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Harley-Davidson MY2024 Part Deux - Ushering in a New Era, Reimagining Icons and Setting New Standards? *Oh, and Lots of New Paint!*

Harley-Davidson's January 24 second part 2024 model announcement, the one that was ushering in a Brand New Era, revealed four new top-ticket Touring models - "a new era of touring performance, technology and design." The Street Glide and Road Glide names may sound familiar, but we are assured that these are "all new" models, featuring a slightly enhanced version of the existing Milwaukee-Eight 117, are "more powerful, comfortable and lighter" than their existing counterparts, and "packed with advanced technology, including a new infotainment system - all wrapped up in a dramatic new visual design" (aka paint).

Described as commemorating the 25th anniversary of Custom Vehicle Operations, the new CVO Road Glide ST (the newest concept on the block this year) "takes hot rod bagger

performance to the next level with racing inspired high performance suspension and brakes, a potent new Milwaukee-Eight 121 HO engine, and low final drive ratio that combine to



produce the kind of acceleration and mid-range thrust aggressive riders crave."

As anticipated, there is a new Pan America, but far from catering to the volume sweet spot of the ADV market in the burgeoning mid-displacement market, Harley has 'gone north' with it and made it another top-ticket CVO

offering - one featuring a "host of standard equipment [!] all wrapped up in exclusive custom paint and finishes."

Each of these 2024 models were scheduled to reach authorized Harley-Davidson dealerships in January 2024 - which will make those with a slew of unsold 2023 models really happy. Indeed, we here at AMD have heard that there are even some unsold 2022 models still hanging around - not many, maybe, but there some apparently.

Anyway, back to the hyperbole - "These exciting new models represent a new era for Harley-Davidson, elevating every aspect of performance, technology, comfort and style," said Jochen Zeitz, Chairman, President and CEO of Harley-Davidson. "Without question, these are the most enticing touring motorcycles ever offered by Harley-Davidson."

Continues on page 8 >>>

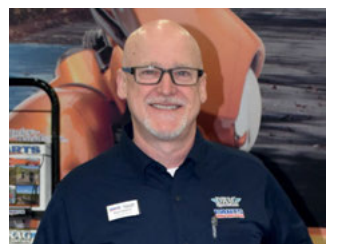
MAR 2024

ISSUE #296

SHOWZONE 8,10,12,14



PAUL DEVINE



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Drag Specialties/Parts Unlimited 2024 NVP & Parts Expo, Louisville, Kentucky, January 20-21 - see pages 28-36...

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AMD (ISSN 1465-7627) is published monthly by
Dealer World, 5, Rendlesham Mews, Rendlesham,
Woodbridge, Suffolk, IP12 2SZ, United Kingdom.
Subscription price £200 per year.
Postmaster: Please send address changes to: AMD,
Dealer World, 5, Rendlesham Mews, Rendlesham,
Woodbridge, Suffolk, IP12 2SZ, United Kingdom or
e-mail to sara@dealer-world.com

PRINT BY WARNERS MIDLANDS
BOURNE, LINCOLNSHIRE, GB

ISSN 1465-7627



COMMENT - Capital is the Most Fickle of Mistresses4

With Harley's 2023 results due out a week after this edition went to press, Robin Bradley thinks he's seen enough in the second part of its MY2024 announcement to feel sadly confident that investor and analyst response to those results won't see Harley in a Wall Street 'happy place'. Harley's share price is hovering around the \$32.50 mark, with its Market Cap down at \$4.63bn.



PAN AMERICA: Wins Class in Africa Eco Race.....22

Throughout the 120 plus years of Harley's history, there have always been those doughty souls who liked to put the Bar and Shield to the most arduous of tests. Now, with the RA1250, its official - the brand can mix it in the harshest of environments with Dakar Pro Joan Pedrero scooping a Maxitrail class win and 25th overall in the 15th Africa Eco Race.



VANCE & HINES: Bags RevZilla as Race Teams Sponsor24

V&H Motorsports (Brownsburg, Indiana) has signed online leading retailer RevZilla as its 2024/2025 race team sponsor for NHRA and the MotoAmerica King Of The Baggers. Defending champions Hayden Gillim will lead the KOTB effort with Rocco Landers. NHRA Pro Stock World Champion Gaige Herrera will be looking to defend his #1 plate, with Richard Gadson making his full season debut.



RACE WINNING BRANDS: Wiseco, Rekluse and JE Pistons Set To Shine.....10

Award-winning dealer representation and Brand Ambassador duo Jessica Shine and Gunnar Heinemeyer (Brands That Shine) are set to bring their considerable industry knowledge and experience to bear on Race Winning Brands' 'winningest' V-twin brands as they add piston specialists Wiseco and JE and clutch innovator Rekluse to the burgeoning 'boutique' selection of dealer business opportunities they represent.



SHOWZONE: Over 60 International Shows and Events8,10,12,14

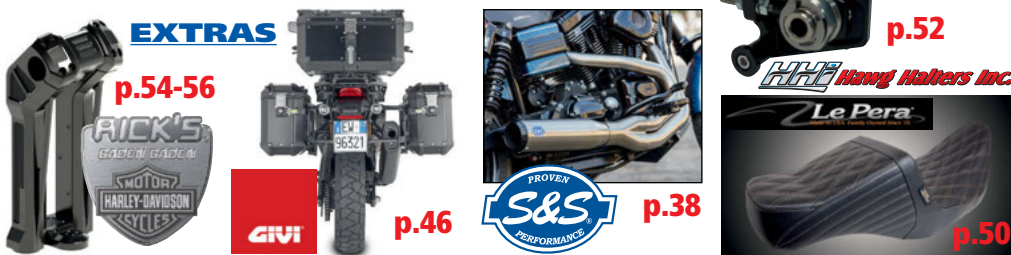
A welcome return for AMD's long established global show, expo and event listing, curated specifically for the V-twin market. While the jury is out on whether the popular AMD Year Planner will ever return, this marks the start of a reliable, regular, beefed-up industry event date listing service.



AMD Approved: Six Dates Listed for 2024 so far.....52

From Italy to the Czech Republic, the Netherlands to the United States and Sweden - the school of cool!

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Capital is the Ficklest of Mistresses

My remarks last month, concerning the palpable disappointment that might reverberate around Wall Street if the second half of Harley's MY2024 model announcement and 2023 Q4 and Full Year Fiscals failed to live up to expectations, has been borne out.

I am writing this piece some three days after getting back from the excellent Drag Specialties and Parts Unlimited Parts and Dealer Expo at Louisville. The second part of Harley's MY2024 announcement had dropped, but as is often the case, this edition will have gone to press 10 days before the financials are disclosed. Featured at length in this edition, the 'Louisville' show was very well attended, and as a bellwether for the year ahead, the sentiment was a great deal more positive than might have been expected.

Vendors and dealers alike appeared to be accepting of the variables that they are faced with and determined not to let fear and uncertainties shape their outcomes. There was more, newer product in evidence than in recent years - though still not quite yet a return to pre-pandemic levels of R&D creativity - but overall, the "trend data", emotional and practical, appeared to be headed in the right direction. Which, regrettably, is less than can be said for Harley at this time.

Last month I was anticipating that the "Dawn of a Brand-New Era" that Harley had been pimping must mean, at the very least, that the VVT and larger displacements introduced with the CVOs last summer would now start to trickle down to the mainstream of the Touring platform. But alas, no, not yet.

I had also been hopeful that Harley would leverage the good start (in terms of industry reaction if not sales so far) that had greeted its long overdue entry into the ADV (aka 'Dual Sport') sector would see it respond to that sector's direction of travel with a lower displacement version of the Revolution Performance 1250. But alas, no, not yet.

The 'newest' of the so-called new models, the CVO Road Glide ST, leverages its King Of The Baggers success, and likely justifies its CVO \$38k price tag with a 127 horsepower, 145 ft lb torque High Output version of the 121" M-8. Though it will always remain a 'thing' with me that an 800 dry weight can conceivably represent a "reduced weight" version of any motorcycle, least of all a track-derived example of the breed.

Nonetheless, I am sure it will sell well, as will the CVO Pan America (despite its extra weight and less than stellar spec) and the "new" Street and Road Glide models will no doubt be well received too - despite being on the 117-inch M-8 and without VVT.

While in and of themselves they are unlikely to be available in large enough numbers to materially add to the showroom overstock problem that many dealers currently have, it would appear that the Harley board's Hardwire strategy of (initially) reducing inventory availability to increase scarcity and desirability (AKA price) has backfired so far.

Why anyone can think that those two strategies are automatic bed fellows was beyond me from the get-go. They can live in perfect harmony and drive each other towards a happy-valley balance sheet, but not because they are intrinsically linked

or functions of each other.

Manufacturing has been littered with examples of scarcity not driving desirability, and of plentiful supply in fact driving desirability. Indeed, such outcomes are way more commonplace than the tricky play that Hardwire had committed Harley to, and its approach to that play has not proved to be convincing yet.

The day after the MY2024 announcement, the Harley share price was down at around \$33.42, which is up from the 12-month low of £25.88 plumbed in October last year, but down (rather than up) on the immediate pre-announcement level, down on the \$37.25 seen just after Christmas 2023 and still way off the 12-month high of \$51.72 seen in January 2023.

New model range launches for a brand such as Harley need to be aspirational, inspirational and motivational, but to the outsiders that it needs to convert to insiders, it has been none of those things.

The launch video was, instead, superficial, shallow and patronizing. Harley is back to the absurd proposition that all you need in order to give your life purpose and value is to swipe your plastic or load up with debt.

It was as if Harley's view of its potential new customers are men and women who are unable to build their own storybook without the help of a lifestyle councillor. That they are incapable of making a rational and informed decision on product feature grounds. That rather than being an expression of individuality the brand now

needs to be defined by groupthink. That its customers cannot be leaders, but only sheep. That is not clever, that is condescending.

Top-ticket CVO models may feed the balance sheet, but it is Royal Enfield 650s and Bullets, Ducati scramblers, Triumph triples, R nineTs, Honda Nakeds, KTM Dukes, Suzuki SV650s and Yamaha MTs and Ténéré 700s that are inspiring imaginations, driving desirability and feeding the riding souls and stories of the future-critical 21-35 YO cohort.

The reliance on used examples as the new brand entry-level was always destined to only ever be an interim solution to growing the next generations of customers. Maintaining a focus on \$30 grand plus bikes simply reinforces the perception that Harley can only ever be an older rider's brand.

I realize that in the short-term, it was emissions compliance (especially in Europe) that drove the decision to can the EVO Sportsters, for example, but it was also cowardice. You're Harley-Davidson ffs, or at least you used to be! You should be engineering your way out of such corners.

A high price-point solution may suit investors, dealership groups and quarterly bonuses, but can never work for all potential customers. Capital is a very demanding mistress - they who live by the investment generally find themselves being skewered by the investor sooner or later.

“ scarcity and desirability not intrinsically linked ”

Robin Bradley
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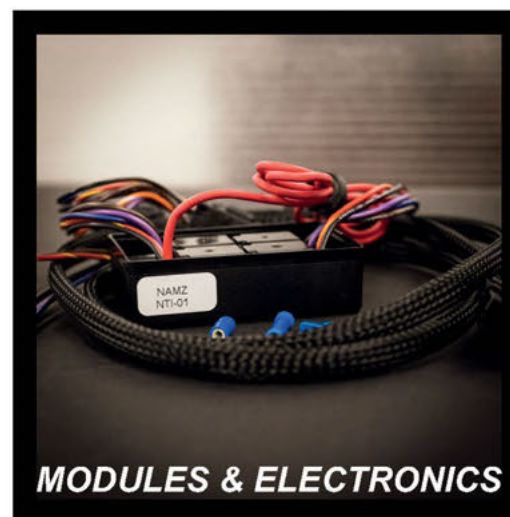
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www.motorbeursutrecht.nl

Mama Tried

Milwaukee, WI, US • Feb 24-25
www.mamatriedshow.com

Motosalon

Brno, CZ • Feb 29-Mar 2
www.bvv.cz/motosalon

Motorräder Dortmund

Dortmund, DE • Feb 29-Mar 3
www.zweiradmessen.de

Moto Festival

Bern, CH • Feb 29-Mar 3
www.motofestival.ch

Daytona Bike Week (83)

Florida, US • Mar 1-10
www.officialbikeweek.com

Customs of Slovakia - Motocykel

Bratislava, SK • Mar 7-10
www.incheba.sk

The Prowl

Bizbee, AZ, US • Mar 16

Tokyo Motorcycle Show

Tokyo, JP • Mar 22-24
www.motorcycleshow.org

Donnie Smith Invitation Bike Show

St. Paul, MN, US • Mar 23-24
www.donniesmithbikeshow.com

Arizona Bike Week

Scottsdale, AZ, US • Apr 3-7
www.azbikeweek.com

Biltwell 100 Desert Race

Ridgecrest, CA, US • Apr 6
www.biltwell100.com

Tallahassee Bike Fest

Tallahassee, FL, US • Apr 11-14
www.tallybikifest.com

Handbuilt

Austin, TX, US • Apr 12-14
www.revivalcycles.com

The One Show

Portland, OR, US • Apr 19-21
www.the1moto.com

Mecanic Show Pecquencourt

Pecquencourt, FR • Apr 27-28
www.mcpecquencourt.fr

Feria de las 2 Ruedas

Medellin, CO, US • May 2-5
www.feria2ruedas.com

H-D Love Ride CH

Debendorf, CH • May 5
www.loveride.ch

Biker Fest International (38th)

Lignano Sabbiadoro, IT • May 9-12
www.bikerfest.it

Rheinhessen Rumble

Genigsen, DE • May 9-12
www.rheinhessenrumble.de

Myrtle Beach Bike Week Spring

Myrtle Beach, SC, US • May 10-19
www.myrtlebeachbikeweek.com

European Super Rally

Pasohlavky, GR • May 15-19
www.superrally.com

<<< Continued from cover

2024 Street Glide and Road Glide Models - "modern yet old"

More powerful, lighter and more dynamic, both models feature all-new visual design elements that combine a cohesive dynamic flow from the front fenders to the saddlebags. Both models feature an evolved fairing profile that appears refreshingly modern yet retains H-D design DNA to make them instantly familiar.

Additional key features include an updated M-8 117 V-Twin engine that features a new cooling system, which further optimizes thermal comfort for the rider and enhanced intake and exhaust flow to boost performance. Selectable Ride Modes - Road, Sport, Rain and Custom - electronically control the performance characteristics of the motorcycle.

Infotainment technology is powered by Skyline OS and presented on a 12.3-inch TFT color touch screen that replaces all analog instrumentation and most switches. A new 200 watt audio amplifier powers a pair of fairing-mounted speakers.

Improved aerodynamics enhance rider comfort and reduce subjective helmet buffeting at highway speed by an average of 60 percent. Rear suspension travel is increased to three inches. A redesigned one-piece seat shape and padding materials offer a significant improvement in long-range comfort for most riders.

2024 CVO Road Glide ST Model - "the force is strong with this one!"

Celebrating 25 years of Custom Vehicle Operations, the CVO lineup expands with the all-new CVO Road Glide ST.

"Representing the pinnacle of Bagger performance, the CVO Road Glide ST is the quickest, fastest and most sophisticated performance Bagger ever produced by Harley and represents a unique collection of components providing high value to performance minded riders. A deep solo seat and six-inch riser paired with a moto handlebar put the rider in an aggressive, upright position with West Coast custom style."

There are two premium paint choices - Golden White Pearl or Raven Metallic - and a Screamin' Eagle graphic on the fairing sides and fuel tank that is inspired by the Screamin' Eagle Harley Factory motorcycles raced in the MotoAmerica Mission King Of The Baggers series. CVO 25th Anniversary graphics celebrate a milestone in [volume!] factory customization.

The 121 High Output M-8 is exclusive to the CVO Road Glide ST model, tuned to produce 127 horsepower (94 kW) and 145 lb ft (193 Nm) of torque - the most horsepower and torque ever

CVO Road Glide ST



from a factory-installed engine in a production Harley. A lower final drive ratio is selected to enhance acceleration performance in every gear.

The use of alternate materials helps reduce dry weight to 800 pounds (363 kg). Mufflers have lightweight titanium shells and forged carbon fiber end caps; forged carbon fiber composite is used to form the front fender, seat cowl and tank console; the oil pan is formed of lightweight

Stage II 6.5-inch fairing speakers.

2024 CVO Pan America - "premium price-point rather than mid-displacement"

"The CVO program's first adventure touring (ADV) motorcycle. Features include all of the features that have made the Pan America 1250 Special a leading choice, including the smooth-and-powerful Revolution Max 1250 engine, semi-active front and rear suspension, touch screen display, selectable ride modes, and Daymaker

CVO Pan America



composite; and wheel design and wave-style front brake rotors are optimized to minimize unsprung weight.

Fully adjustable front and rear suspension includes SHOWA rear shock absorbers with remote reservoirs and inverted 47 mm SHOWA 1x1 forks. Premium Brembo braking components provide outstanding braking feel and performance for added rider confidence.

Selectable Ride Modes - Road, Sport, Track, Track Plus, Rain, and multiple Custom modes - electronically control the performance characteristics of the motorcycle.

A suite of infotainment technology is powered by Skyline OS. A color touch screen replaces all analog instrumentation and most switches. A premium audio system features a 500 watt amplifier and Harley-Davidson Audio powered by Rockford Fosgate

Adaptive Headlamp technology. Rugged accessories selected to enhance the journey include Adaptive Ride Height suspension, robust aluminum top and side cases, a Screamin' Eagle quickshifter, tubeless laced wheels, auxiliary LED forward lighting and an aluminum skid plate."

2024 CVO Street Glide and Road Glides - "VVT remains top-ticket only"

"In 2023, the CVO Street Glide and Road Glide models introduced a bold new design direction for the Grand American Touring platform, the extraordinary performance of the M-8 VVT 121 powertrain, advanced suspension and infotainment technology powered by the exclusive Skyline OS. The 2024 iterations of these models reprise all of those features - with exciting new color options."

Street Glide



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Arlen Ness: Mini Stocker Mirrors, 6-Piston Front & Rear Brake Calipers, Rear Brake Caliper Bracket Kit

Custom Cycle Engineering: 49mm Chrome Fork Tubes

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Dakota Digital: MLX-9000 Series Oval Digital Speedometer, MBM Add-on Boost Module, Speedometer Handlebar Clamp Mount

Drag Specialties: Handlebar Control Kit w/ Mechanical Clutch, Quick Connect SS Braided Upper Clutch Cable, Smooth M-Eight Bolt Kit, Hex Bolt Cover Kits

Drag Specialties Seats: Double Diamond Stitch Solar-Reflective Leather Predator Seat

Fat Baggers: 1.25" Round Top Chrome EZ Install Handlebars, Aluminum Clutch Cable Housing Upgrade

Kodlin: Stretched Gas Tank w/Pop-Up Gas Cap, Neowise 3-1 Mini Fender Strut Indicators

Kuryakyn: Nova Curved Side-Mount License Plate Holder, License Plate Frame Mount, Fender Strut Cover Plates

Legend Suspensions: Revo-A 13" Mono Shock, AXEO M8 49mm Front Suspension System

Metzeler: ME888 Marathon Ultra Front/Rear Tires

Paul Yaffe's Bagger Nation: Super-Lite Café Front Fender

Performance Machine: Chrome Fork Leg Kit & Dust Caps, Overdrive Custom Grips, Driver Footpegs & Shift Peg

Rough Crafts: Rocker Box Covers

Saddlemen: S-RT Mini Fairing Kit

Thundermax: ECM w/Integral Auto-Tune System*

Trask: Tornado Turbo Kit Polished w/Brushed Stainless Exhaust*

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

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Bagger Racing League 1

Hastings, NE, US • May 24-26
www.baggerracingleague.com



Bike Shed Show

London, GB • May 24-26
www.bikeshedmoto.com

Isle of Man TT

IOM, GB • May 27-Jun 8
www.iomtt.com

Americade (40th)

Lake George Village, NY, US • May 29-Jun 1
www.americade.com

Magic Bike

Rüdesheim, DE • May 30-Jun 2
magic-bike-ruedesheim.com

Custombike Show

Norrtälje, SW • Jun 3
www.custombikeshow.se



European H.O.G. Rally

Senigallia, IT • Jun 6-9
events.Harley-Davidson.com

H-D Summertime Party

Sylt, DE • Jun 6-9
www.sylt-chapter.com

Laconia Motorcycle Week

New Hampshire, US • Jun 8-16
www.laconiamcweek.com

Wheels & Waves

Biarritz, FR • Jun 12-16
www.wheels-and-waves.com

IRF24 Indian Riders Fest (5th)

Budweis Custom Show
 Ceske Budejovice • Jun 13-16
www.indianridersfest.eu



Biltwell People's Champ

Cook's Corner, CA, US • Jun 21
www.peopleschampshow.com



Born Free

Silverado, CA, US • Jun 22-23
www.bornfreeshow.com

Buckeye Motorcycle and Music Rally

Columbus, OH, US • Jun 27-29
buckeyemotorcycleandmusicrally.com

Hamburg Harley Days

Hamburg, DE • Jun 28-30
www.hamburgharleydays.com

Bagger Racing League 2

GingerMan Raceway,
 MI, US • Jun 28-30
www.baggerracingleague.com



Wildays

Parma, IT • Jun 29-30
www.wildays.com

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company sales and decreased 5% from \$2,108m in 2022. International sales of \$294m represented 13% of total company sales and decreased 1% versus the fourth quarter of 2022.

- Total company sales in the fourth quarter of 2023 were negatively impacted by lower volume, net pricing driven by higher promotional activity and higher finance interest.
- As reported, fourth quarter net income from continuing operations attributable to Polaris of \$103m decreased 47% and diluted earnings per share from continuing operations



Polaris Industries CEO Mike Speetzen: "As reflected in our outlook, segments of our industry are expected to remain challenged in 2024"

("EPS") of \$1.81 decreased 46% compared to the fourth quarter of 2022. Adjusted net income from



continuing operations attributable to Polaris for the quarter was \$113m, down 44%, and adjusted EPS was \$1.98, down 43%, in each case as compared to the fourth quarter of 2022.

- Gross profit margin decreased 300 basis points to 20.8% for the fourth quarter, as compared to the fourth quarter of 2022. Adjusted gross profit margin of 21.0% decreased 287 basis points, primarily driven by lower net pricing driven by higher promotional activity and higher finance interest, as compared to the fourth quarter of 2022.

- Operating expenses were \$357m in the fourth quarter of 2023 compared to \$331m in the fourth quarter of 2022 due to higher general and administrative expenses. Operating expenses, as a percentage of sales, of 15.6% were up 182 basis points in the fourth quarter of 2023 compared to the fourth quarter of 2022.

www.ir.polaris.com

Race Winning Brands Expands Powersports Network Support with Brands That Shine

Mentor, Ohio based Race Winning Brands (RWB), the Wiseco, Rekluse, JE Pistons and ProX Racing Parts parent company, is to partner with Jessica Shine and Gunnar Heinemeyer of Brands That Shine fame for 2024 to "expand support and communication with distributors, dealers, builders and partners for our powersports products and brands."

Brands That Shine will work closely with RWB to help drive growth in awareness, knowledge and sell-through for RWB's powersports products. Jessica and Gunnar each have extensive backgrounds consisting of professional experience in both the production and sales side of powersports. "The pair's background in the V-twin sector is driven by passion and hands-on experience, which extends into their comprehensive understanding of powersports performance across multiple other segments."

Jessica Shine is quoted as saying: "Most shops around the country are familiar with each of the RWB brands, but one fun part of our role has been going into more detail about the features of each of the brands and seeing the positive response from

dealers receiving the information. Having that instant gratification of teaching something new every day is very rewarding to us."

RWB commented: "By continuing to invest in and align with top industry talent, the addition of Brands That Shine to our team of representation will help build and maintain key connections with the entire powersports distributor, dealer and



Jessica Shine and Gunnar Heinemeyer of 'Brands That Shine'



Cary Redman at the recent Drag Specialties NVP at Louisville

builder network. RWB is committed to growing relationships and support with every level of its powersports industry partners, customers, racers and enthusiasts."

Cary Redman, VP of Sales and Category Management for RWB, said: "We are very excited to have the experience of this duo representing RWB powersports brands of Rekluse, Wiseco, JE Pistons and ProX. Their industry knowledge, coupled with RWB's, will bring new excitement to the powersports performance network!"

www.racewinningbrands.com
www.brands-that-shine.com



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SHOW ZONE 2024

Punta International Motorcycle Show

Courchevel, FR • Jul 5-7
www.punta-courchevel.com

Swiss Harley Days

Lugano, CH • Jul 5-7
www.swissharleydays.ch

Capital Moto Week

Brasilia, BR • Jul 18-27
www.capitalmotoweek.com.br

H-D Homecoming

Milwaukee, WI, US • Jul 25-28
events.Harley-Davidson.com

AMA Vintage Motorcycle Days

Lexington, OH, US • Jul 26-28
vintagemotorcycledays.com

Harley Days Dresden

Dresden, DE • Jul 26-28
www.harley-days-dresden.de

World Ducati Week

Misano, IT • Jul 26-28
www.ducati.com

Fuel Cleveland

Cleveland, OH, US • Jul 27-28
www.fuelcleveland.com

Bike & Music Weekend

Geiselwind, DE • Aug 1-4
bike-and-music-weekend.de

Polish Bike Week

Karpacz, PL • Aug 1-4
www.polishbikeweek.pl

World Speed Trials

DEKRA Lausitzring, DE • Aug 2-4
www.swissperformance.ch

Sturgis Motorcycle Rally (84th)

Sturgis, SD, US • Aug 2-11
www.sturgismotorcyclerrally.com

Bagger Racing League 3

Bowmanville, ON, CA • Aug 9-11
www.baggerracingleague.com

New OrderChopper Show

Kobe, JP • Aug 20
www.neworderchoppersshow.com

Bonneville Motorcycle

Speed Trials
 Wendover, UT, US • Aug 24-29
www.bonnevillemst.com

Four Corners Rally

Durango, CO, US • Aug 29-Sep 2
fourcornersmotorcyclerrally.com

Glemseck 101

Leonberg, DE • Aug 30-Sep 1
www.glemseck101.de

European Bike Week

Lake Faak, AT • Sep 3-8
www.harley-davidson.com

Italian Bike Week

Lignano Sabbiadoro, IT • Sep 12-15
www.italianbikeweek.net

CIMA Motor

Chongqing, CN • Sep 15-18
www.cimamotor.com

14th Customs of Slovakia Show MOTOCYKEL 2024, Bratislava March 7-10, 2024



With the backing of Custom Chrome Europe, one of the leading custom shows in Eastern Europe is making its post-pandemic comeback.

The 14th edition of Customs of Slovakia is slated for March 7-10 as a part of Motocykel 2024 at the Incheba Expo Center in Bratislava - the capital of Slovakia.

Custom Chrome Europe Eastern Europe Sales Rep Marcel Masaryk will organize the event in co-operation with 'motoscena.sk' and 'motozona.sk', and if past editions are anything to go by, there will likely be some outstanding custom builds from some of the top custom bike builders in neighboring countries such as Poland, Austria, Hungary, Czech Republic, Croatia, Slovenia and others - many of which are CCE clients who, in recent years, have created outstanding custom bikes that have scored consistently high at international events throughout Europe.

Custom Chrome Europe has been sponsoring the bike show from day one, so expect a wide range of entertainments and exhibits, providing a positive showcase for custom motorcycle culture in Europe alongside



In 2020, the 50th anniversary Custom Chrome bike by Thunderbike was to be exhibited at "Customs of Slovakia" when the show was canceled two days before the opening.

the 'mainstream' motorcycle industry exhibits of the MOTOCYKEL Expo.

www.incheba.sk
Custom-Chrome-Europe.com

LA Choppers - 2024 Digital Catalog

Huntington Beach, California based LA Choppers has released a new digital catalog for 2024 - "this isn't just a product showcase, it's a roadmap to building the ultimate motorcycle," says VP Sales and Marketing Dustin Boyko. "Every page brings realizing the full potential of your customer's ride closer, with cutting-edge products that are as reliable as they are stylish. "Our catalog is packed with everything from classic favorites to the latest innovations in motorcycle parts and

accessories. Whether a complete overhaul is planned, or just a few tweaks, our catalog is your go-to resource for custom style and quality." LA Choppers is owned and operated by Tolemar Inc., the parent company of Trinity Racing, Todd's Cycle and Baron Custom Accessories. "Specializing in our own unique style, LA Choppers has been a long-standing innovator in the motorcycle industry," says Dustin. "Custom parts range from exhaust to handlebars, fenders,



VP Sales and Marketing Dustin Boyko

lowering kits, cable kits and billet aluminum accessories." After starting as a custom bike building business, LA Choppers turned its focus to making its custom designs available to the market and establishing its brand presence.

www.lachoppers.com

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SHOW ZONE 2024

Bike Blues & BBQ

Fayetteville, AR, US • Sep 18-21
www.bikesbluesandbbq.org

Myrtle Beach Bike Week Fall

Myrtle Beach, SC, US • Oct 2-8
www.myrtlebeachbikeweek.com

Biltwell Kernville Kampout

Kernville, CA, US • Oct 4-6
www.kernvillekampout.com

AMA Hall of Fame Days

Pinkerton, OH, US • Oct 10-12
www.americanmotorcyclist.com

Barber Vintage Festival

Birmingham, AL, US • Oct 11-13
www.barbermuseum.org

Biketoberfest

Daytona Beach, FL, US • Oct 17-20
www.biketoberfest.org

Oslo Motor Show

Oslo, NO • Oct 25-27
www.oslomotorshow.no

Bigtwin Bikeshow & Expo

Houten/Utrecht, NL • Nov 1-3
www.bigtwin.nl

SEMA

Las Vegas, US • Nov 5-8
www.semashow.com

Lone Star Rally

Galveston, TX, US • Nov 7-10
www.lonestarrally.com

EICMA (#81)

Milan, IT • Nov 6-10
www.eicma.it

Bagger Racing League 4

Willow Springs, CA, US • Nov 16-17
www.baggerracingleague.com

Custombike Show

Bad Salzuflen, DE • Nov 29-Dec 1
www.custombike-show.de

INTERMOT

Cologne, DE • Dec 5-8
www.intermot-cologne.com

2025

Parts & Labor Custom Motorcycle Expo

San Diego, CA, US • Jan
www.biltwellinc.com

Motor Bike Expo (MBE)

Verona, IT • Jan
www.motorbikeexpo.it

Colorado Motorcycle Expo

Denver, CO, US • Jan
coloradomotorcycleexpo.com

MP Motorcycle Show

Helsinki, FI • Feb
mp.messukeskus.com

Garage Brewed

Cincinnati, OH, US • Feb
www.garagebrewed.com

AIMExpo

Las Vegas, NV, US • Feb
www.aimexpousa.com

Parts & Labor Custom Motorcycle Expo

Del Mar Fairgrounds, California, January 12-13, 2024



After more than a dozen years of organic growth and strategic fine-tuning, what was once merely a place to shop for scratch and dent products from Biltwell and a handful of boutique brands, has blossomed into the biggest little trade expo and motorcycle show in Southern California.

With the added horsepower of this year's third annual Parts and Labor Custom Motorcycle Expo, the warm and sunny Del Mar Fairgrounds, San Diego, was the place for enthusiasts to shake off the post-holiday malaise with friends and family (January 12-13, 2024).

Nearly 2,000 spectators converged on the popular venue to score deals from 77 vendors from the V-twin, off-road, overlanding and custom culture industries. Fifty custom motorcycles were also on display, with the winning builder in five bike show categories taking his share in nearly \$6,000 in combined cash and prizes.

As a bonus, during booth vendor set-up Friday evening, Biltwell hosted a trade-oriented Q&A for vendors and their staff. This Parts and Labor workshop featured four leaders from a variety of brands and industries, two men and two women.

This year's speakers included: Roger Scarbossa, VP Branded Products at Comoto Holdings (Revzilla, J&P Cycles, Cyclegear); Vipe Desai, Executive



Director of the Surf Industry Members Association; Holly Anderson, Director of global and domestic sales for NHS Inc. (Santa Cruz skateboards and other brands) and Holly Stein, CEO of Tres Noir Eyewear and producer of the Ventura Nationals Hot Rod and Motorcycle Show.

These executives shared insight from their decades of experience in a range of industries and organizations to help young entrepreneurs at Parts and Labor navigate today's rapidly evolving global markets. Biltwell's aim for hosting this workshop is to help small businesses become large ones to benefit not only themselves, but to benefit the grassroots motorcycle industry as a whole.

Save-The-Dates: The Biltwell 100 Desert Race - Ridgecrest, Ca., April 6, 2024 (www.biltwell100.com); The People's Champ Show - Biltwell's AMD certified custom bike show, California, June 21, 2024 (www.peopleschampshow.com); 9th annual 'Kernville Kampout', California, October 4-6, 2024 (kernvillekampout.com)

www.biltwellinc.com



www.AMDmag.com

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AMD NEWS

MIC President/CEO Erik Pritchard to Leave Associations in March

Erik Pritchard, President and CEO of the powersports industry's leading trade and education associations - Motorcycle Industry Council, Motorcycle Safety Foundation, Specialty Vehicle Institute of America and Recreational Off-Highway Vehicle Association - announced that he is pursuing new opportunities and will step down from his position on March 22.

"It has been a privilege to work with the boards, the member companies, the broader industry, and the talented staff at the associations," Pritchard said. "We were able to help the powersports industry not only survive but grow during a global pandemic, and we launched numerous strategic programs to support future success. I'm confident that powersports will continue to be an important part of transportation and recreation in America, and that the associations will be there to help."

The MIV has said that under Pritchard's guidance, the organization has grown as the voice for powersports. "He led the way in establishing and enhancing key stakeholder relationships for the entire powersports industry, including with local and federal government officials, parallel industry associations, and additional powersports associations. During the COVID-19 pandemic, Pritchard helped navigate the industry through global shutdowns, led the team in working with the U.S. government to ensure powersports businesses could stay open." He oversaw the launch of campaigns to position powersports as the "perfect way to social distance," and provided tools to give businesses real-time information on guidelines and available support.

"Under Erik's leadership over the past ten years, the MIC has been strengthened as an association that's keenly focused on ensuring the livelihood of our industry," said MIC Chair Derek Brooks, Motorcycle Product Line Manager, Yamaha Motor Corporation, U.S.A.

"The work Erik led, with the MIC government relations team, was directly responsible for keeping motorsports dealers' doors open during COVID. He's also led the charge to expand awareness of motorcycling and increase ridership. The powersports industry is in a stronger

position because of Erik's significant contributions."

During Pritchard's tenure, more than one million students enrolled in skills development courses with the MSF, SVIA and ROHVA. He also identified the need and ensured the development of expansion initiatives at both the MIC and MSF that continue to inspire, engage and integrate new and returning riders. This work led to the transformation of the MSF curriculum into 360 Rider, a comprehensive approach to rider



education to meet the needs of students at every point in their rider journey.

"The entire training community and the millions of MSF students around the world have benefited greatly from Erik's visionary leadership," said Croft Long, MSF Chair and Manager, Market Analytics & Product Education Group at Kawasaki Motors Corp., U.S.A. "He brought a high level of synergy across the associations, and he has navigated us through very challenging times, delivering the associations in a much stronger position to meet future demands."

Pritchard began his work with the industry as outside legal counsel. He was hired as general counsel for the associations in 2014. In 2017, he became president of the SVIA and ROHVA, and in 2019, he was appointed president and CEO of all four associations.

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NEWS BRIEFS

Suzuki's withdrawal from racing two years ago (principally MotoGP) has proven to be more of a soft exit than a line in the sand. Its Hayabusa Drag Racing exploits are now to be joined by a newly homologated GSX-8R for the MotoAmerica BellissiMoto Twins Cup Roadracing series, featuring a compact new 776 cc parallel twin in a performance-oriented chassis. Suzuki USA Sr. VP Kerry Graeber stated that "we are confident the 8R is a great choice for riders competing in MotoAmerica's highly competitive Twins Cup Championship" and that Suzuki remains fully committed to its line of Supersport motorcycles including the GSX-R1000R, GSX-R750 and GSX-R600 - with each of those models remaining eligible for MotoAmerica's Superbike, Stock 1000 and Supersport classes.

The proposal to regulate for different speed limits for motorcycles and cars in Europe has been nixed. The proposal would also have created differentiated speed limits for holders of A1, A2 and A-category motorcycle licenses in Europe. It had been included among a slew of potential amendments to the EU Commission's motorcycle industry supported periodic program of routine changes and updates to Europe's car and motorcycle driving license directives. Ironically, the EU Commission has been tasked with exploring ways of reaching the objective of entirely eliminating road traffic accident fatalities by 2050.

Las Vegas based dealer, custom bike builder and exotic parts and G&A importer and distributor BellissiMoto has signed as the Title Sponsor of the MotoAmerica Twins Cup Series. "BellissiMoto loves racing," said Randy Nedescu. "Since our founding in 2008, BellissiMoto has been dedicated to fueling the racing dreams of riders and teams worldwide. Our support extends across prestigious events and championships, including the Daytona 200, Pikes Peak Hill Climb, CVMA, WERA, AHRMA, MotoAmerica, and many more. Whether sponsoring rookies or supporting seasoned veterans, we consistently provide top-notch parts and gear to numerous racers each year," www.bellissimoto.com.

Red Hot Chili Peppers and Jelly Roll are the headliners at the (now annual) Harley-Davidson Homecoming in Veterans Park, Milwaukee, July 25-28. This year's event is slated to be a celebration of the contributions of Willie G. Davidson to H-D motorcycling. 'Willie G.' is the son of former president William H. Davidson and the grandson of co-founder William A. Davidson. He worked for the company for 49 years before retiring as Chief Styling Officer in 2012. He is also a legendary biker and a respected custom motorcycle builder, artist and author who has traveled the world as an ambassador of motorcycling and the Harley-Davidson brand.

Feuling Signs Rubén Xaus for 2024 BRL/KOTB

After an initial first outing at Willow Springs in November 2023, Feuling Parts has confirmed that Spaniard and former WorldSBK and MotoGP ace Rubén Xaus will be piloting the 'Flying Pig' for Feuling at all four round of the Bagger Racing League series this year. Born in Barcelona, Spain, in 1978, Xaus (nicknamed 'Spider-Man' for his lanky frame) raced in a range of series in Europe (Thunderbikes, German Pro-Superbikes), moving into World Supersport in 1997 - scoring his first ever victory at Misano in 2000 with the official Ducati factory team. He moved into WorldSBK with Ducati, and alongside then-Champion Troy Bayliss in 2001, became the first Spaniard to take a win in the Superbike

World Championship. His sixth in the WorldSBK championship that season was followed by the same again in 2002, and then came his career highlight as WorldSBK runner-up after seven victories and 15 podiums in total behind teammate and Champion Neil Hodgson in 2003.

Xaus made his move into the MotoGP World Championship in 2004 as part of the satellite D'Antin Ducati team. 'Rookie of the Year' title and 11th place overall in the championship standings saw him in 2005 move to the Fortuna Yamaha Team to ride alongside Toni Elías.

After a return to WorldSBK in 2006, he rode alongside Max Biaggi on the Ducati 1098R in 2008, moving to the BMW factory team on the S1000RR in 2009.

Speaking at the recent Drag Specialties NVP and Parts Expo at Louisville, Feuling CEO Luke Leatherman told AMD: "Of course, we are very pleased to have Rubén on board for the season, and if anyone can make the pig fly, it'll be him!"

www.feulingparts.com



Luke Leatherman (left): "If anyone can make the pig fly, it'll be Rubén!"



Xaus on the 'Flying Pig' at Willow Springs in November 2023.



Former MotoGP and WSBK star Rubén Xaus will race all four BRL rounds for Feuling in 2024.



BRL Schedule 2024

Round 1 - May 24-26, Motorsport Park, Hastings, NE

Round 2 - June 28-30, Gingerman Raceway, MI

Round 3 - August 9-11, Canadian Tire Motorsport Park, ON

Round 4 - Finals November 16-17, Willow Springs International Raceway, California

New classes this year will include the **SUPER STREET** and **Liquid Twins** classes - in addition to the Bagger GP (premier class), Pro Stock Bagger, Air-Cooled Twins, Liquid Twins and American Twins Unlimited (ATU), BRL's 'Run what You Brung' class.

Super Street is a new entry level class for all riders and dealers.

baggerracingleague.com

McAllister Strikes Gold

Tenneco, the \$18bn sales and 78,000 employee global automotive giant, has announced that former Harley-Davidson executive and Tucker Powersports President and CEO Marc McAllister is to join its Michigan based Öhlins Racing subsidiary as the brand's new Vice President and General Manager.

A Tenneco news release stated that "McAllister will be charged with taking the legendary European brand and capturing opportunities for growth with a global audience - especially in

North America - which provides multiple opportunities for success."

Tenneco CEO Jim Voss is quoted as saying: "The Öhlins team has successfully positioned the business, technology and product lines to claim the title of the world leader in high-performance suspension for both two and four-wheel vehicles. We are thrilled to have Marc join the Öhlins leadership team."

Tenneco acquired Öhlins a year after its \$5.4bn 2018 acquisition of Ferodo brake pads owner



Federal Mogul, folding them both into a newly formed division called 'Driv'.

www.ohlins.com

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NEWS BRIEFS

BRP has made changes to its Powersports and Marine organizational structures to "maximize efficiencies and operational excellence, while leveraging its leaders' expertise to better position the company for long-term growth." The two divisions are being combined under one leadership with current Powersports Group leader Sandy Scullion appointed to the position of President, Powersports and Marine (P&M). The 30-year BRP veteran "will assume P&L responsibility for both businesses with direct oversight on Global Retail and Services." P&M Group manufacturing operations will be combined under the leadership of 25-year BRP manufacturing ops executive Patrick Dussault, as Executive VP, Global Manufacturing Operations, P&M. Current Marine Group leader Bernard Guy, a 35-year BRP man, will now focus on his primary role as Executive VP, Global Product Strategy, P&M. José Boisjoli (35 years and counting!) remains President and CEO of BRP.

Dom Longman's UK based luggage brand **Kriega** has signed an exclusive US distribution agreement with exclusive U.S. Shoei and Sidi distributor **Helmet House**. Founded in 1969, the Calabasas Hills, CA based business is headed by Dave Bertram and also sells for brands such as Fasthouse, Tourmaster, Cortech, NORU, HJC, Alpinestars, Molecule, Sena, Cardo and 100%. Featuring the Kriega Quadloc-Lite harness system, the RSD x Kriega 'ROAM' collection of rider bags and accessories remains available through Roland Sands Design; www.helmethouse.com, www.kriega.com, www.rolandsands.com

Turn 14 Powersports Updates

Following the acquisition of "select assets" (some eight house brands) from the now defunct Tucker Powersports, privately owned and operated Horsham, Pennsylvania headquartered Turn 14 Distribution has now found new digs to house the staff that have been retained from Tucker in Texas.

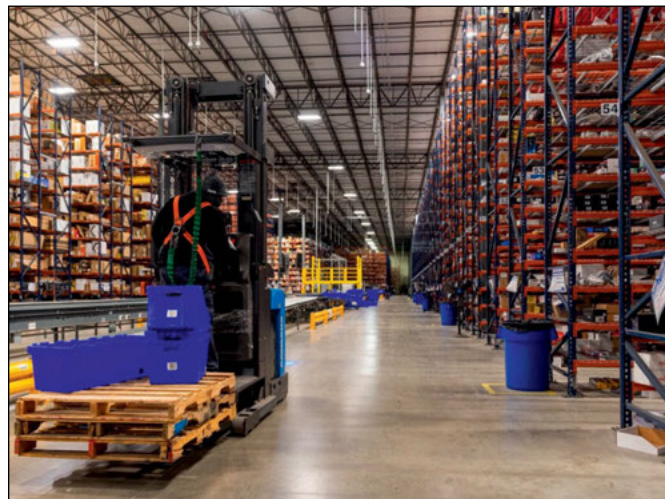
Just six miles from Tucker's former Alliance Gateway HQ and warehouse at Keller, Tx., the new building will house retained staff members and new hires, such as recently appointed brand management, product development and marketing staff, led by recently announced Turn 14 Powersports President Bob Schuetz.

"The collaboration that happens when we are all under one roof is really important, and our people are happy to be back together," said Schuetz. "Our move into this new facility will be a great start to an important year for Turn 14 Powersports."

The 10,000 sq ft office space is in a newly renovated building at 125 Bear Creek Parkway in Keller, Texas, which is northeast of Fort Worth.

Meanwhile, it is announced that the inventory of Tucker Powersports is now moved to Turn 14 Distribution's three distribution centers, located in Pennsylvania, Texas and Nevada. "It's been a huge project for Turn 14 Distribution warehouse staff, with over 11,000 pallets of product, representing 146 brands and over 60,000 SKUs moving into Turn 14 Distribution possession." The company says it expects all inventory to be checked in and available to dealers by the end of January 2024.

In a January news release, the



company went on to say: "Turn 14 Distribution takes pride in its carefully curated line card, which is focused on quality over quantity. The company typically carries a full line of products from a tightly managed number of suppliers. The company is currently onboarding 146 product lines from the recent acquisition." The products will be posted on turn14.com for dealer access.

"Powersports sales and marketing efforts are moving forward to assist dealers for spring selling. Turn 14 Distribution uses both field territory managers and inside sales staff to support dealer needs. With this partnership, Turn 14 Distribution meets dealer needs in person in dealerships, while inside staff is available for prompt response to calls and emails.

"In addition, Turn 14 Distribution has a Customer Support Team, separate from Sales, to ensure the company is meeting dealer needs. The company is

building a marketing team for Turn 14 Powersports, led by former Tucker Marketing VP Lesley Madsen, and additional marketing resources for distributed brands.

"Industry-leading API and data exports are available already, and the company has engaged with all the leading DMS Systems (Lightspeed, DX1, etc.) and channel providers. A data team is working on enhancing product data, so more information is available to Turn 14 Distribution's dealers."

The 'house-brands' acquired from Tucker include Answer, Biker's Choice, BikeMaster, DragonFire Racing, FirstGear, Kuryakyn, ProTaper, QuadBoss, River Road, Speed and Strength, and TwinPower.

Tucker Powersports was the subject of recent winding up action by a court in Florida, leaving the aftermarket with some \$30m in unpaid vendor payables.

www.turn14.com

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Free Magnum POP with \$400 Orders Through Drag Specialties

The Drag Specialties and Parts Unlimited Dealer and Parts Expo at Louisville saw Upstate New York based specialist manufacturer Magnum Shielding unveil a new Point-of-Purchase display for Drag Specialties dealers.

Listed as a dealer merchandising item for \$28.95, it is available for free if a dealer orders \$400 or more of Magnum brand products on any one order through Drag Specialties - they will get a POP display included in with their order when shipped.

There is one free POP display per dealer and this special promotional program will be offered through April 2024.

Noted for advanced designs, quality materials, precision manufacturing and great finishes, Magnum specialises in control cables, DOT compliant brake



lines, complete kits and handlebars. This new POP display features SIGNATURE Braids - all of which perfectly match the cables and brake lines for a complete custom look - and

their XR cable finishes, which offer an economical alternative to the premium braids in Stainless Steel and "OE" Black. The display is a physical showcase of Magnum's finishes in a small footprint, enabling customers to make a purchasing choice in a way that a flat catalog picture or pixelated image can't do.

Starting with their proprietary Sterling Chromite II, Magnum SIGNATURE braids also include their Polished Stainless, Black Pearl, and KARBONFIBR braids. The latter being a unique blend of grey tone and black wires giving it the high-tech look of carbon fiber.

Sterling Chromite II is Magnum Shielding's premiere product line and the most popular color of matching braided control cables and brake lines.



Magnum Shielding at the recent Drag Specialties NVP in Louisville

"Its patented braid and weave is designed to look like chrome and is offered on all of our assembled, braided products" says Magnum's Reese Hurwitz. "The non-yellowing, crystal clear, high tech outer jacket provides exceptional protection against scuffing paint."

Magnum Shielding's premium products are distributed exclusively through Drag Specialties in the U.S. or at

www.magnumshielding.com

Pedrero Wins Africa Eco Race Maxitrail Class on a Pan America

Dakar pro Joan Pedrero made history when he finished the 15th edition of the Africa Eco Race on a Harley-Davidson Pan America 1250: the Spaniard took 1st place in the Maxitrail category and 25th overall.

Pedrero piloted the RA1250 through 16 days of challenging terrain, exceeding all expectations, impressively showcasing what the bike is capable of. Very few changes were made to it for participation in the race, so it was an almost completely standard model. Due to the extreme desert conditions, one of the few adjustments were small modifications to the radiator.

Pedrero started the race from a strong position and stayed in the Top 20 of the

field for the first four days on the demanding circuit. Despite some setbacks, neither he nor the Pan America gave up and overcame everything that the course had to throw at them.

Kolja Rebstock, Harley's EMEA Regional VP, said: "We are thrilled with the outcome of this race and Joan Pedrero's incredible performance. Crazy escapades are just as much a part of our brand's roots as rich performance. And the Pan America 1250 that completed this race is a great example of how we will continue to exceed people's expectations by pushing technology and performance to the extreme."



Paul Devine Joins LeMans Group

LeMans Corporation, the Janesville, Wisconsin based parent company of Parts Unlimited and Drag Specialties (among others), has tapped Paul Devine as its new Vice President of Sales & Marketing.

In his role as Sales & Marketing VP, Paul will be responsible for overseeing all aspects of the company's sales and marketing functions. "This includes developing and implementing innovative strategies to drive growth, expanding market share, and further enhancing LeMans Corporation's position as a key player in the powersports aftermarket sector."

Paul Devine comes to LeMans Corporation with an impressive

background in the industry, having held significant leadership roles in sales and marketing with a focus on delivering results and building strong customer relationships at leading powersports industry businesses including Harley-Davidson, S&S Cycle and, most recently, Öhlins USA.

"We are delighted to welcome Paul Devine to the LeMans Corporation family as our Vice President of Sales & Marketing. His wealth of experience and proven ability to drive sales growth align perfectly with our goals for the future," said Mike Collins, President of LeMans Corporation.

"We believe that Paul's strategic vision and leadership skills will play a

crucial role in elevating our brand and expanding our market presence. We look forward to achieving new milestones together."

Paul Devine expressed his enthusiasm about joining LeMans Corporation, stating, "I am honored to be a part of such a dynamic and innovative company as LeMans Corporation. I



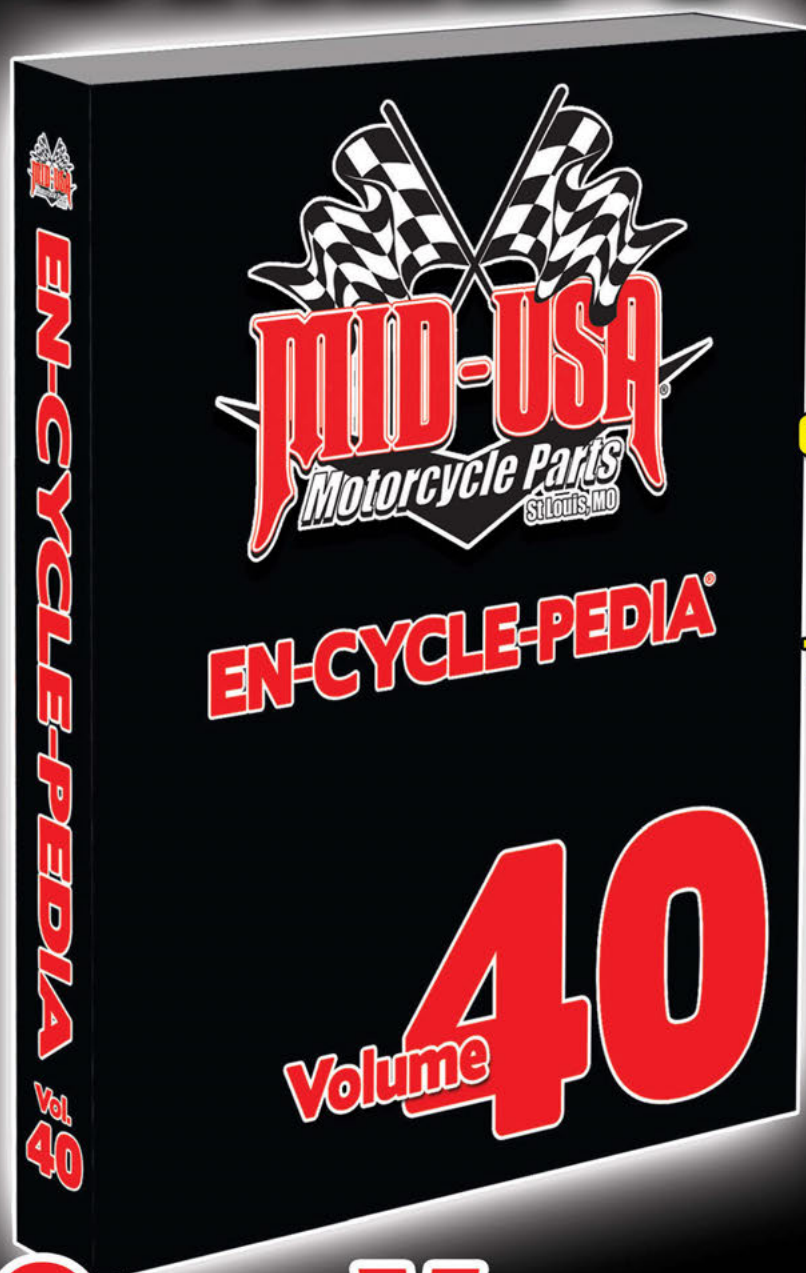
look forward to collaborating with the talented team here and contributing to the continued success and growth of the organization. Together, we will build on the strong foundation that the company has established in the powersports aftermarket industry."

Parts Unlimited and Drag Specialties, owned by LeMans Corporation, are the world's largest distributors of aftermarket accessories in the powersports industry, selling to over 12,000 dealerships worldwide, and continuing to expand their market penetration with their sister companies, Parts Canada and Parts Europe.

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V&H Signs RevZilla for NHRA and KOTB Sponsorship

Vance & Hines Motorsports (Brownsburg, Indiana) has signed leading motorcycle gear, parts and accessories retailer RevZilla as title sponsor of V&H Motorsports' NHRA drag racing and MotoAmerica road racing teams for the next two years. This marks the first time in over 50 years of competition that all Vance & Hines' racing programs will fall under one title sponsorship umbrella.

Owned by J&P Cycles and Cycle Gear parent company Comoto, RevZilla was founded in 2007 as an online retailer with flagship retail stores in Newport Beach, Denver and Philadelphia.

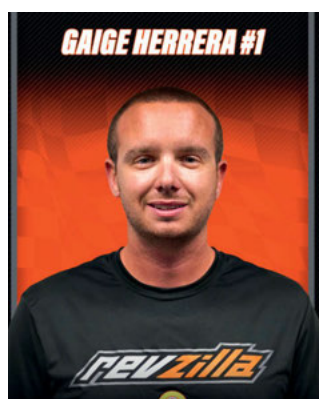
"In all of our years of racing, we've never had one company serve as a title sponsor for all of our racing activities," said Vance & Hines Motorsports owner Terry Vance. "RevZilla has stepped up to be the major sponsor of our programs in both NHRA and MotoAmerica, and we know they will be the perfect title-sponsorship partner."

Comoto's Chief Marketing Officer and RevZilla President Steve Bontempo said: "We wanted to expose the RevZilla brand to a whole new audience, and Vance & Hines Motorsports has presented the perfect platform to do that. RevZilla will be introduced to fans of NHRA and MotoAmerica in the best possible light. We're looking forward to an exciting 2024 and 2025 at drag strips and racetracks across the country."

Vance & Hines Motorsports, who will continue to partner with Mission Foods, Harley-Davidson and Suzuki, and within days of this announcement, they moved quickly to confirm that defending Mission King Of The Baggers Champion Hayden Gillim will lead the team's campaign to retain the title, along with rising star Rocco Landers.

Hayden is coming off his best season of racing to date, highlighted by his Mission King Of The Baggers Championship on the Vance & Hines Harley-Davidson Road Glide. In a battle that went to the final round in New Jersey in September 2023, Hayden came out on top overall with three season victories and ten podiums in 14 races, including eight podiums in a row when it mattered most to close out the season.

Landers will be making his Mission King Of The Baggers debut at Daytona International Speedway in March. Landers, a two-time MotoAmerica Junior Cup Champion and the 2020 MotoAmerica Twins Cup Champion, is the win leader in both of those classes with 15 Twins Cup victories and 29 Junior Cup wins.



Additionally, Landers has four victories in the highly competitive Supersport class, which already gives him victories in three different MotoAmerica classes and 48 wins overall.

"I'm really happy with the team we've put together for the 2024 season," said Vance & Hines Motorsports owner Terry Vance. "We've got a good mix with Hayden (Gillim) and Rocco (Landers), and I know we're going to get good results from both of them." The RevZilla/Mission/Vance & Hines Suzuki Team for the 2024 NHRA Pro Stock Motorcycle Championship will feature Defending Champion Gaige Herrera, paired with veteran racer Richard Gadson, who is set to join the squad for what will be his rookie season of NHRA Pro Stock racing. Herrera won a record-breaking 11 races in the 2023 NHRA Pro Stock series, earning his first World Championship while posting a win-loss record of 50-4 over the course of the season. Herrera's title was the 14th overall NHRA Championship for Vance & Hines as he joins Eddie Krawiec (four titles) and brothers Andrew (six titles) and Matt Hines (three titles) in earning championships on V&H machinery.

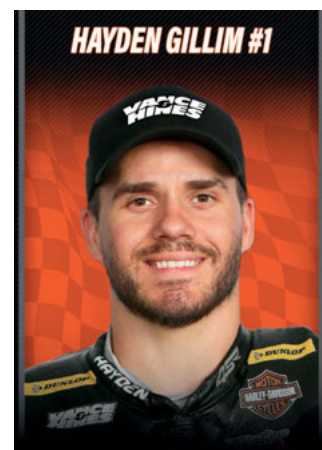
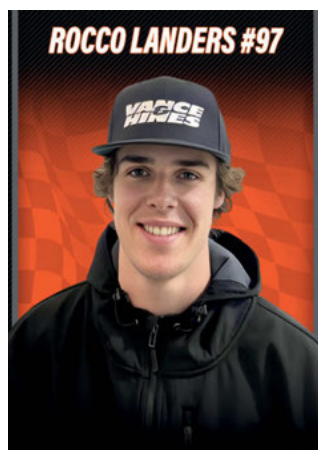
Gadson, meanwhile, will be embarking on his first full season of NHRA Pro Stock racing after earning titles in XDA, NHDRO, SEMDRA and ManCup. The 37-year-old will benefit greatly by the fact that Krawiec is

hanging up his leathers and will become his full-time crew chief

alongside Andrew Hines.

Terry Vance commented: "We are thrilled about the next chapter for our NHRA racing program. With Andrew (Hines) and Eddie's (Krawiec) expertise, Gaige's (Herrera) recent dominance, and Richard's (Gadson) move to Pro Stock, we have strengthened our position in the competitive world of NHRA Pro Stock motorcycle racing. We also have a new title sponsor in RevZilla and continued support from Mission and Suzuki for 2024. I can't wait to see what Gaige and Richard can do on our RevZilla/Mission/Suzuki Hayabusas."

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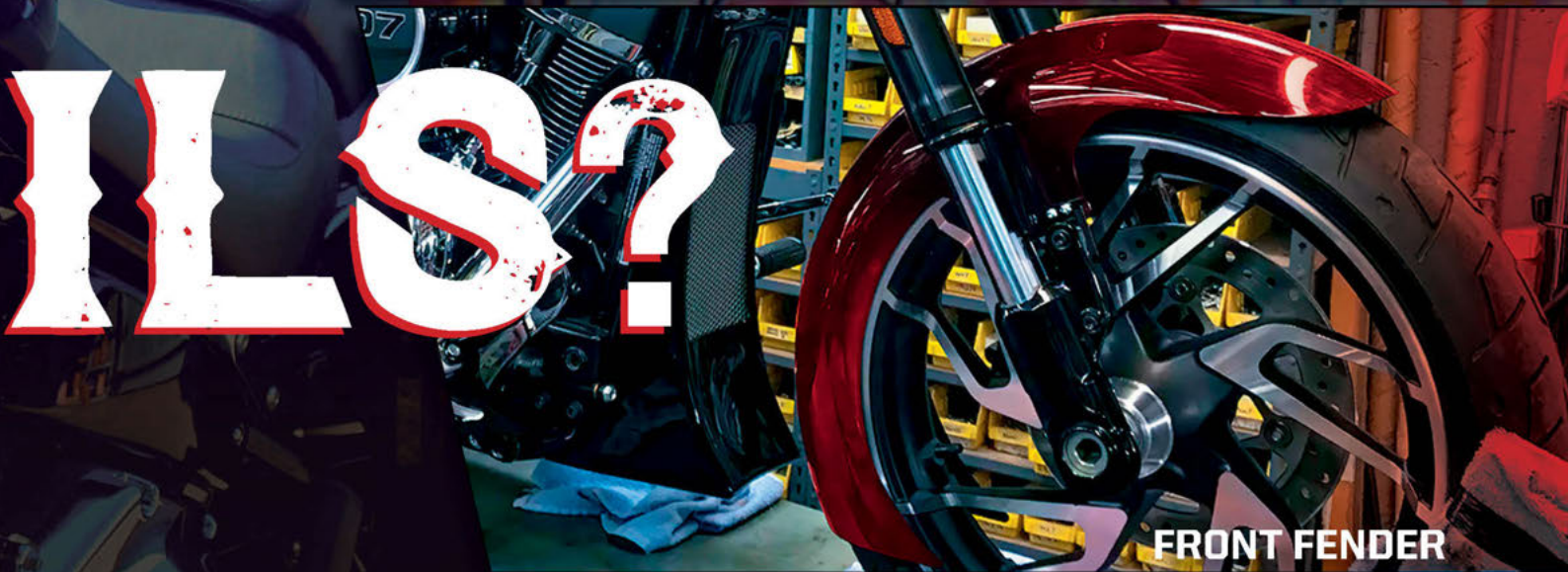
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**DRAG
Specialties**

Universally acknowledged by the vendors and dealers in attendance as an excellent show, the Drag Specialties and Parts Unlimited 2024 NVP Product Expo at Louisville, Kentucky, in January proved to be a great 'season-starter' for Drag vendors who were there.

At a time when even the customary uncertainties of the annual business cycle are themselves uncertain, it left all concerned a lot more optimistic about the business landscape for the year than might otherwise have been the case.

As beautifully well planned and executed as always, with a new 'variation on a theme' of high speed but still intense distributor 'Rep Training' getting everyone's vote as a good new formula.

Some seventy plus V-twin specialist vendors and brands and a whole slew of cross-over business opportunities kept the attending dealers busy and hopeful that 2024 will be a year when, to channel Fred Fox, "everyone will get to go to the bank happy" ...

Words and Pictures by Robin Bradley



DP Brakes and Clutches: Frank Edwards (left - seen here with Larry Mills) told AMD: "Friction plates are the heart of the clutch. Our new DPHK Street Clutch Kits for H-D are made using a wide range of compounds to ensure the correct one matches the engine characteristics. Our friction plates do not need any pre-soaking in oil and are ready to fit. Our steel plates are manufactured to exacting tolerances using high-quality heat-treated steel to ensure smooth progressive clutch action - they are more durable than original equipment plates, and our exclusive high heat friction materials mean fade-free performance with friction compounds to suit all types of H-D motorcycles; www.dp-brakes.com



NAMZ Custom Cycle Products: Always looking for ways to help dealers to "do it right," the NAMZ, Letric Lighting and Badlands module programs are among the most sought-after names in motorcycle electrics. Recent new products have included a speedo/tach harness/module for removing the stock speedo/tach on Road or Street Glide models and replacing it with a Dakota Digital 'single' speedometer. The NAMZ fuel light resistor pack is for the Dakota Digital speedo on 2014-2023 Street Glide and 2015-2023 Road Glide models (only), providing accurate fuel reading on the gauge. Other recent introductions include fabric braided 16-gauge copper wire; GXL copper hook-up wire; 20-gauge PVC hook-up wire and a recoil-style start switch; www.namzccp.com



KB Performance: Marko Glush told AMD that later this season the company will introduce a new technology for H-D replacement performance pistons. KB Pistons has teamed up with Speed of Air to incorporate its patented CAD design 'dimpling' process, and air flow management channeling on the piston crown. Designed to reduce the carbon build-up on the pistons, it is a technology that has been in use on top-end diesel pistons for some time. The 'dimpling' creates a barrier layer of air that interrupts the airflow to prevent carbon molecules from attaching themselves to the piston surface - meaning less carbon in the engine; www.uempistons.com



Müller Motorcycle: The German accessory specialist's 2018 and up Milwaukee-Eight and Twin Cam/EVO (1989 - 2017) lowering kits give up to 40mm stepless lowering. Its Power Clutch is its best known and best-selling product. Developed by company founder Werner Müller, the clutch facilitator was launched in 2003 and revolutionized the after-sales-market to such an extent that Harley-Davidson followed suit and installed a lighter clutch at the factory in 2006. But even with that improvement, the Müller Power Clutch, with its progressive action, still delivers a massive improvement in clutch lever effort. In 2018, the Müller Hydro Clutch came onto the market. This clutch relief system for all models with hydraulic clutch closes the gap in clutch effort improvement that Harley-Davidson created before reverting to the mechanical clutch; www.m-motorcycle.com

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Paul Yaffe Originals/Bagger Nation: Never slow to spot opportunities for new model upgrades, Paul Yaffe already has new OEM direct bolt-on custom front fenders available for the redesigned 2023 CVO Street Glide and CVO Road Glide, now with an inverted front suspension. Steel fenders for Touring bikes have been bestsellers for Bagger Nation for many years - so already have hundreds of thousands of miles racked up, proving their quality and popularity. Now available for the much-appreciated 2023 CVO Street Glide and Road Glide, there are four styles to choose from and they all ship with Bagger Nation's new inverted fork adaptors included; www.baggernation.com



Performance Machine: Improved heat and weight management is the name of the game with PM's recently introduced, stylish Black Ops finished M-8 covers - its 'Race Series' engine covers. "Carefully crafted with the utmost precision and engineered to dissipate heat more effectively, the contemporary, race-inspired look is a bonus. The forms and shapes developed for these covers transfer heat more efficiently away from the engine and transmission to better accommodate increased temperatures synonymous with racing. Available in Black Ops finish, the range includes transmission, derby, clutch, cam and rocker box covers for M-8 Touring and Softail applications; www.performancemachine.com



Andrews Products: The Mount Prospect, Illinois based performance cams specialist is one of the slew of aftermarket brands that has invested in the Bagger Racing League in recent years - as title sponsor of the Big Twins Class; www.andrewsproducts.com



Arlen Ness Enterprises: Recent products from the Dublin, California based manufacturer have included 'Drift' wheels for Indian and H-D, with front and rear cartridge hub kits, and new 'Kickback' radial forged wheels that feature a directional wheel pattern with angular, race-inspired design lines for aggressive in-motion styling; www.arlenness.com



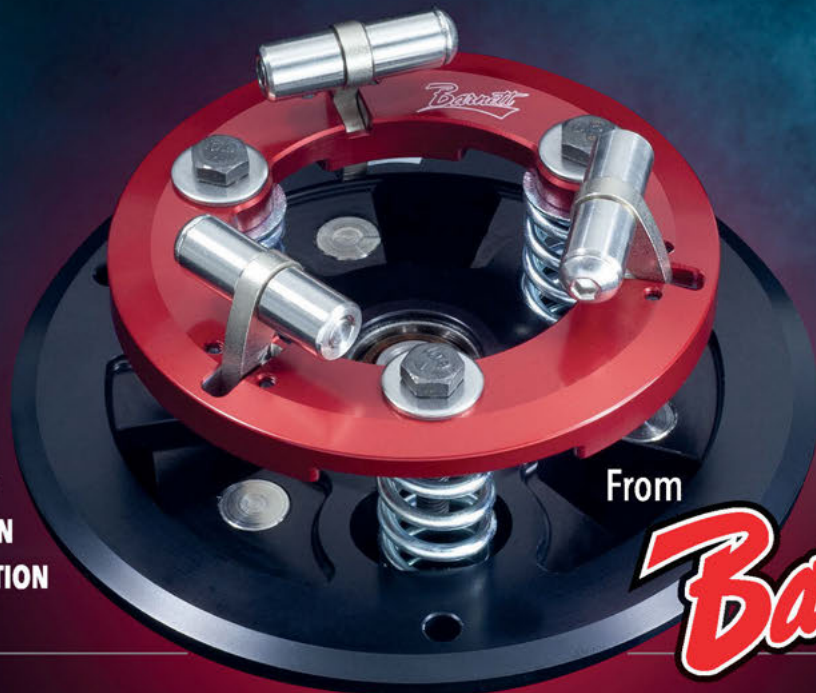
Memphis Shades: Easy-on, easy-off is the 'Holy Grail' of motorcycle windshield designers, and Memphis Shades' Trigger-Lock mounting hardware system is 'Goblet of Glad'! Described as a "revolutionary" tool-free, angle-adjustable install system, it features an "innovative system that allows the rider to quickly and easily remove the windshield without the use of any tools. Each kit is model-specific and custom-fit to each style of bike for a truly no-hassle installation. A pair of glass-filled nylon latches lock the fairing down until the spring loaded Trigger-Locks are intentionally disengaged. Guaranteed never to rust or tarnish, they are made exclusively of electrocoated aluminum and stainless steel, with stainless steel fasteners. Trigger-Lock mounting kits consist of anchoring hardware (the part that stays on the bike) and mounting plates (the part that connects the fairing or windshield to the bike). 'Plates Only' kits can be used when there already is Memphis Shades Trigger-Lock anchoring hardware on the bike; www.memphisshades.com



BS Battery: The French battery and charger specialist distributes exclusively through Drag Specialties and Parts Unlimited in USA. "Charging smart, charging safe!" - its BK20 is a versatile 3-in-1 tool that is ideal for factory-activated batteries, especially lithiums that require a specific charger; www.bs-battery.com

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Alloy Art: Robbie Lane's Bagger racing investments continue apace. Alloy Art Bagger products include a reduced weight race stem in nickel plated chromemoly for the 2014 and up H-D touring frame; 2014-2024 'Spreading Eagle' chain tension reliever; low profile 2014 and up M-8 comp cam cover that helps create increased ground clearance; 'Boom Box' max. volume M-8 air cleaner kits and 2009 and up weight-reducing, improved stiffness Gen II complete Bagger rear subframe; www.alloyart.com



Cometic Gasket: The Concord, Ohio based specialist's M-8 MLX head gaskets are "precision-crafted to withstand the rigorous demands of M-8 engines, effectively sealing the combustion chambers, cylinder heads and other critical components." Precision-made with meticulous quality control, Cometic says that it uses top quality materials for these gaskets and that it "engineers them to perfection, ensuring an unparalleled seal that offers unrivaled protection." They have a compressed thickness of .032" with a round bore shape and are offered in 3.937", 4.250", 4.320", 4.430" and 4.500" sizes. Featuring a three-layer design, these MLX (Multi-Layer-Xtreme as opposed to its MLS Multi-Layered-Steel) gaskets have been developed for high cylinder pressure applications, high compression, turbo, supercharger and nitrous applications. They feature a center stopper layer with bore edges that fold over itself, simulating an O-ringed head; www.cometic.com



Rekluse Motor Sports: The innovative Boise, Idaho clutch manufacturer was originally best known for its off-road automatic clutches, but those not yet familiar with its fast growing Harley program never fail to be surprised by what the Rekluse brand has to offer for the V-twin dealer - from RadiusX auto clutches and TorqDrive manual clutches to Radius CX, CoreEXP and CoreManual TorqDrives for Sportsters - plus M-8 clutch baskets and manual slave cylinders; www.rekluse.com



Bagger Racing League (BRL): For the first time ever, in 2024 the BRL's four double-header race schedule includes an international round - in Canada. Round 1 - May 24-26, Motorsport Park, Hastings, NE; Round 2 - June 28-30, Gingerman Raceway, MI; Round 3 - August 9-11, Canadian Tire Motorsport Park, ON; Round 4 - Finals November 16-17, Willow Springs International Raceway, California. New classes this year will include the SUPER STREET and LIQUID TWINS - in addition to the Bagger GP (premier class), Pro Stock Bagger, Air-cooled Twins and American Twins Unlimited (ATU) - the BRL's 'Run What You Bring' class. SUPER STREET is a new entry level class any riders who want to build a Performance Bagger and test their skills on the track; www.baggerracingleague.com



Trask Performance: With three consecutive Bagger Racing League championships in the back pocket and its award-winning turbo charger on Gary Chip's FBI Drag Specialties 'FatBook' cover bike for 2024, times are good for the Phoenix, Arizona based 'Palace of Performance'. Expect a major 'ASSAULT' (geddit?) on further racing laurels in 2024; www.traskperformance.com



TecMate: TecMate has been exclusive with Parts Unlimited & Drag Specialties in the USA since 2015. TecMate also manufactures the co-branded Moose Utilities Division, Moose Racing and Drag Specialties OptiMate battery chargers sold through Parts Unlimited & Drag Specialties, Parts Europe and Parts Canada. Says Martin Human CEO of TecMate: "We enjoy working with Le Mans Corporation as our exclusive powersport aftermarket distributor in the USA. Supporting their Louisville NVP expo is a 'no brainer' and beneficial to both"; www.tecmate.com



Hogtunes: The Canadian motorcycle audio specialist's kits "sound better and install easier" with straight forward, faster ordering - "motorcycle audio, made better"; www.hogtunes.com



Motion Pro: Based near Sacramento, the California based cables, controls and tools specialist was founded in 1984 by six-day ISDT Gold Medalist Chris Carter. A long-term Official Tools and Cables contingency partner of Progressive AFT, "from top tier racers to casual weekend riders, Motion Pro products are designed to help keep your customers riding and limit garage downtime;" www.motionpro.com



Rick's Motorsport Electrics: Based in Hampstead, New Hampshire, Rick's offers a new universal style regulator for single phase Harley-Davidsons that is made to work with lithium batteries. The 'Hot Shot' brand regulator/rectifier is a 50 amp unit made with cooling Mosfet technology. Founded in the late 1970s, Rick's started out as a small motorcycle salvage business and has grown to be an internationally recognized, highly reputed brand name in specialty motorsports electrics circles, offering a full parts line of motorsport charging and starting systems and electrical ignition components for the widest possible range of makes and models; www.ricksmotorsportelectrics.com



Total Fuel Systems Fi2000 & PowrPro Tuners: Cobra USA private labeled the Fi2000 & PowrPro Fuel Tuning Systems for many years, Total Fuel Systems being the OEM. About four years ago there was a mutual decision that Total Fuel Systems would take over its own Sales & Marketing. Since then, it has expanded the fitment list and is still producing one of the only plug & play auto tuners in the market. With the patented "autotune" feature and phone app, it works after the motorcycle's ECU and therefore is invisible to ECU's and does not trip the security features in any ECU. It monitors the motorcycle and adjusts for the best air to fuel ratio 80 times per second, giving the most optimal 'sweet spot' for the rider's chosen combination of upgrades; www.fi2000.com



Kibblewhite Precision Machining: Founded by James L. Kibblewhite in 1939 and owned and operated by his son Will Kibblewhite since 1989, the Pacifica, California valvetrain specialist's Black Diamond and White Diamond valves are "as close to a H-D application 'go-to' as you can get for quality and performance, unless you turn to KPMI Tensilite Titaniums for M-8 engines that is." Manufactured from solid titanium bar, the bar is cut, forged and the stem pulled from the forging process and cross-sectionally reduced. These one-piece forgings are made from 6-2-4-2 titanium alloy for superior strength, hardness and thermal characteristics. After final grinding and machining, they are encased in a hard Chromium Nitride (CRN) shell of resistance to impact, abrasion and corrosion; www.kpmi.us



Revolution Performance: New from the Plymouth, Wisconsin based manufacturer is its 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 upgrade 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"; www.revolution-performance.com



SBS Brakes: The Danish brake pads, rotors and clutch leader has recently been at the leading edge of embracing the new generation of forward-facing product initiatives that meet the 'Better Brakes' regulations for reduced use of rare earth minerals and pollution production - and guess what? The world didn't end, the sun still rose each morning and people still rode their bikes. The real shocker? Not only less waste, but reduced heat, improved stopping distances and no great impact on brake pad pricing. Who'd a think it! www.sbs.dk



Puig USA: The Barcelona, Spain based manufacturer is best known for its dominant position in the European 'mainstream/metric' motorcycle parts and accessory market. However, it also has a strong custom accessories program for Harley models and a fast growing model-specific line for the Pan America that leverages its ADV experience with BMW, Yamaha, Triumph, Honda, Ducati and Suzuki models; www.puigusa.com



Kodlin USA: With designs by noted German customizer Fred Kodlin, Kodlin USA is a Morgan Hill, California based joint venture enterprise between former Custom Chrome and MAG/Kuryakyn man Holger Mohr and Kodlin's son Len; www.kodlinusa.com



Horsepower Inc: The Indianapolis based manufacturer is still leading the way in performance V-twin products with an upgrade throttle body option for every model of fuel injected Harley-Davidsons. The newest upgrade is an OEM 45 mm replacement for 2001-2005 Big Twin/Twin Cams, with features including zinc coated throttle shaft, double sealed roller bearings and factory OEM bolt pattern. No dyno tuning or re-tuning required; www.horsepowerinc.net



Progressive Suspension: Founded in 1982 by Don Rickard and Jay Tullis, Progressive Suspension recently celebrated its 40th anniversary and always was, and still is, respected for its R&D investments. Innovative features such as the IAS (Inertia Active System), a forerunner of the FST system that enabled shocks to automatically differentiate between low-speed chassis movements and high-speed wheel movement, have made Progressive a V-twin industry 'go-to' brand; www.progressivesuspension.com



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Pro-One Performance Products: New Pro Board V2 Floorboards have been "designed with performance in mind," says Operations Manager Willie Woo. "They are CNC Machined from T6 6061 billet aluminum and include traditional BMX style traction pins that provide fantastic grip. Featuring a tapered design for additional clearance in the heel area and a replaceable scrape pad to protect the edge of the board from hitting the ground, they measure 10" long by 5" wide." They are available in black anodized, chrome and gold (titanium nitride coated) for all Touring and Dyna Switchback models; www.pro-one.com



Vance & Hines Racing: With a new race sponsorship deal in the bag with RevZilla, and dual championships in the trophy cabinet for 2023, for the Santa Fe, California based exhaust manufacturer it's already been 18 months since the introduction of its hugely popular torque boosting generation of Power Chamber Exhaust (PCX) versions of its most popular exhaust systems - with included catalyst to ensure EPA emissions compliance. At the time, the company was able to say that its new PCX technology delivers higher performance and rider comfort while retaining the popular styles of its exhaust systems. What's more, shows like Louisville expose the V&H staff to regular dealer comments extolling the virtues of the deep, "satisfyingly sonorous" sound that its customers love; www.vanceandhines.com



RidePower: Innovative Jacksonville, Florida based cable and accessories manufacturer founded in 2014 by Steve Young. Having developed a charger cable for his phone, which connected directly to his SAE battery connector cable, he incorporated advanced electronics circuitry into the cable and began selling to the powersports network. The rest, as they say, is history. Young, in partnership with GloDea, has grown the RidePower collection from a single phone charger cable to a recognized brand that includes phone charger cables, power connector cables, adapters for the phone and power, inductive charging phone mounts and more; www.ridepower.com



Show Chrome: The Rice Lake, Wisconsin based accessory brand is carving itself a leading position in the 'reverse trike' Roadster accessory market with model-specific designs for the Polaris Sling Shot, Can Am Spyder and Ryker - and don't go thinking it doesn't have anything for V-twins, it does - from lights to luggage racks and more, including the recently acquired Ultra Guard range of motorcycle and trike covers; www.bigbikeparts.com



Klock Werks: You've just gotta have Flare! Brian Klock's top-selling 'Kolor Flare' windshields were chosen for multiple top award-winning custom projects in Europe last year and are one of those product designs that come along once in a while and catch a wave - the right idea in the right place at the right time; www.getklocked.com



ODI Grips: The Riverside, California specialist is best known for its best-selling Old School classic VANS 'Waffle' pattern grip sets, and is now making a name with Its V-twin Lock-On grips sets. The clutch side billet alloy lock-on clamp "delivers 100% slip-free security," with the throttle side featuring a model-specific molded-in throttle tube. They are available in both Hart-Luck or VANS models with many choices of colorways for 1984 and up H-D cable-actuated, 2008 H-D Throttle-by-Wire and 2018 and up Indian Touring TBW models; www.odigrips.com



BLACK ANODIZE



GOLD ANODIZE



RED ANODIZE

SPEED 5 WHEELS

The Speed 5 wheel design is a lightweight performance inspired wheel with a high strength to weight ratio. It's triangulated 5-spoke design features a center ring connecting each spoke, each ring is strategically located for optimum strength & to be visually hidden by the rotor when installed on the motorcycle

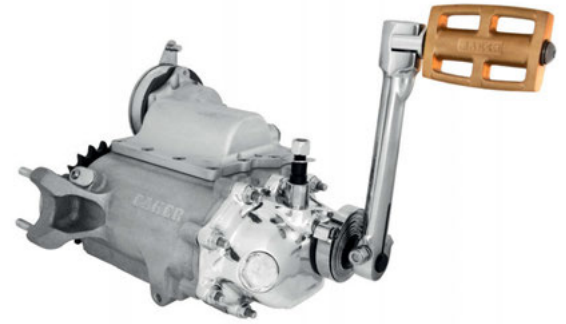
4-Speed Complete Transmissions

The introduction of the Knucklehead and the 4-speed in 1936 marked an important point in the development of American motorcycles. "Many consider the period of 1936-84 the holy grail of Harley-Davidson," says transmission expert Bert Baker. "In 2010, we released the Baker 4-speed with modern improvements to carry on the legacy. In recent years, we temporarily discontinued the Baker 4-speed complete transmission. However, due to continuing demand, we have decided to run a limited supply.

"Favored by those inspired by the old school cool, garage builders and riders of the nostalgic persuasion, this transmission offers the worry-free convenience and reliability of a new Baker Drivetrain product.

"The external architecture of our sand-cast (A356-T6) 4-speed transmission case was modeled after factory cases to capture all the details and character of the original design. But we made many functional upgrades to address shortcomings of the original design like leaks, serviceability and durability.

"The loose rollers on the main drive gear were replaced with a radial ball bearing. The bronze bushings on the gearset were replaced with caged needle bearings. We added a provision,



hidden in the back of the case, for an electronic speedo, but retained the traditional worm gear speedo provision on the front of the case. The stock 'Fred Flintstone' shift detent was replaced with a snot-slick linear ball-bearing detent for that smooth 'snick-pop' shift quality you expect from us."

True to the original 1936 through mid-1980s, a hidden transmission vent is designed into the ratchet. Features include billet steel machined and case-hardened shift systems (FL, FX and N1) that rotate on Permaglide bushings for a smooth, repeatable shift each time.

Baker Classic kicker gears and offset kickarm come as standard. The modern 4-speed gearset is made out of 8620 gear steel and rides on needle bearings, not bronze bushings. It has the vintage style cast kicker cover with traditional 1-piece release rod and Baker heavy duty throwout bearing, is a direct bolt-in on most models and is sold with a five-year limited warranty.



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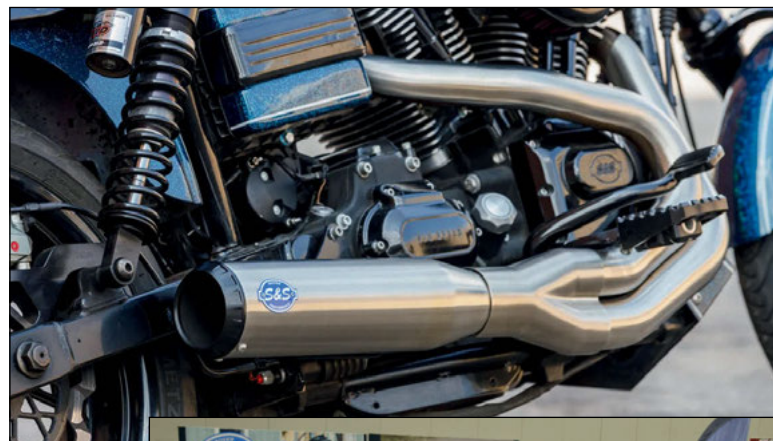


S&S - Dyna Qualifier 2-into-1 Exhaust

The H-D Dyna platform has a cult-like following with people constantly working to push more performance out of their bikes. S&S has thrown gasoline on their fire with the launch of this 'King of the Baggers' race-inspired Qualifier 2-1 exhaust.

Available in brushed stainless and Guardian Black finishes, these exhausts feature full heat shields, equal-length head pipes and a stepped header to "make power and rattle cages. Like all of our exhausts, these are designed and made in the USA."

If you are looking for the perfect 'dance-partner' for this Qualifier 2-into-1, S&S recommends its Air Stinger - "take the existing high flow Stealth air cleaner and replace the air smoothing Stinger with a similarly shaped filter element. The increased filter surface area equates to a +55% gain in airflow over a factory filter in an M-8.



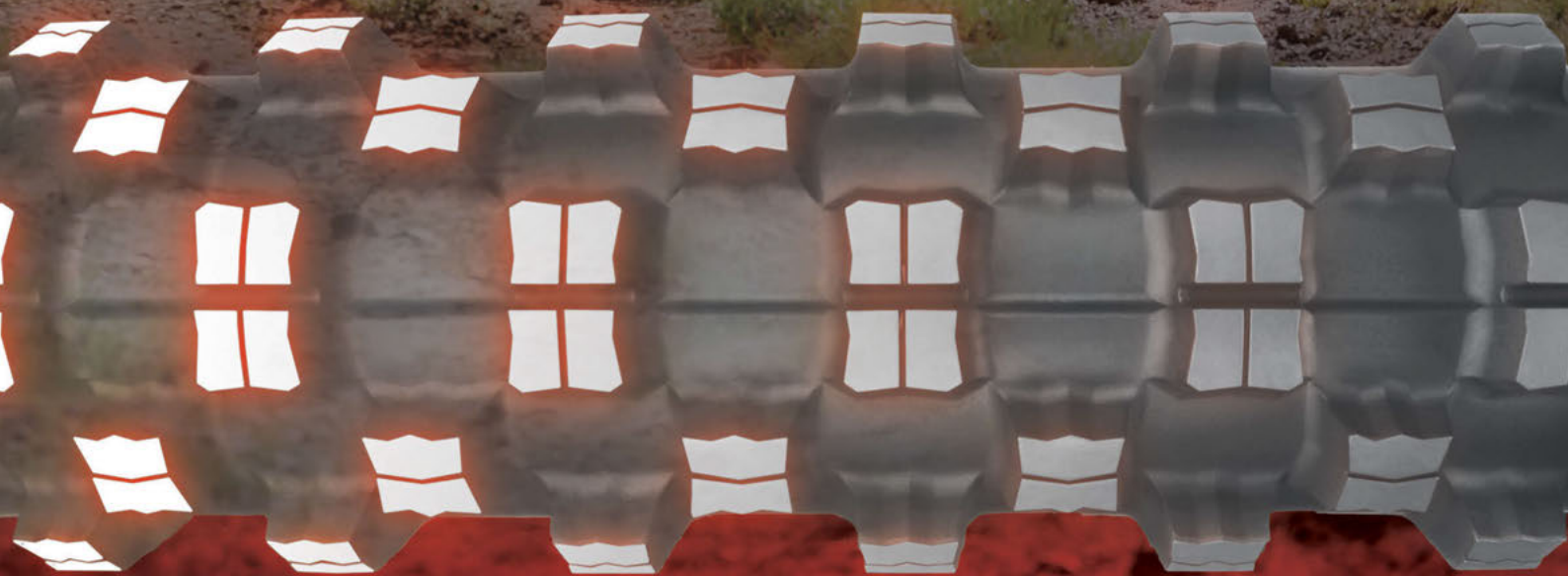
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Drag Specialties Additions

Predator III Seats



These Predator III seats are covered with high-quality automotive grade vinyl for a smooth, sleek appearance. Features include uniquely styled 6" tall driver support and molded polyurethane foam seat lining for maximum comfort. The seat is narrower at the front for improved leg clearance. A 3/16" ABS thermoformed seat base provides a perfect fit and has a carpeted bottom and rubber bumpers to protect paint and finishes.

The seat measures 31 3/4" long overall (16 1/4" L x 11 1/2" W front, 13" x 6" W rear). It fits '97-'07 FLHR and '06-'07 FLHX models and is made in the USA. This seat will also fit '97-'07 FLT/FLHT/FLTR models when used with Drag Specialties separately sold lower dash extension (part # 2202-0070).

Spark Plug Wires



Ensuring maximum spark, these versatile, universal plug wires measure 37" long and can be trimmed to fit/reach just about anywhere needed. Tin-plated copper wire with silicone insulation jacket and fiberglass coating with a silicone boot make these wires flame-retardant and high-temperature resistant.

The insulation diameter is 6-6.5 mm with an 0.5 mm fiberglass outer cover. The external braided covering is available in a choice of brown/black, red/black, black/white, orange/black or black/pink. These wires are sold as a kit and intended for use with electronic ignitions.

Custom Horn Covers

Drag Specialties' steel construction round horn covers measure approximately 45/8" in diameter and replace the stock "cowbell" horn cover found on most '91-'23 Big Twin models and '96-'22 XL



models (except RH Sportsters). The covers feature a cascading "waterfall" design with a black or chrome finish.

Saddlebag Support Brackets

Replace bent or scratched saddlebag support brackets with this high-quality Drag Specialties brand set. These steel construction support brackets have a durable gloss black finish and bolt on directly to the OEM mounting points. They fit '93-'08 FLHT/FLHR/FLTR models and are sold in pairs (one left- and one right-side support bracket). The brackets replace OEM #s 49194-85, 90781-93.



Front Fender Service Cover



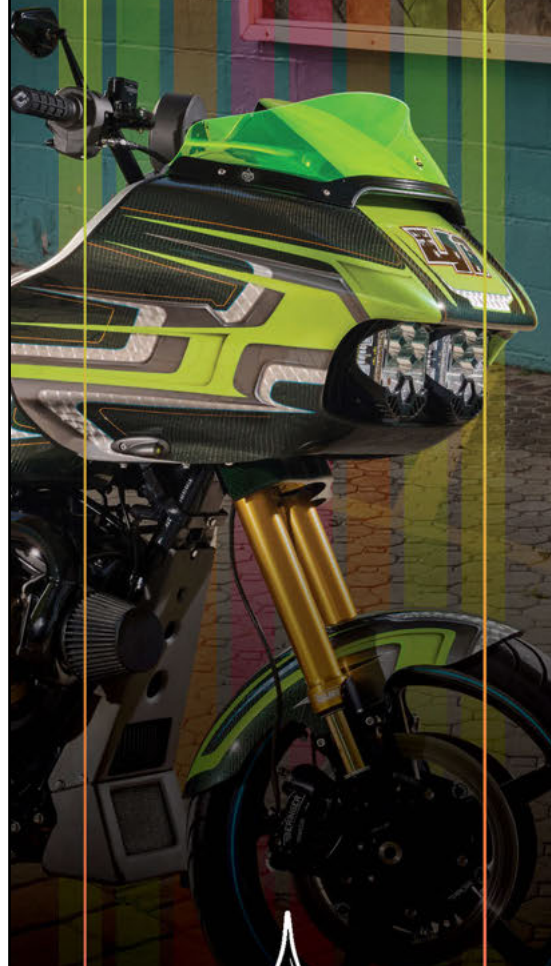
Avoid scratching the bike's paint when doing maintenance or wheel removal with this durable black vinyl fender cover from Drag Specialties. The underside of the cover is lined with a soft material to aid in preventing scratches while servicing the bike. It installs/removes quickly and easily and is designed to fit with the front forks in place without impeding access to service areas on the bike.

The cover fits front fenders on most Touring and FL Trike models, '12-'16 FLD, '86-'17 FL Softail (except FLS/FLSS) and '18-'23 FLHC/FLHCS models.



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Energica of New England Handlebar Risers

In what is a first for AMD (and for our sister magazine International Dealer News), we present the first accessories we have shown for the Italian made Energica electric performance motorcycle range - the EGO sports bike, the EVA Ribelle Naked and the Experia - the world's first zero-emission electric Touring motorcycle.

The designs were sent to us by Rob's Dyno Service (RDS - Gardener, MA), also known as Energica of New England. The man behind both businesses is well known performance engineer Rob Swartz, and at a time when performance specialists of all platforms are looking for 'adjacent' market opportunities, it is reassuring to know that the EV revolution can be a revenue stream for the shops that populate the V-twin market.

Regardless of what the long-term future folds for

electrification, it is a drama that will play out way above our pay grade and regardless of what we may think about it.

Meanwhile, not only can authorized and independent shops engage with the front end of the EV space by selling new models, and what a range of choice, price-points and platforms there are, but while it will have some obvious major differences, some aspects of the service, performance and custom sector are not so different and are a violin just waiting to be picked up and played - in the electric world there will still be life after stock.

Manufactured by Helibars of Cornish, Maine, for several Energica models, these Tour Performance handlebar riser adapters are designed and sold exclusively by Energica of New England.

These risers are installed beneath the stock bars to



raise and move them toward the rider, and, for the Energica EGO, Tracstar handlebars are specially designed with a built-in offset. All original cables and hydraulic lines are retained and hardware is included; they fit all years and are 1 1/8" taller, with 1 1/8" rear offset, also with handlebar set at a 45-degree angle. Experia Tour Performance handlebar risers are 1 1/8" taller, with handlebar set at a 45-degree angle. For the Energica EGO, Helibars TracStar handlebar risers will bring the handlebars back and up to increase rider comfort, while retaining excellent handling characteristics and feedback. All hardware and bar end weights are included; they result in 1" taller with 1 1/2" rear offset and 1" wider.

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GIVI Pan America Luggage and Accessories



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Founded in 1978, Italian luggage and accessory specialist GIVI has been a trendsetter in the ADV market for decades, practically inventing the ADV luggage space as we know it today. Respected worldwide for the 'Monokey' top case security and mounting hardware technology, like many 'mainstream' parts and accessory manufacturers, the launch of Harley's Pan America is bringing it to the attention of an entirely new market segment.

Seen here is a selection of its model-specific fitments for the Revolution Max 1250 cc engine ADV from Milwaukee, and as alternates to the stock accessory luggage, authorized and independent dealers alike could do a lot worse if they are looking for a high-quality, robust, feature-rich luggage program that places a premium on durability and ergonomics. Its entry level rear rack in black anodized aluminum for Monokey series top cases (SRA8400) has a maximum load rating of 6 kg without assembly of the GIVI stop light kit or the remote control device on the top case.

In addition to the MonokeyCam side case mounting hardware, GIVI offers its model-specific PL ONE-FIT MonokeyCam side configuration case mounting system for its popular Outback Series side cases - manufactured from 18 mm diameter black powder-coated steel tubing. Additional accessories include the all-



important engine guards - Harley doesn't offer engine guards as stock (at all) on the

standard RA1250, and these represent a tried, tested and proven upgrade on the accessory options and RA1250S fitment. GIVI model-specific TN8400 engine guards are manufactured in powder-coated black 25 mm diameter steel tube. Also seen here is the BF65 Tanklock series tank ring, BF65 flange for fitting any of the GIVI Tanklock series tank bags and HP8400 ABS hand guards.

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'Easyboy Lite Clutch'

California based Burly Brand says its "groundbreaking 'Lite Clutch' represents a revolution in clutch control" that has been designed with simplicity in mind.

Brand Specialist Josh Rowlands told AMD that "this ingenious solution reduces clutch lever effort by a remarkable 40%. This game-changing innovation not only minimizes rider fatigue, but also delivers unparalleled smoothness and ease in clutch operation."

"Designed to seamlessly fit inside the primary cover on Sportster models and the transmission cover on Big Twins, this precision-crafted masterpiece extends the clutch operating mechanism, providing enhanced leverage for optimal performance."

"Not only does the 'Lite Clutch' offer exceptional functionality, but it also comes with an unbeatable price tag. With minimal investment, riders can experience the benefits of effortless clutch operation. Plus, installation is a breeze, taking less than 30 minutes from start to finish."

Product fitment options have recently been expanded to include '87-'23 Big Twins, with 2004-up Sportsters coming soon.

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Softail Chain Drive Primary Features 'Competitor Clutch'

Designed specifically for use on 1990-2006 Softail models, BDL's CDCS-1-90 chain drive primary kit features its renowned 'Competitor Clutch' for instantaneous and absolute transfer of power to the rear wheel.

A patented 7-plate Kevlar clutch "provides at least 60% more clutch surface than stock" and the 9-spring pressure plate provides the varying spring pressure needed for use with both stock and highly modified strokers.

"This unique plate allows you to simply add or subtract springs to achieve the tension that is appropriate for the bike and riding style. This chain drive clutch kit for Big Twin electric start includes front sprocket, rear basket with 'Competitor Clutch' and Diamond primary chain and adjuster assembly."

The component list delivers the Diamond primary chain, compensator sprocket and nut, clutch springs, shoulder bolts (for chain drive only), chain drive hardware kit, pressure plate, adjusting screw, main shaft hub nut and 9-tooth starter pinion gear.

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All new **Liquid Twins Class**

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Round 3 - August 9-11, Canadian Tire Motorsport Park, ON

Round 4 - Finals November 16-17, Willow Springs International Raceway, California.

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Liquid Cooled Twins - Twins of all platforms, without bags etc

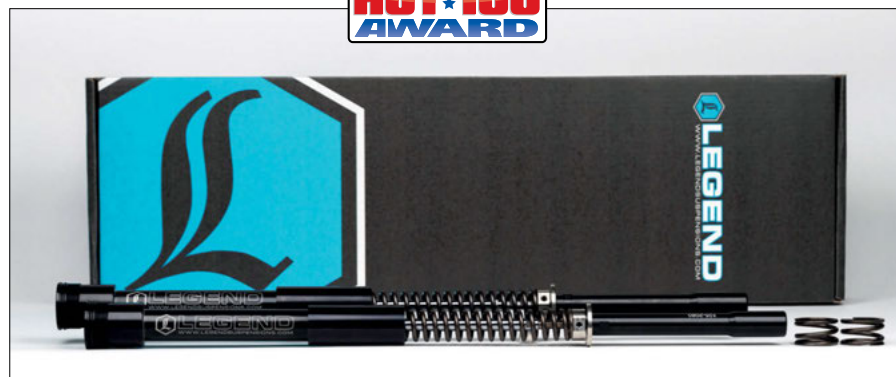
American Twins Unlimited (ATU) - 'Run What You Brung'



AXEO Cartridges for 2018-2023 Softails

Designed to be used with stock diameter front wheels, these easy-install AXEO front suspensions for 2018-2023 Softails with conventional forks include two monotube, dual-chambered damper cartridges and two performance-rate top-out springs. Features include a machined 303 stainless threaded preload adjuster with increased preload range to allow tuning for various riding styles and weights. The ride quality is said to be "smooth and controlled with improved stability, cornering and traction." Legend says that these designs "eliminate front end dive during aggressive braking and maneuvering and give a firm feel for high-speed sweeping turns, eliminate bottoming out on large bumps or potholes and reduce dragging floorboards and pegs." Designed for optimum performance with Legend rear suspensions, these 2017+ AXEO models retain Harley-Davidson's dual bending valve technology in the stock upper fork tubes. Backed by a lifetime warranty, Legend says that it handmakes these cartridges in-house at its facility in Sturgis, SD, and that they incorporate "static sag" to shorten overall fork tube length by approximately 1/2", resulting in weight transferred to the front wheel for improved handling. Not designed for use with 21" or 23" front wheels or to fit FLFB/FLSB/FXDRS/FXFB.

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Le Pera Tailwhip for 2008-2023 Touring Models



Internationally recognized motorcycle seats designer, Le Pera's 'Tailwhip', seen here in Double Diamond stitch with chestnut thread for 2008-2023 Touring models, is an established top-seller and genuine LePera original concept. Taking its 'KickFlip' design 'one step further', the whipped-up tail combines more passenger comfort with a platform that allows riders to "explore their adventurous side."

Bob Le Pera Jr. told AMD that "a perfect match for ST owners, whether it's more comfort for the passenger or just another platform to let your adventurous side explore, the whipped-up tail will give you what you are looking for - this is the seat that every freestyler would be stoked to own." Features include 6" of back support with an 11.5" wide seating area; durable black Biker Tec cover and molded 'Marathon' foam with Le Pera's signature



16-gauge powder-coated steel baseplate and carpeted bottom.

Le Pera celebrated its 50th anniversary as the market's design leader last year and the still founder family-owned manufacturer continues to handcraft all its seats in-house at its North Hollywood, California headquarters.

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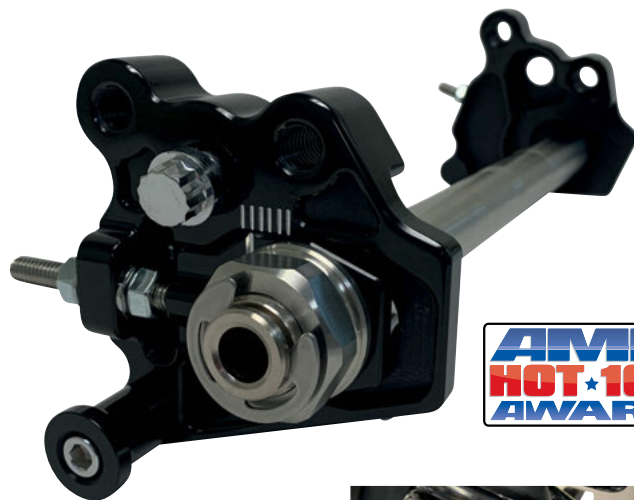
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Bagger Axle Adjuster



HHI Hawg Halters Inc.

Hawg Halters Inc., the Georgia based V-twin performance parts manufacturer, has added another Bagger upgrade.

Just released is this new axle adjuster with integral shock relocater kit for 2009 to 2023 FL Touring models.

Made from 6061 billet aluminum, it features a stainless steel 36 mm hex axle nut and nickel plated chromoly tubular axle. This new addition to its performance Bagger parts program is designed to "not only look good, but deliver performance on the street or track." This HHI unit replaces the factory axle nut and cam plate adjuster.

The new package allows actual complete full axle adjustment within the factory swingarm slot range. The HHI axle adjuster features graduation marks to allow for precise alignment and the conversion kit includes a robust 36 mm axle nut and a screw adjustment with dual locking jam nuts to further secure the alignment and axle position.

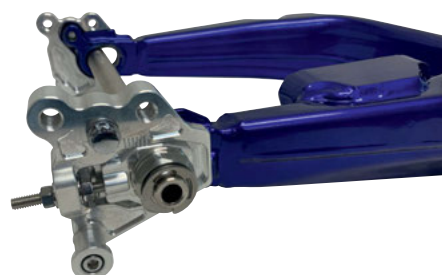
The integral shock relocation feature provides for a stock shock location and a plus 1" location for a longer shock install to lift the bike. This relocater component increases the ride height, enabling the rider to utilize a standard 13-inch shock.

The HHI adjuster kit is made of CNC billet construction that delivers added strength and durability. The kit also includes a spool feature that allows for the use of a pit jack on competition bikes.



They are available in black, Inca Gold, machined, Aztec Red and Cobalt Blue.

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Rick's Performance 'Clubstyle' for M-8 Softails

AMD recently featured 'Brown Sugar' by Rick's Motorcycles (H-D Baden-Baden) in Germany - a Low Rider ST in 'Clubstyle' built to showcase a new line of Rick's parts and accessories.

The Rick's 'Clubstyle' look starts with **solid CNC-machined risers** - risers that radiate innovation. Manufactured from high-strength 7075 aluminum and available in several versions, when combined with matching handlebars and meticulously designed 'Performance II' triple trees (or installed on stock triple trees), these 'Clubstyle' risers offer an optimum combination of function and steering stability with simple and fast installation.

The lower part of the handlebar clamp is designed as a solid **'Torquebar'** and machined to fit tight to the riser halves to which they are fixed with internal bolts. The visible additional strut also leads into the 'Torquebar' body. Seen from the front, the handlebar clamp appears closed, only from behind is the clamping visible.

"This design allows an unrivaled precise and direct steering with maximum dimensional stability and stiffness," says owner 'Rick' Knoerzer. "Even at maximum riser height of 11.5 inches, there is no more torsion."

Integrated in both risers is a generously dimensioned cable duct, which can accommodate the wiring harness extension (including plug) that Harley offers for handlebar conversions - as well as more additional cables for the exhaust system, air suspension or other accessories. The cables to be covered are fixed with clamps already in position. All necessary holes in Rick's 32 mm (1 1/4") handlebars are already machined and towards the fittings and grips the handlebar diameter tapers to the usual 25.4 mm (1") for Rick's **"Good Guys" grips**.

The compact digital instruments of the 'ST' are integrated into the handlebar clamp housing. With a pullback of approx. 35 mm tilted towards the rider for better readability of instruments and optimized seating position. Versions are also available for the speed of "Low Rider S" models and for use without instruments (for Softail models with instruments placed on the tank).

The cables are hidden by another cover going into and passing the triple tree - stock or Rick's 'Performance II' - for a super-clean solution that leads the cables under the triple tree into the main wiring harness under the tank.

The CNC-machined pattern defines the high-tech "machined" look of Rick's new risers - and is repeated in other Rick's 'Clubstyle' components. The risers are available in heights of 7, 8.5, 10 and radical



11.5 inches - with TÜV approval for all sizes. Also available is an offset adapter - Rick's **'relocation plate'** - allowing the risers to be moved a whopping 40 mm in the direction of the rider - for

both stock and Rick's triple trees.

Rick's **'Performance 2' triple clamps** are a 'Clubstyle' design alternate to the stock trees that offer additional clamping surfaces for the upside-down fork tubes - which can be pushed between 0 to 10 mm further downwards if wanted. This significantly increases ground clearance and possible lean angle. Also manufactured from high-strength, lightweight 7075 aluminum, they are black anodized



and for installation on stock risers the kit includes a 'Rigid Kit' which neatly integrates the lower screw heads of the risers.

Optimized for a clean look, the rigid installation ensures perfect and immediate reaction to steering action. They are in at Rick's for its Low Rider ST and S triple trees, with other M-8 Softail models available on request. >>>

'Clubstyle' crashbars - not just for Stunt-Pros, these front and rear crashbar sets place a premium on engine and critical component protection. Laser-cut and TIG-welded, they are high quality plastic coated and come ready for bolt-on installation. The front set is attached to both frame tubes - with two mounting points each at the top and bottom, which means it also serves as a frame stabilizer, providing additional stability for the stock frame. Replacement 'crash pads' available. They can also be used as highway pegs on long distance rides, or as a support light bracket for modern LED auxiliary headlights/position lights, such as the **Kellermann 'Dayron'** line, which can be additionally switched to yellow and flashing function when the turn signals are activated. The rear crashbars protect bags, primary housing and exhaust system and can also be used as passenger rests.



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Made in two sizes, Rick's **matching 'Clubstyle' handlebars** are made from high-quality aluminum, with appropriate wall thickness to ensure strength. Clamp diameter is 32 mm (1 1/4 inch). Towards the ends of the bars, the diameter tapers to 25.4 mm (1 inch) to install fittings and grips, including the option of Rick's 'Good Guys' grips. Ready to be installed, all necessary cable openings are pre-machined. "For the perfect 'Clubstyle' look, our adjustable 'Good Guys' hand levers are recommended - available in sets with interchangeable short and long end sections.



RICK'S MOTORCYCLES
Baden-Baden, GERMANY
Tel: +49 (0)7221 39 390
info@hd-badenbaden.de
www.ricks-motorcycles.com



Rick's 'Clubstyle' **indicator bracket ST fairing kit** with integrated turn signals are a great option, whether or not doing a full 'Clubstyle' conversion. Underneath the unique fairing (on the stock mounting points) are the tiny ABE certified **Kellermann Atto** integral LED turn signals, built into specially designed Rick's housings to make them even less visible than usual - but always powerfully visible when flashing.



Not just great for 'Clubstyle', but an asset to many customizing styles, these Rick's 'Wave' brake discs - in 292, 300 and 330 mm - are said to optimize braking performance while increasing durability. Rick's has many years of experience with manufacturing rotors and says that its floating brake disc designs are less prone to warping under maximum load and give better braking performance because the discs virtually "center" themselves between the brake pads under braking. The 'Wave' shape is designed to improve cooling while reducing unsprung mass - which can be an important factor in the load on the brakes, especially with heavy Big Twins and with heavy loads in 'forced' braking conditions such as twisties. "Our Wave discs are styled less aggressively than comparable competitor designs," says Rick, "therefore they offer more friction surface. Evenly distributed holes instead of slotted holes also increase breaking surface and reduce noise." The discs are floating on Rick's 10-spoke 'Steve'



inner stars with ten floaters each to distribute braking forces and heat dissipation to more points than on stock or comparable aftermarket parts. The inner star is specially coated with the outside flattened and highly braced float for no wobbling or rattle, yet still allow the brake discs the necessary expansion when heated by heavy braking. The stainless steel inner core construction ensures long-lasting and consistently reliable performance. Matching caliper adapters for radial piston calipers (such as **Brembo**) are available. Additional sizes for the current H-D model range are in development, as are new versions to fit Rick's design wheels.

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Dyna pictured with "Pleated" style.
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Bagger pictured with "Diamond" style.
Sportster pictured with "Basket Weave" style.
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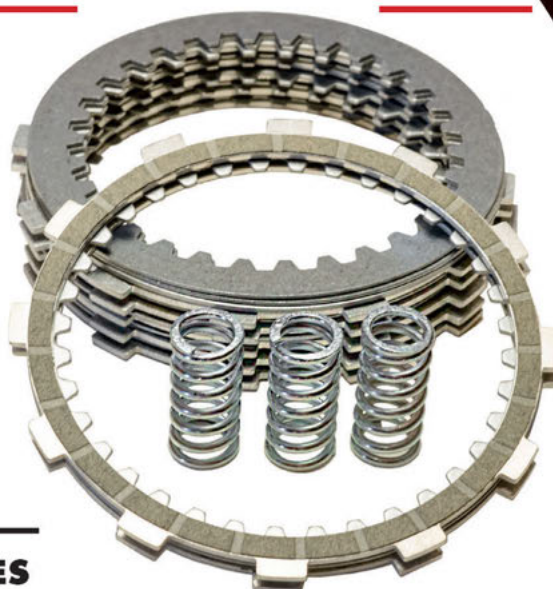
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MOTOR BIKE EXPO 2024

Verona, Italy, January 19th - 21st

Excitement in the custom scene in Europe runs high every January: it's MOTOR BIKE EXPO/MBE time - and the 16th edition at the Verona Expo Center again opened the new season as a showcase for the Italian and European custom bike and motorcycle scene.

MBE 2024 did not disappoint in terms of creativity and high-class custom-built motorcycles from builders in Italy and all over Europe, yet there were many long-term exhibitors and Big-Name names from Italy missing.

As were some traditional U.S. customizers, who were attending the Parts Unlimited & Drag Specialties Spring NVP Product Expo, held at the Louisville/Kentucky International Convention Center on the same weekend.

Nevertheless, an "all American" jury (Michael Lichter, Bobby Seeger, Jeff Holt and Cary Brobeck) judged the MBE "Top 10" bikes from the 'Class of 2024' and who got to be crowned the show's "King of Custom" on Saturday. There was no lack of cool bikes - and enthusiasm for building one-off

motorcycles still seems to be high, at least south of the Alps it is - with 100,000 sq m of exhibition space, 700+ exhibitors and the usual variety of exhibits and shopping opportunities that make MBE such a great visit.

The only blemish on the weekend was a Stunt Show accident in which ten members of the public were hurt as a "Donut Burnout" went out of control and the stuntcar went off into the safety barriers. The result was the cancellation of all the further planned stunt



Words and pictures by Horst Rösler, Motographer



The "King of Custom" of MOTOR BIKE EXPO 2024, Geneva/Switzerland based Stephane Grand of "T4" won the prestigious award for his wild single downtube Knucklehead conversion with unique handcrafted parts and very special steering head arrangement.



Despite running it's own event in the USA at the same time, the Drag Specialties/Parts Europe team attended in force!

competitions and displays for the weekend.

Friday saw numerous bike premieres, including Dr. Jekyll & Mr. Hyde's new Race Bagger, a customized BMW R18 by Paul Yaffe and new custom bikes by Boccin Custom Cycles, Bad Boys Garage, Custommade Garage and others. All four of the big European parts distributors were there - Custom Chrome Europe and Parts Europe from Germany, and Zodiac International and Motorcycle Storehouse from the Netherlands - all making their presence known, looking for new ideas, products and clients.



Dr. Jekyll & Mr Hyde's Race Bagger featuring a new exhaust system.

However, many leading Italian customizers that had been ever-presents in previous years were missing, as exhibitors at least - maybe just visiting or competing in one or another of the custom bike shows instead.

New names are slowly but steadily starting to emerge as the eternal cycle of renewal starts over again - and with some new ideas too.

The competitions, including the "King of Custom" (formerly "King of Verona") and no less than 27 (!) "magazine" and "special awards" took their share of the stage time on Saturday - an interminable process of 'me too/we too' that takes considerable time. While magazine and special awards are handed out to



Custom Chrome Europe retained its presence and sponsoring at MOTOR BIKE EXPO, with "Highsider" and CPR Custom Bikes present at the display.

the builders or owners without presenting bikes or even images of the winning bike on the available big screen (you can later find the printed canvas awards placed next to the bikes all over the halls), the "Top Ten" as selected by MBE staff are first lined up on the limited room in front of the main stage, then presented one by one on stage while the jury ask the builders about their bikes.

As ever, not everybody was convinced that the best bikes won the best prizes, but narrowing it down even to a Top 10 is a near impossible task. The judges did a great job though and crowned **Geneva/Switzerland based Stephane Grand of "T4"** with the top award - and a new 'Ultima' brand Shovelhead engine donated by Custom Chrome Europe. Despite the Friday accident, which, unsurprisingly, garnered local TV and Radio time, the Saturday and Sunday crowds were good, with more bike awards on Sunday and the OE halls taking more of a central role in the day - with the likes of Aprilia, Benelli, BMW Motorrad, Harley-Davidson, Kawasaki, Keeway, Moto Guzzi, Moto Morini, Ohvale, QJ Motor, Royal Enfield, SYM Sanyang, Suzuki, SWM, Talaria, TM Racing, Triumph Motorcycles, UM Motorcycles and Yamaha all present at what has become a mini mid-Winter 'EICMA'-esque gathering of the major mainstream brands as well as the custom industry.

Of particular note was **SWM (Speedy Working Motorcycle)**, one of the many legacy Italian and other European market brand names to have come back in Chinese ownership in recent years - and their display created quite a buzz.

Featured in AMD last year, SWM are the company that has taken advantage of Harley's lapsed design rights and protections with 'Stormbreaker' - an as-close-to-original Chinese made copy of the 1200 cc Sportster 'Forty Eight', with the Euro 5 emissions compliance and €9,990,00 price tag that Harley said they neither could meet, as they could not justify the costs and poor returns on such a project. No matter that it would have attracted 'fresh meat' to the brand - after all that would have compromised the much sought after exclusivity that now drives its sense of self.

Ironically, since most of the Harleys sold in Europe are built just south of the "People's Republic" in Thailand anyway. SWM are now finally forecasting that it will be available through its growing European dealer network from June 2024.

One of the exhibits that did come from the USA, however, was shown by Italian custom shop **Hazard Motorcycles** - last year's "King of Verona" winners, this year displaying a superb original, restored **Harley-Davidson "Topper"** scooter in pristine condition.

www.motorbikeexpo.it



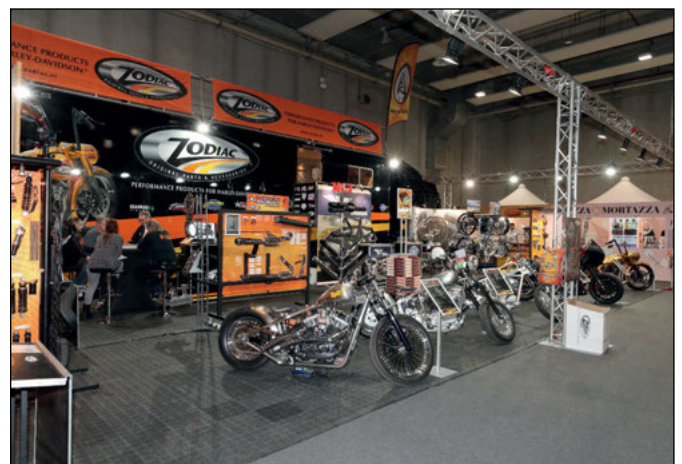
New set-up in Hall 2, the Eternal City Bikeshow attracted the Chopper crowd at its display and gave U.S. magazine "Choppers Magazine" the chance to hand out its "Best Chopper" trophy to the 1954 (H-D's 50th anniversary year!) "Shitty Shaker" created by "Wild Wheels."



Paul Yaffe's BMW R18 Bagger



Motorcycle Storehouse again presented a great variety of new parts and bikes in Hall 1.



The Zodiac truck did big business, as always.

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NEWS BRIEFS

MIC full year 2023 Retail Sales Data put total powersports vehicle sales at 737,443 units for 2023 (+0.5%). Off-highway motorcycles were at 156,919 units (+8.1%); on-highway units were 295,908 (+0.2%); ADV ('Dual Sport') at 78,922 units (+6.1%) and Scooter at 19,593 (-11.7%) for a motorcycle total of 551,342 units (+2.6%). ATV sales were at 186,101 units for 2023 (-5.2%).

Edel O'Sullivan Coyne (Edel O'Sullivan) has stepped down as Chief Commercial Officer (CCO) of H-D Motor Company to "pursue another opportunity outside." Ms. O'Sullivan had served as the CCO since February 2021. Luke Mansfield, VP of Motorcycle Management, has taken over as Chief Commercial Officer. He joined Harley in 2018 and has held various leadership roles, including VP Chief Strategy Officer, before taking up the Motorcycle Management gig in 2020. He joined H-D after previously holding senior leadership positions at Samsung and PepsiCo.

For the second time in four years, Monster Energy Honda racer Ricky Brabec has won the Dakar Rally, staged again this year in Saudi Arabia. In 2020, the Californian became the first American to win the Motorcycle class. This year's success marks the eighth win for Honda - and the first for the next-generation CRF450 RALLY, on its debut.

China Motorcycle Chamber of Commerce (CCCCM) data show total 2023 Chinese two-wheeled motorcycle production and sales of 17.0227 million and 16.6001 million units, down 10.46% and 13.23% year-on-year. Production and sales of large displacement recreational motorcycles (over 250 cc) were 511,800 and 525,400 units, down 7.13% and 5.06% year-on-year respectively. The production and sales of three-wheeled units were 2.3936 million and 2.3905 million units, a year-on-year increase of 4.93% and 4.46%.

Polaris: "Indian Motorcycle Q4 North American Unit Retail Down High-Teens Percent"

Polaris has released its Q4 and full year 2023 results with increased sales for the full year, but reduced sales (compared to Q4 2022) for the final quarter of 2024.

Full year 2023 sales were \$8,934m, up 4% compared to 2022; but fourth quarter sales were \$2,289m, down 5% compared to the year-ago. The primary factors said to be affecting Q4 sales were lower volume, net pricing driven by higher promotional spend and higher finance interest.

Polaris reports Q4 share gains in Off Road with Powersports retail sales for the quarter up 7% percent versus 2022 - "driven by growth in snow and utility ORV, more than offsetting softness in On Road and Marine."

Polaris is forecasting full year 2024 sales and adjusted earnings guidance with full year sales expected to be down 5 to 7% and full year adjusted earnings per share expected to be down 10 to 15% (both compared to 2023).

On Road segment results were primarily driven by lower sales volumes, PG&A sales decreasing 4% and gross profit margin performance driven by increased warranty costs.

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

Off Road segment results were primarily driven by increased sales volume in snow, utility side-by-sides, and commercial partially offsetting continued weakness in recreation. PG&A sales increased 16%.



CONSOLIDATED STATEMENTS OF INCOME (LOSS) (in thousands US \$)				
	Three months ended December 31		Twelve months ended December 31	
	2023	2022	2023	2022
Sales	2,289.2	2,404.1	8,934.4	8,589.0
Cost of sales	1,812.3	1,831.1	6,974.5	6,629.5
Gross profit	476.9	573.0	1,959.9	1,959.5
Operating expenses:				
Selling and marketing	127.0	133.0	542.3	480.8
Research and development	92.8	100.6	374.3	366.7
General and administrative	136.9	97.2	422.8	355.9
Total operating expenses	356.7	330.8	1,339.4	1,203.4
Income from financial services	22.5	14.7	80.4	48.4
Operating income	142.7	256.9	700.9	804.5
Net income	103.3	195.5	502.7	447.6
Diluted Net income per share:	\$1.81	\$3.34	\$8.71	\$7.44

Gross profit margin performance was driven by lower net pricing - driven by higher promotional activity, higher finance interest and unfavorable product mix.

Polaris North America ORV unit retail sales were up 7%. Estimated North America industry ORV unit retail sales were up mid-single digits percent.

Marine segment results were primarily driven by lower sales volumes. Gross profit margin performance was impacted by the decrease in sales volumes and lower net pricing resulting in decreased leverage of manufacturing costs.

Polaris CEO **Mike Speetzen** is quoted as saying: "We came into 2023 confident in our industry-defining innovation and compelling product portfolios, enabling us to win the share battle across our segments within a complicated environment."

"Earnings per share performance

came in below our expectations due to unexpected operational challenges, however, the team has identified and has already begun making meaningful progress on our efficiency and margin initiatives for 2024 and beyond.

"As reflected in our outlook, segments of our industry are expected to remain challenged in 2024, but we believe we will continue to capture market share with our robust lineup and new products coming later this year. The Polaris team's relentless efforts remain focused on delivering the most innovative products in the industry, unmatched customer experiences and stronger operating fundamentals."

Performance Summary

- For the fourth quarter, the company reported worldwide sales of \$2,289m, down 5% versus the fourth quarter of 2022. North America sales of \$1,995m represented 87% of total

Continues on page 10 >>>



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