dyna models with factory wheels equipped with spoke-mounted rotors.

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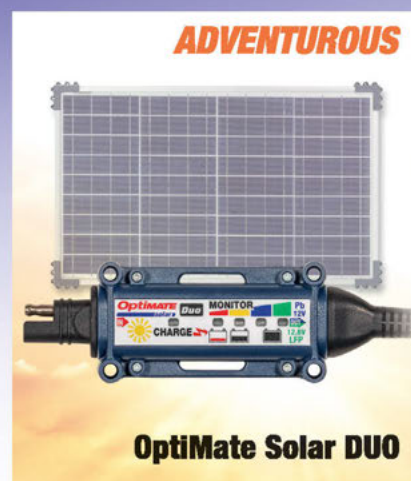
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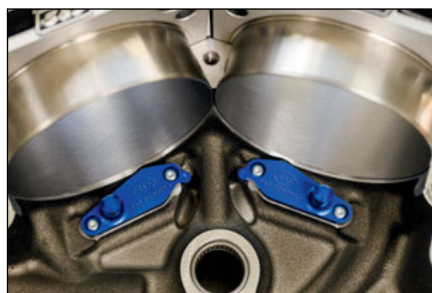


S&S - Stud Kits, Piston Cooling Jets and CVO Cam Phaser Tool

New S&S tools and accessories from the Viola, Wisconsin headquartered home of "Proven Performance" include this piston cooling jet kit for M-8 engines. "This is an exceptional piston cooling jet," says S&S' Jon Montgomery. "As they evenly cool both intake and exhaust sides of the pistons, the jets create a cooler engine with more power and better durability. "The revised spray locations mean more effective cooling and the shortened nozzle increases the rod clearance. "The patent-pending, dual-spraying kit is a 'must-have' and is sold with everything needed for install, including hardware and gaskets. It is crafted from strong, lightweight 6061-T6 heat-coated billet aluminum and anodized in S&S blue." Also seen here, because big bores, big compressions and big throttles take their toll on hard parts - including the all-important 4140 chrome moly head studs and head bolts. The studs are oil quenched and tempered to 39-44 HRC, 180,000 psi tensile strength with rounded - rather than flat - thread roots to improve fatigue resistance. The positive-stop shoulder allows for consistent installed height. The head bolts are made in 8640 heat-treated steel and said to deliver a 14% increase in strength over stock 200,000 psi ultimate tensile strength.



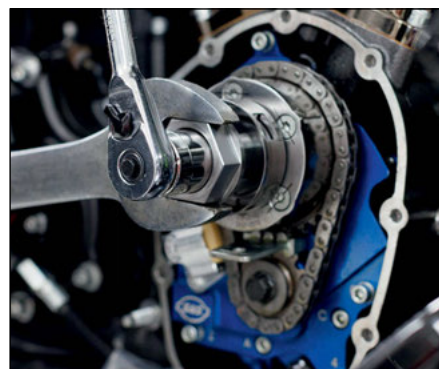
Piston cooling jet kit for M-8 engines



Finished with a durable oxide coating, they have formed threads, a cold formed head, 9/16" 12-point head with integral washer and are compatible with both MLS and graphite head gaskets. They ship in 8-pack kits of either studs and bolts, or studs, for 2017-2013 M-8 models.



Cylinder stud kits



Cam phaser tool for 2023 VVT engine CVO models

Finally, this new cam phaser tool for 2023 VVT engine CVO models has many improvements, but there is at least one major drawback - changing anything in the cam chest with Variable Valve Timing requires a special tool. This new S&S cam phaser tool holds the cam phaser assembly in place to allow you to pull the spool valve bolt and get access to the cam plate, oil pump, and, of course, the cam. If you're planning to do any work inside the cam chest on one of these new H-D CVO models, you're going to want to get one of these new tools!

S&S CYCLE INC.
Viola, Wisconsin, USA
Tel: 608 627 1497
sscust@sscycle.com
www.sscycle.com



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Compact Multifunctional Emergency Starter

Italian specialist BC Controller's BC K1500 Air is a compact and multifunctional booster and jump starter that fits neatly under the seat on most popular makes and models.

The company says it is "the most compact and lightest emergency starter in the BC Battery booster range and is hugely versatile - being compatible with all motorbikes, cars and vans up to 2,000 cc (petrol, diesel and hybrid)."

A special feature are the smart clamps that are designed to make them particularly safe - no risk of sparks, total battery protection, under-discharge



protection and vehicle back current protection. It is equipped with a high-intensity LED light with three functions - torch, SOS light and strobe. It also integrates a USB socket (5V, 2A), making it usable as a powerbank to recharge devices such as smartphones, tablets and more.

The BC Battery range is manufactured by Forelettronica Srl, an Italian company that produces the BC Battery range in its own factories in Italy. The company has been active in the automotive and motorcycle sector for over 18 years.

Technical Data Sheet

Dimensions - 125 x 65 x 20 mm
Weight - 260 g
Battery Capacity - 9000 mAh
Output - 5V / 2A ; 12V jump start
Input - 14V / 1A ; 5V / 1A
Starting Current (Ca) - 200A
Peak Current (Pa) - 400A
Warranty - 2 years

BC BATTERY CONTROLLER
Cislano (MI), ITALY
Tel: +39 02 9038 5059
info@batterycontroller.it
www.batterycontroller.it

CCE - 49 mm DLC Fork Tubes

Available in Europe from Germany headquartered Custom Chrome Europe, these Custom Cycle Engineering (Oceanside, California) Diamond Like Coated (DMC) 49 mm fork tubes are available in black or chrome.

DLC is a low friction, corrosion resistant and

extremely hard finish. They are offered in the stock 603.2 mm/23.75" length in +2" over (654 mm/25.75" length) and +4" over (704.9 mm/27.75" length).

These tubes will fit a wide range of Softail applications, from 2018 and up. Sold in pairs of 49 mm tubes.

Manufacturing fork tubes for some 50 years, Custom Cycle Engineering start with DOM 1026 steel tubing that is ordered specially from a tubing mill, then it centerless grinds the outside diameter to OEM specifications and machines the rest of the tube to exact ID specs before being buffed to a durable mirror finish.



CUSTOM CHROME EUROPE

Grolsheim, GERMANY

Tel: +49 (0)6721 4007 0

info@customchrome.de

www.custom-chrome-europe.com

www.customcycleengineering.com



Sound-Adjustable 2-into-2 for Indian Challenger and Pursuit Models

Last month we featured a pre-production prototype 2-into-1 for Indian Chief models that Dutch electronically adjustable exhaust system manufacturer Dr. Jekill & Mr. Hyde was about to put into production.

Seen here, this 2-into-2 is for Indian Challenger and Pursuits, and the company claims that "with its exceptional sound and distinctive design, this exhaust system is set to revolutionize the riding experience for Indian riders."

Its 'secret sauce' is a handlebar switch that operates an exhaust valve that allows riders to cycle through three different sound modes and personalities on-the-fly. There is a modest, calm, 'Jekill' mode, the mid-range 'Dynamic' mode and the "wake up the dead" (well, not quite!) 'Mr. Hyde' mode.

By a simple push of the button, a valve inside the muffler closes, opens halfway or opens fully to give the

exhaust more power and performance. You can choose which to use, based on the circumstances through which you are riding - and the really neat part of the deal?

The software is programmed to close the valve automatically when the parameters set by law and legislation are reached, so these systems can be street legal in Europe and are backed by a four-year warranty. J&H celebrated its 25th anniversary last year, and, for U.S. customers, now have a Jekill & Hyde distribution operation out of Henderson, North Carolina.

THE JEKILL AND HYDE COMPANY

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Hendersonville, NC, USA

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Renegade DM7S for Touring

Hawg Halters has added to its Renegade Wheels brand with the addition of its DM7S for the H-D touring market.



The wheels are CNC machined from 6061-T6 billet aluminium, using the standard HHI/Renegade hub design with multiple fitment options. They are available in chrome, anodized black, Inca Gold, Aztec Red and Cobalt Blue finishes, matching 11.8 and 13-inch true floating brake rotors are also offered. "Builders looking to finish off a package for their customer can also purchase machine finished wheels for their own custom color application. "HHI/Renegade Custom Motorcycle Wheels maintains a core philosophy of offering premium quality, uniquely styled, well designed products that reflect the needs of our customer base. Production of these exciting new wheels will continue in our joint production facilities located in Georgia and Southern California."

A new performance Bagger 7-spoke custom wheel design, it is available in a full range of standard and popular wide tire sizes such as 21 x 5.5, 23 x 5.5 and 26 x 5.5.

HAWG HALTERS INC.
Dahlonega, Georgia, USA
Tel: 877 442 5837
sales@hawghalters.com
www.hawghalters.com



APM Adds Comp Master Cable-Actuated M-8 Clutch Option

Santa Fe Springs based American Prime Manufacturing (APM) is well known for its transmission components - not least its Comp Master clutches.

Company President Ben Kudon says: "We specialize in Comp Master brand clutches for American V-twins, but we also manufacture a wide range of other parts - all of which are designed to outperform their



OE counterparts, and all manufactured and assembled right here in the U.S.A.

"They are designed and manufactured with quality and reliability uppermost, so dealers can rest assured that their customers are well looked after. All our Comp Master clutches are easy to adjust and provide reliable, trouble-free operation as we assemble them with care from quality components. All the parts we make are from high-quality billet and then machined to exacting tolerances."

The latest news from APM is of an extension to its Milwaukee-Eight model severe duty clutches. In addition to its established design for 2017 to 2021 models fitted with Harley (or aftermarket) hydraulically actuated clutches, APM is now offering a 2021 and up version for cable-actuated clutch applications.

"It is another bolt-in design, built to handle large amounts of torque and horsepower. Apart from some possible minor clearancing on some installs, this will be a true OE replacement, but with the muscle needed," says Ben. "All the power in the world is no good if you can't get it to the ground, and Comp Masters do that, and do it reliably."

AMERICAN PRIME MANUFACTURING
Santa Fe Springs,
California, USA
info@apmnc.us
www.americanprimemfginc.com

Suspension Options for VT 750 Shadow



Italian suspension specialist Matris has recommended front and rear suspension options for the Honda V-twin 750 Shadow custom cruiser. For the front, dealers can install the company's plug and play, 100 percent fully reversible install top-seller - the Quad-Valve technology F15K asymmetric 20 mm hydraulic cartridge. It transforms the original non-adjustable fork to a fully adjustable upgrade with compression, rebound and preload settings.

Matris also has two entry-level options available, FSE and FKE kits - both are also modification-free direct upgrade replacements for the original fork. For the rear, Matris recommends the top-level M40KC 'Dark' series twin shock set-up, which offers fully adjustable compression, rebound and preload. Matris also has its entry level M40D option available for the VT 750.

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DRAG
Specialties

M-8 Fat Boy Rear Fender Conversion Kit



The struts can be finished in chrome or gloss black, and Heartland offers three different fender lengths - the shortest being the 'Wild Heart', the medium is the 'Heartbreaker' and the longest is the signature 'Heartlander'.

The Heartland USA billet struts have docking slots with covers that except the HL quick on and off passenger seat and sissy bar (named the 2nd seat). Optional LED strut lights that work as run, stop and turn can be added at extra cost.

"This Heartland USA rear fender conversion transforms your bike from a basic, factory spec Fat Boy into a custom bike without any major modifications. Just add paint."

HEARTLAND USA
Killeen, TEXAS , USA
Tel: 310 822 2697
info@heartlandbiker.com
www.heartlandbiker.com



Lonny Spiva's Heartland USA (Killeen, Texas) - "the gold standard in rear fender and wide tire conversions for Softail models" - is offering this new M-8 Fat Boy rear fender conversion kit.

"The most complete kit on the market," says Lonny, "there can be no surprise that the new Fat Boy caught our attention as soon as Harley-Davidson announced it. This new EZ-240 rear fender Fat Boy conversion kit fits 2018 to present model years and retains the stock 240 tire and wheel combo."

"It is a modification-free, truly reversible, bolt-on install. The kit includes a leather topped solo seat, billet aluminum fender struts, raw 14-gauge steel 11" wide fender, 11" raw steel rock guard and all the hardware."

M-8 Replacement 55 mm Intake Manifold

Recent new products from Plymouth, Wisconsin based Revolution Performance include this 55 mm intake manifold for 2017-2023 M-8 applications - described as the "ultimate cost-effective upgrade," says Chief Sales Manager Jeff Meyer.

"High flow means extra horsepower and torque just by bolting on our manifold." Replacing the stock plastic design with the company's precision CNC-machined 356 T6 heat-treated cast aluminum design will, on average, "boost your Harley's performance by a remarkable 3-4% horsepower/torque by just

bolting on our manifold. Pair our manifold with a simple tune and see 5-6% horsepower/torque gain. "Add our CNC ported cylinder head package with the manifold and tune to see 12-14% horsepower/torque increase. A simple and affordable way to gain performance!"

Available in choice of wrinkle black powder-coat or a vapor-blasted natural corrosion resistant finishes, this replacement manifold is ported for optimum performance - "we've gone the extra mile to ensure maximum performance gains. Our intake manifold is



expertly ported to deliver optimum airflow and unleash the true potential of your Milwaukee-8 engine."

The specifications are 55 mm with 1.9 inch intake runners and fits all 2017-2023 M-8 models except the new 2023 CVO VVT 121" engine.

REVOLUTION PERFORMANCE
Plymouth, Wisconsin, USA
Tel: 920 892 2109
www.millennium-technologies.com

Malparidos - 'Clubstyle' 2-into-1

Established in 2019, award-winning Swiss custom shop Malparidos Moto Parts has been making a name for itself with the 'Clubstyle' custom builds, and in collaboration with Italian exhaust manufacturer Zard has launched its first own brand exhausts - a Euro 4 and 5 homologated (street legal) 2-into-1 race design performance exhaust for M-8 Touring (2017 and up) and Softail (2018 and up). "As we are a customizer, each exhaust system that carries our name will be meticulously designed in Switzerland and extensively tested on the bench in our custom workshops and on the road. The aim is to combine authentic custom performance styling with cutting edge attention to details.



"Working with the R&D team at Zard, our design concept is translated into a fully productionable, easy install performance specification that seamlessly combines our design concept with the talents of Zard's R&D expertise and craftsmanship." Manufactured in "premium-grade raw materials such as AISI 304 stainless steel and titanium, we have been able to deliver what we believe is the lightest weight performance exhaust system available for M-8 models." The initial release of the system was in July 2023, with distribution by MAG Connect.

MAG CONNECTION
Paris, FRANCE
Tel: +33 (0)8 20 82 01 11
gg@mag-online.com
www.mag-connection.com
www.malparidosmotoparts.com

Pro Series MX Footpegs

The design of these Pro Series MX footpegs from Archbold, Ohio based TC Bros. "was inspired by the off-road racing world and refined for the ultimate on-road experience - providing high traction and stability.

"Made from precision CNC-machined from 6061-T6 aircraft grade aluminum, these extremely strong and lightweight footpegs provide 360-degree adjustability and a design that increases the lean angle. The attention to detail on these is second to none and perfectly complements a set of our Pro Series mid- controls, with matching shifter peg also available."



Features include 360-degree adjustable taper locking footpeg mounts and rust resistant replaceable stainless steel cleats that have been machined "to provide the proper amount of traction for motorcycle footwear."

A choice of finishes is available, including the corrosion resistant black anodized finish seen here, and measure 3.375" long x 2.2" wide. These pegs install using hand tools, and replacement parts are available. They are compatible with TC Bros. brand mid-controls and forward controls kits.

The kit includes 3/8" male style footpeg mounts that fit many popular 1984-newer H-D models including Dyna, FXR, Softail (excluding 2018-newer and Sportster models, 2011-newer XL1200C "Custom", XL1200CP "Custom Program" and XL1200X "Forty Eight", 2012-newer XL1200V "Seventy Two", 2016-newer XL1200CX "Roadster", 2018-newer XL1200XS "Forty Eight Special"), and all water-cooled "Revolution Max" engine models - they do not fit Pan America models though.

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

M-8 Shifter Shaft Bushing Tool



In 2017, Harley-Davidson launched the Milwaukee-Eight powertrain. Included in this powertrain upgrade, the inner primary shifter shaft bushing was redesigned to a thin wall bushing.

Although this was a design improvement, over time, this bushing will wear causing free play in the shifter shaft. Ultimately, the shaft, lever and pedal vibrate when in use, causing a rattle noise and loose shifter. The shifter shaft bushing cannot be pressed through to remove it - requiring this JIMS specialty tool.

This new tool is designed to remove the old bushing with a unique knurled driver and receiver cup. A new installation driver is included in the kit to correctly install a new shifter shaft bushing to the proper depth.

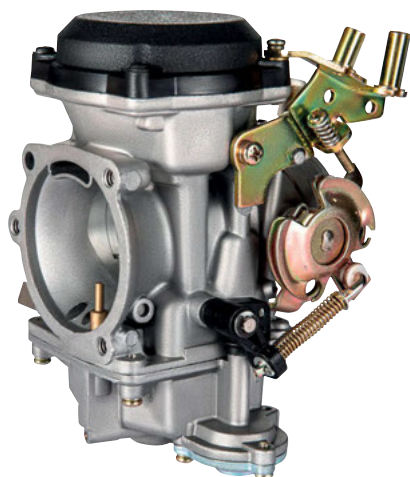
"Once complete, the shift lever will function like new

again. Removing this bushing without a proper tool is challenging due to the bushing's thin wall design, which could result in costly damage to the inner primary. Removing the bushing with this new tool makes the replacement process easy and quick. This tool is a must for any mechanic servicing aging H-D touring models."

JIMS
Camarillo, California, USA
Tel: 805 482 6913
sales@jimsusa.com
www.jimsusa.com

Zodiac International Additions

APM Replica Keihin CV40 Carburetor



California based American Prime Manufacturing replica Keihin CV40 (Constant Vacuum) carburetor is "so close to the original that you even can use OEM parts to tune or rebuild them." The carburetor comes with main jet and slow jet as used on most Twin Cam Softail models. Other models and tuned engines may require the separate purchase of other size jets.

Cylinder Heads for Shovelhead



These replica cylinder heads look like stock, but come with valve seats for unleaded fuel, cast iron valve guides, nitrated valves, valve stem seals and a stock-style valve spring kit installed. Sold in sets for front and rear. Rocker box studs not included.

Quick Release Handlebar Fairings



Easy to install, these aerodynamically shaped handlebar fairing kits give bikes the popular Café Racer look and can be removed in less than a minute. Fairing and mounting kits must be ordered separately. Note that the mounting kits fit front forks that have no covers fitted over the fork tubes between the upper and lower triple trees. The lens cover is not EU compliant.

ZAN Motley Tubes



Made from breathable, moisture-wicking polyester, ZAN Headgear Motley Tubes are comfortable to wear in both warm and cold climates. Made in 100% polyester, the versatility of the Motley Tube allows it to be worn in six different ways - as a beanie, ear warmer, desert scarf, face mask, neck warmer or balaclava.



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

Italian Precision Touring Fork Brace

Designed for stock Harley forks, this new, high-strength, lightweight Touring fork brace design by Vity's in Italy is "precision CNC-machined from 6061-T6 heat-treated aluminum for a perfect fit."

Available in a choice of anodized finishes (including black, silver, gold, purple, red,



blue and orange), this design is "all about confidence - helping to make the overall riding experience more stable so you feel more confident and secure in the twisties." It is designed for Road Glide, Street Glide and Road King models from 2014 and up.

VITY'S DESIGN
Fermo, ITALY
Tel: +39 0329 200 6128
info@vitysdesign.com
www.vitysdesign.com

Barnett Control Cables - H-D, Victory, Indian

Celebrating its 75th anniversary, Ventura, California based Barnett Clutches & Cables offers a full line of stock length and custom length cables for Harley-Davidson, Victory and Indian Motorcycle models. In addition to offering dealers access to one of the largest 'off-the-shelf' inventories in the market, Barnett also specializes in custom length and "one-off" cables for any handlebar conversion or custom bike application.

Four different casing types are available - Traditional Black Vinyl, Classic Stainless braid, Platinum Series bright silver-plated braid and Stealth Series black on black (for H-D and Victory only). Copper cables can

also be custom made to order. All braided cables feature a protective clear coating that is guaranteed not to discolor from sun exposure.

All clutch cables come standard with "High Efficiency" nylon coated and silicone lubed inner wire for an extremely smooth pull and reduced lever effort. Barnett use "long lay" (longitudinally wound) casing and 1x19, 7x19 and 7x7 stainless steel wire rope to eliminates cable flex or stretch.

To ensure durability and optimal performance, cable housings are lined with Teflon, nylon or HDPE. All cable assemblies, fittings and hardware are made and assembled in-house by Barnett.

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OptiMate PRO-4 DUO Multi-Station/Bank Charger

TecMate is replacing its OptiMate PRO-4S professional multi-station charger, a 4 x 4 amp independent charging station design that is well liked by dealers, with an updated model, the OptiMate PRO-4 DUO.

TecMate has focused on power efficiency to beat the strict global power draw regulations mandated by various countries, yet it delivers **20% more charging power per station**, and it all helps the dealer where it counts - in the pocket.

The OptiMate PRO-4 DUO draws only 1.5 amps @ 240V (2.9A @ 120V) when it delivers 5 amp through each of its four independent charging stations - for a total of 20 amp (4 x 5 amp). It is delivered with a removable power cord and is certified to CE, UL/CSA, PSE, SAA and UKCA. The four stations each deliver charge through a 182 cm (6 ft) charge extender and set of fused battery clips.

OptiMate PRO-4 DUO offers **three selections per**

OptiMATE



station, selection #1 is labelled Pb (lead) for all 12V lead-acid batteries, including standard flooded and sealed (valve-regulating lead-acid) AGM and GEL batteries, selection #2 is labeled LFP for all 12.8V 4-cell-in-series Lithium Ferrous Phosphate (LiFePO4/LiFe) and the #3 selection is labeled 60'

'any powersport battery'

(sixty minutes) for quick activation of any powersport battery.

The **60' mode** is a more advanced version of the popular 1-hour activation charge mode that was introduced on the original PRO-4S. That was meant for speedy activation of 'dry' charged AGM or to bring factory-activated AGM back to full charge

before being fitted to a vehicle.

The new 60' mode can also bring a partially charged LFP battery - namely one delivered at below 30% charge level as mandated for shipping - to a higher level of charge before fitment.

Each station's Pb or LFP mode allows recovery of any type of dead flat powersport battery from as low as 0.5 volt and then tests and displays the battery's voltage retention ability - a good indication of the battery's state of health.

LFP mode includes a manually activated BMS reset to bring new smart lithium batteries out of sleep mode or to reset the deep discharge protection of a smart lithium battery

so it can receive charge again.

Any size battery can be connected as OptiMate's proprietary Ampmatic algorithm continuously adjusts charge current to match the battery's size and charge acceptance.

Martin Human, CEO/CTO of TecMate, says: "The OptiMate PRO-4 DUO is our most advanced multi-station/bank battery saver, charger and tester for powersport dealers, and it remains easy to use. Connect the battery, select the mode that matches battery chemistry, or select 60' for a quick activation charge and the OptiMate does the rest, safely and very well."

TECMATE
Tienen, BELGIUM
Tel: +32 (0)16 805 440
www.tecmate.com



Complete Motorcycle Frame Coater Kit

Valparaiso, Indiana based KBS Coatings' new Ultimate Motorcycle Frame Coater Kit "provides everything needed to give motorcycle frames the ultimate inside-out rust protection and beautiful finish.

"The easy-to-use DIY kit combines the KBS 3-step system of KBS Klean, RustBlast and RustSeal with KBS Cavity Coater and KBS BlackTop to prepare and coat up to 12.5 sq ft of metal."

KBS Klean is a non-toxic and biodegradable "super cleaner" that is used to remove dirt, grease, grime and other contaminants. The water based and biodegradable RustBlast dissolves rust and corrosion while etching metal for best adhesion of KBS RustSeal.

RustBlast also leaves a zinc phosphate coating to stop flash rust from forming. The third step is RustSeal, a rust preventative coating that's applied by brush, roller or spray gun. RustSeal chemically bonds to metal, including rusted metal to isolate it from moisture and oxygen. RustSeal forms a flexible yet rock-hard, non-porous barrier that won't crack, chip or peel and is extremely resistant to abrasion and impact.

KBS BlackTop provides a "beautiful, durable and permanent final finish that withstands dulling and fading caused by prolonged sunlight exposure. BlackTop is a high solids paint that does not run or sag and gives at least twice the coverage of conventional paint. BlackTop is offered in gloss



black, OEM satin black and flat black.

"Cavity Coater, a self-healing corrosion-inhibiting aerosol spray wax coating, provides long-term protection inside motorcycle frames and cavities. For especially hard-to-reach-areas, the KBS CavityWand is provided to extend the reach of aerosol Cavity Coater with a reusable 48" hose featuring a 360-degree spray tip."

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CanDo International

El Monte, California based diagnostics specialist CanDo International claims it is "changing the game" for motorcycle and powersports applications with 'MOTO PRO' - a "comprehensive and full-functionality scan tool that can access the onboard systems for all major motorcycle and recreational vehicle brands" including Harley, Indian, Ducati, BMW, Triumph, Yamaha, Honda, Suzuki, CanAm, Polaris RZR, "and more."

The 'MOTO PRO' allows dealers to read and clear codes, view live data, perform injector tests and self-adaptive resets, and perform actuator calibrations such as idle and throttle. It has 'Rider Assist' and 'Immobilizer' coverage and a complete connector suite and comes with an 8" Android tablet and a one-year free update service.

'MOTO PRO' is constantly being updated with new functionality, the most recent is a demo feature where Harley, BRP and Ducati models can be demonstrated without the need of having the motorcycle present.



"With the CanDo, so long as there is an electronic module, you will be able to access it," says Sales and Marketing Director Victor Rivilla.

CANDO INTERNATIONAL
El Monte, California, USA
Tel: 909 226 3611
www.candointl.com



Brawler Kits for M-8 Softails



Cerritos, California based Burly Brand has announced a new line of Brawler Kits for M-8 Softail models. Brand Specialist Josh Rowlands says: "From drifting and rolling burnouts to poppin' wheelies and hitting 12 o'clock, there's a new generation of riders on the scene - they do things with their Harleys that prior generations of riders just didn't."

Clearly engineered for strength and designed to do double duty as highway bars, they are manufactured from the highest quality steel and feature replaceable Delrin sliders and a knurled area on the front bar. "They are finished off with a sleek black powder-coat finish for a look that kills and a quality that defends

the bike in the event of a wipeout." TIG-welded for maximum durability, Burly Brawler Kits have 7-gauge mild steel mount/gussets and come with 1/2"-13 socket head cap screw hardware included. For additional protection, the kits also include shock-mount sliders.

Seen here for M-8 Softails, Burly Brand also has Brawler Kits available for Sportster, Dyna and for Touring models; the kit features protective bars both for the front and the rear bags.

"Designed to take serious abuse and keep the rider's Harley looking and performing at its finest, these kits are the ultimate choice for riders who demand the very best...the ones who live for the rush and won't settle for anything less."

BURLY BRAND
Cerritos, California, USA
Tel: 888 367 1871
info@burlybrand.com
www.burlybrand.com



Ultra Series Pistons for Ultra HP M-8 Engines

Cypress, California based JE Pistons has expanded the use of its Ultra Series piston technology to include Harley M-8 engines.

The 'secret sauce' at the heart of the Ultra Series is a proprietary aligned grain flow forging technology that "delivers maximum tensile strength sited for high-performance environments - designed to

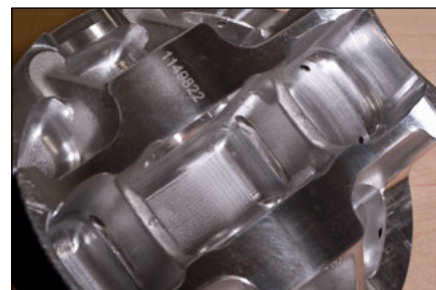


withstand the extreme demands of 400+ hp, boost-hungry V-twins."

A thermal barrier crown coating protects the piston by reducing heat transfer, especially in excessive heat environments, and internal and external bracing maintains optimized strength-to-weight ratio for durability.

"We use 3D under crown milling in non-critical areas to reduce overall weight and our lateral gas ports and accumulator groove maintain power-producing ring seal even at high rpm and high boost."

JE Pistons' skirt coating is said to reduce operating



friction and wear throughout the life of the piston and offset pins reduce piston rock and minimize engine operating noise. Skirt notches are machined into the design for optimal clearance at bottom dead center.

JE PISTONS
Cypress, California, USA
Tel: 714 894 6650
www.jepistons.com

NEW Harley Davidson M8 Cams!

BOLT-IN POWER!

With high efficiency four-valve heads, Harley M8 engines show great potential for performance gains, especially with the NEW Andrews 465B and 485 M8 series camshafts.



465B

Excellent choice for baggers and heavyweight bikes because of the low 1200 to 5600 RPM range. Produces 135 ft. lbs. torque and 116 HP in a 114 cu. in. engine!

Timing		Duration	Lift
10	20	210	.464"
46	10	236	.460"

485

Highest lift available with stock valve springs. Perfect choice for lighter bikes, 1500 to 5600+ RPM. Produces 136 ft. lbs. torque and 125 HP in a 114 cu. in. engine!

Timing		Duration	Lift
7.5	29.5	217	.485"
52.5	14.5	247	.485"

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'Ready To Ride' - Triumph Modern Classics

A new name to us here at IDN, Hitchcox Motorcycles is a relatively new UK exhaust manufacturer whose engineering literally is 'race-bred'. The founders of the company have surrendered to their love for riding classic inspired motorcycles and pivoted towards the motorcycle exhausts industry after a decade of experience in F1.

Handcrafted in the UK, Hitchcox Motorcycles has a full lineup of exhaust options for all of Triumph's Modern Classics range. "Every product from the Hitchcox Motorcycles range is engineered and made by us at our Brackley UK facility - just across the street from the Mercedes AMG Formula 1 team factory. We use the engineering skills and techniques acquired from working in Formula 1 to design handcrafted exhaust systems that come with a unique style and sound. A sound that is not just available for one-off custom motorcycles.

"Designed to connect true craftsmanship with consumer convenience, we have engineered a full lineup of exhaust options that serves all models from the Triumph Modern Classics range. Each product is handmade, but thanks to efficient engineering and the use of model-specific jigs, they are guaranteed to fit each model like an OEM aftermarket product while offering the look and feel only a custom-made exhaust brings.

"Adding to the OEM feel is the package each 'Ready To Ride' product comes in, including all necessary mounting materials, gaskets and O2 sensors where applicable.

"Each exhaust has been engineered to offer the Hitchcox Motorcycles sound, but in terms of style and finish, there is a lot to choose from in our 'Ready To Ride' lineup. You can pick between lightweight titanium or durable 304 stainless steel, depending



on the product, and headers can be either mandrel bent or built up from pie-cut sections. And with sound and style both being at the forefront of the Hitchcox promise, there is the option to go for a brushed stainless look or a deep black ceramic coating.

"From Bonneville to Thruxton and any model in between, from drag pipes to a reversed-cone style, each 'Ready To Ride' exhaust option offers a unique style and sound while shaving up to 9 kg in weight compared to the stock exhaust system.

"We also offer a 'Design Your Own' service if none of our existing options aren't quite what you are looking for. Combining crafting skills with engineering experience, we make sure each exhaust looks the way it should, while making sure it doesn't affect the durability of the engine. Under the 'Design Your Own' program, Hitchcox Motorcycles has helped bring life to some of the most creative custom motorcycle designs. And for classic or exotic motorcycles, it is a great solution to acquire a perfect recreation of an exhaust system that is no longer available."

Founded in 2022 by Tom Hitchcox, an exhaust engineer in Formula 1 during weekdays and an avid rider on the weekends and motorcycle customizer, Tom brought those two parts of his life together when starting Hitchcox Motorcycles. "Our ambition is simple - to make the highest level of exhaust engineering available for motorcycle enthusiasts who are looking for nothing but the best."

HITCHCOX MOTORCYCLES

Brackley, UK

www.hitchcoxmotorcycles.com



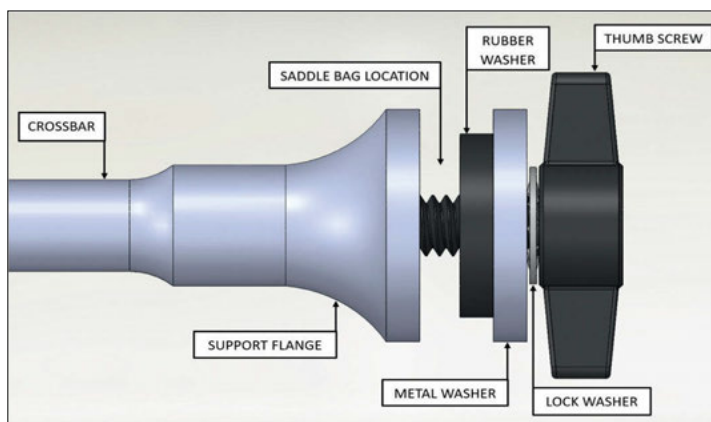
Saddlebag Stabilizer

New from Pacifica, California based valvetrain specialist Kibblewhite Precision Machining (KPMI) is a slightly "off-piste"



diversification - a precision saddlebag stabilizer solution for Low Rider ST applications.

"Due to a lack of mounting support, the OE saddlebags are susceptible to shaking and vibration, particularly at high speeds. The KPMI saddlebag stabilizer creates a direct link between both bags and significantly strengthens the system." Reducing the unwanted movement of the bags, this stabilizer bar is CNC-machined from 6061-T6 aluminum and hard anodized black for superior durability. The included



thumb screws allow for easy assembly and disassembly of the kit.

KIBBLEWHITE PRECISION MACHINING

Pacifica, California, USA

Tel: 650 557 2046

sales@kpmi.us

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BTX-14 High Performance Extra Plate Kit - 1998 - 2017 Big-Twin & Twin Cam Models. Includes 10 race proven material friction plates on 6061 T6 aluminum cores, 9 tempered steel drive plates and a 10% stronger than stock diaphragm spring. Pre-measured stack height for easy, accurate installation. Perfect for Hot Street or Stokers! 11% MORE SURFACE AREA THAN STOCK. Includes performance diaphragm clutch spring - Part No. BT-16.

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NEWS BRIEFS

As the struggle continues in USA about open access to OEM ECU data, in Europe the legal entitlements to such access have been further strengthened by a decision of the European Court of Justice that manufacturer-specific restrictions on access to vehicle on-board diagnostic systems (OBD) are unlawful. The decision is designed to make it clear that so-called security gateways introduced by OEMs under the pretext of cybersecurity are unfair and contrary to EU law. The clear message is that EU regulations must be complied with, without putting obstacles in the way of dealers or workshops seeking access to vehicle data, with all dealers and aftermarket operators having equal access to vehicle data, features and resources to ensure fair competition.

Youngsville, NC. based aftermarket LED lighting and accessory specialist Custom Dynamics' President and CEO Dave Pribula has announced additions to his management team. Mitchell, SD. based Dan Cheeseman ("an integral part in founding Klock Werks") becomes Chief Strategy Officer. Milwaukee, WI. based Rob Bluma becomes Chief Sales Officer, having been the Central Regional Sales Manager for Drag Specialties, Custom Dynamics' exclusive V-twin distributor.

The AMA has announced that it will be celebrating its 100-year anniversary at the 2024 Permo AMA Vintage Days at the Mid-Ohio Sports Car Course in Lexington, Ohio, July 26-28, 2024. AMA Vintage Motorcycle Days is organized to raise funds for the American Motorcycle Heritage Foundation, a 501(c)(3) nonprofit that helps fund the AMA Motorcycle Hall of Fame's mission to promote and preserve the history of motorcycling in America.

Polaris Q3 - "Results Lower Than Expectations"

Polaris Inc. (NYSE: PII) third quarter 2023 results report worldwide sales of \$2,249m, **down 4%** versus the third quarter of 2022. North America sales of \$1,986m represented 88% of total company sales and decreased 4% from \$2,069m in 2022.

International sales of \$263m represented 12% of total company sales and decreased 3% versus the third quarter of 2022. Total company sales in the third quarter of 2023 were negatively impacted by lower shipment volumes and higher finance interest.

On Road segment sales were primarily driven by lower volumes, with PG&A sales down 6%. Gross On Road segment profit margin performance was driven by favorable product mix.

North America unit retail sales for Indian Motorcycle were down low-teens percent. Estimated North America unit retail sales for the comparable motorcycle industry were down mid-teens percent.

Mike Speetzen, Chief Executive Officer of Polaris Inc., is quoted as saying: "Our third quarter results were slightly lower than our expectations, as elevated manufacturing costs and an increasingly cautious consumer environment put added pressure on our results."

"While overall sales declined, North American retail was up 5% in the quarter, and we took share across each segment of our business, which included achieving the No. 1 share position for midsize motorcycles in North America."

"Considering recent trends of retail softness and margin pressure, we have revised our full-year guidance,

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Mike Speetzen, Chief Executive Officer of Polaris Inc: "While overall sales declined, North American retail was up 5% in the quarter, and we took share across each segment of our business."

and the team remains focused executing our plans to close out the year. With new products that continue to resonate with dealers and consumers, we have strengthened our position as innovative leaders in the industry while remaining laser focused on efficient operations."

Primary sales drivers were lower ship volumes and higher finance interest. **Powersports retail sales for the quarter were up 5% versus last year**, driven by double digit growth in utility ORV, more than offsetting softness in Polaris' recreational ORV and On Road segments, but the company says it has seen market share gains in Off Road, On Road and Marine.

Third quarter reported diluted earnings per share from continuing operations was \$2.62, **down 17% versus last year**; adjusted diluted earnings per share from continuing operations was \$2.71, down 17% versus last year. Third quarter net income from continuing operations attributable to Polaris of \$152m decreased 20% and diluted earnings per share from continuing operations ("EPS") of \$2.62 decreased 17% compared to the third quarter of 2022. Adjusted net income from continuing operations attributable to Polaris for the quarter was \$157m, down 20%.

Gross profit margin decreased 127

Continues on page 10 >>>

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