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H-D 2023 North American Retail Down -10% at 105,900 Unit Sales; Motorcycle Revenue Flat at \$3.799bn

As anticipated, Harley's Q4 and 2023 full year results do not make good reading, even though profits are up over 2022.

Counterintuitively, however, 'Wall Street' was less concerned than might have been expected. However, that may not necessarily be a direct response to the results, though the profits and dividend likely 'trumped' the metal.

After some initial hesitancy about what was seen in the results, in the four days after they were released (February 8, 2024), Harley's share price had risen by nearly 15% from \$33.21 to as high as some \$38.00 four days later. A month later, and it was hovering around the \$39 mark, having been as high as \$40.

Whether that response has been a direct response to the results showed, or just part of a generally strong NYSE recovery, only time will tell (Polaris Industries and other adjacent stocks had also been doing better). Either way, despite the raw ingredients of the data, a clearly frustrated sounding

CEO and beleaguered board would be taking some consolation in the recipe for strategic success still appearing to be robust.



Chairman, President and CEO of Harley-Davidson Inc., Jochen Zeitz, told investors and analysts that "our average unit profitability is up from [around] \$1,300 to \$3,700. So not being obsessed by unit sales over the past few years has served us well in terms of overall profitability, which is improved from 6.3% to 13.6%."

Chairman, President and CEO of Harley-Davidson Inc., Jochen Zeitz, is quoted as saying: "In the third year of our Hardwire strategy, we have made

progress in key elements of our strategic plan, **focusing on our most profitable products and markets**, which we believe will continue to yield benefits to the business and have set us up for long-term value creation despite the current challenging environment for the industry."

In several references made during the hour-long call with investors and analysts, he and his C-suite team, including outgoing Chief Commercial Officer Ed O'Sullivan, appeared to repeatedly try to draw the toxin from those who are focused on what they see as a fetishistic focus on unit numbers. Pointing instead to being "excited by the early read of our new Model Year launch" as Zeitz put it, describing it as "the most comprehensive product development in the touring platform in well over ten years" and one that will "redefine the Harley-Davidson Grand American Touring experience for years to come

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APR 2024

ISSUE #297

SHOWZONE 10,12,14,16

AIMEXPO
POWERSPORTS TRADESHOW | MC • ATV • SXS



HHF Hawk Hatters Inc.



Sturgis Motorcycle Museum & Hall of Fame



Kellermann



HardDrive
2024
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"Big Power, Bold Colors" - the 2024 'FatBook' catalog Cover Bike by Gary Chipp and his team at Fat Baggers Inc (FBI, Chariton, Iowa) started out life as a 2018 FLXR Softail Low Rider. But Big Power (a Trask Turbo kit) and Bold Colors never 'get old' - see page 58...

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EDITOR-IN-CHIEF

ROBIN BRADLEY
robin@dealer-world.com

GENERAL MANAGER

SARA VINEY
sara@dealer-world.com

DESIGN & PRODUCTION DIRECTOR

BEN OAG
ben@dealer-world.com

PHOTOGRAPHERS

ONNO WIERINGA
MADNESS PHOTOGRAPHY, NL
www.madnessphotography.eu

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

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FAX: 0044 (0)1892 511517



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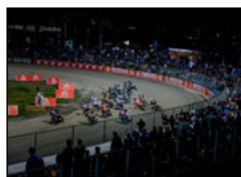
COMMENT: It's 'Pipe and Drape' - But Not As We Know It4

Definitely successful, with increased attendance, but what exactly is the new and improved AIMExpo, and why is it starting to work? Robin Bradley has a theory that we are seeing the emergence of a new kind of hybrid industry show that could become a 'child of its time' just as much as the failed 'classic' U.S. trade show formulas were 'back in their day'...



HARLEY-DAVIDSON: Icons and Enthusiasms14

Following the new model announcements in January, we have now slipped seamlessly into the new normal of special editions with which to 'deck the halls' at Daytona. Harley has paid a 75th anniversary homage to the Hydra-Glide, a fourth instalment in the 'Icons Motorcycle Collection', and has a Trifecta of limited edition 'Tobacco Fade' paintjob 'Enthusiast' collectibles with a Low Rider ST, Ultra Limited and Tri Glide Ultra.



AMERICAN FLAT TRACK: 'Tis The Season To Be Cheerful Pt I10,12

The Short Track double-header at the Daytona International Speedway during Bike Week fired the starting gun for another season of great racing and the start of another motorcycle sport proselytizing cycle that will keep the two-wheel lifestyle in the crosshairs of new and established enthusiasts alike.



KING OF THE BAGGERS: 'Tis The Season To Be Cheerful Pt II22

Bagger racing continues to provide great racing and an excellent source of parts sales promotion. With not long before the Drag Specialties Bagger Racing League gets underway in Nebraska in May, the first two rounds of the MotoAmerica 'Battle of the Corporates' (aka King Of The Baggers) at Daytona saw rivalry rejoined between Harley and Indian Motorcycle.

AMD Approved: Seven Dates Listed for 2024 so far61

From Italy, Germany and the Czech Republic to the Netherlands, Sweden and the United States, show previews this month include two May events - the 38th annual Biker Fest in Italy (page 16) and Custom Chrome Europe's Rheinhessen Rumble bike show in Germany (page 24).



SHOWZONE: Over 60 International Shows and Events.....10,12,14,16

AMD's exclusive and 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 PRO GUIDE



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Could AIMExpo Become a 'Global Motorcycle Industry Forum'?

As I say in our signature photo review of aftermarket vendor news from the 10th AIMExpo at Las Vegas in February, the show was a success. No question about it. But in continuing to emerge as a radically different style of industry expo to those we associate with the 'Pipe & Drape' expo culture of the motorcycle industry in the United States, is it possible that expo evolution is playing out right in front of us? That a new kind of industry event is emerging - one that has the potential to become a 'Global Forum', or at least to spawn a formula that could be replicated in the world's other two key markets of Europe and Asia?

Yes, there is dealer attendance at AIMExpo, and while it did increase this year, it is still largely focused on the American Southwest, and still largely focused on off-road markets (motorcycle and ATV/SxS).

However, that is only part of the AIMExpo story. Many years ago, there used to be a motorcycle 'Distributor Expo' held each year in Las Vegas (one of Advanstar's motorcycle industry events). That expo was, as its name suggests, purely a manufacturer and brand owner opportunity to meet importers/distributors (and vice versa). It did not have the conventional 'Pipe & Drape' standard 'Pip and Drap' grid layout set-up of the American dealer shows seen at places such as Cincinnati, Indianapolis and elsewhere. In its style, it was more of a business convention than a product display.

It was a 'meet and greet' contact-making forum, a deal negotiation and making nexus, that, while (inevitably) mostly focused on the domestic U.S. market, nonetheless had global reach.

There are elements of that old expo in what we are seeing emerge at AIMExpo now. It is not something that the organizers can nourish through direct intervention and planning though. Their role now has to be to take a back seat and not try to intervene and dictate show policy and direction. There are characteristics of the old Advanstar formula about the staging of AIMExpo, no surprise there. But their role should be simply to stage it and let the people come. To allow the industry itself to continue to steer the event. Their role is to not now 'screw their own pooch' in the way that Advanstar did.

Originally, when it started in Orlando, Florida, AIMExpo had been conceived as a domestic U.S. equivalent to the hybrid consumer and industry shows that are seen in Europe - especially EICMA and INTERMOT. OEM dominated shows where new model-driven public attendance would be the primary objective, with aftermarket vendors, in effect, subsidising the OEMs and funding the show. In that model, the aftermarket P&A/G&A sectors and the dealer-buyers of those products are essentially collateral - feeding off the critical mass of attendance that the Original Equipment Manufacturers draw.

In the U.S. context, that formula failed. Timing maybe had a lot to do with it, but whereas riders in Europe will quite happily ride out for a day to see a show, the United States is as much a continent as it is a country. Regardless of the theoretically attractive add-ons to a venue city such as Orlando or Las Vegas, an enthusiast in the

Midwest or elsewhere simply isn't going to pay for a return air fare and two nights hotel in a southern city just to see bikes that will be in their local showrooms within a couple of weeks anyway.

So, what is the new and improved AIMExpo and why is it starting to work?

AIMExpo V 2.0 is a strictly industry only 'B2B' expo environment, just as the traditional 'old model' U.S. powersports industry shows were, and reduced to three rather than four days, just as the traditional 'old model' U.S. powersports industry shows were. After wandering around the regional U.S. markets (Columbus, Ohio etc. - for what appeared at the time to be perfectly valid reasons in the years preceding the pandemic), it has now dropped anchor annually in an established fixed location.

Having done all that, the MIC now has on its hands a show that has started to emerge convincingly as a different kind of hybrid to the originally envisioned European model - very much a continental sized market hybrid with an altogether different, but patently useful dynamic. A show that can reward a visit through the new industry contacts that can be made, not through contact renewal and maintenance. AIMExpo is a show where the action is as much in the aisles as it is on the booths. Though that sounds obvious (isn't it true of all trade shows?), in the American context, AIMExpo is a nexus where the much more internationally dependent broad spectrum of the mainstream of the American powersports industry is creating a critical mass

gravitational pull that is starting to be felt in Europe and Asia, more so, than in the Midwest.

That is leaving a void for the more domestically self-sufficient and historically monoculture sector that is America's V-twin/custom market. One that is being filled by the distributor exhibitions (LeMans) that are mostly staged in the Midwest.

Whether or not the MIC will ever be able to square that circle remains to be seen. While Harley remains the one major manufacturer that sits mostly outside the scope of the trade association, the MIC will likely continue to remain primarily focused on the broader mainstream, leaving the question of independent trade expo opportunities for that half of the U.S. motorcycle market remaining unanswered for now. It is likely that the existing rallies at Sturgis and Daytona will continue to do that heavy lifting - an annual gravitational pull that reaches beyond the hundreds of thousands of people they draw.

In 'B2B' trade show terms, if there is to be any kind of 'World Motorcycle Industry Forum', then it is entirely logical that the developed western world's largest single national market is where it would and should emerge. As of right now, maybe that is what AIMExpo is headed towards becoming.



Robin Bradley
Co-owner/Editor-in-Chief
robin@dealer-world.com



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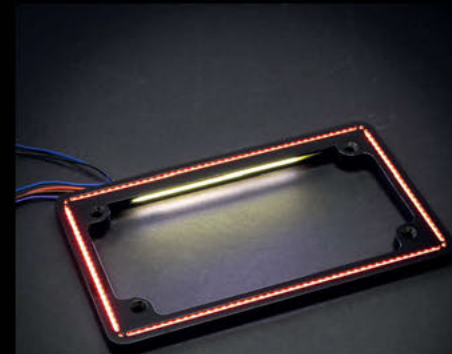
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<<< Continued from cover

and lay the foundation to drive retail sales growth in '24."

Maybe being a touch 'demob' happy, at one point O'Sullivan even tried to convince those listening that unsold 2023 inventory and a high level of carry-over models from 2023 was a 'good thing' as they will "serve as an interesting entry price point for customers that prefer some of the features of the older technology" - which rather throws the adequacy of the new model range initiatives under a fairly large bus.

Harley cites the 2023 results highlights as including delivery of a (diluted) EPS of \$4.87, achieving a 13.6% operating margin at HDMC with unit profitability "returned to historically healthy levels" - with Zeitz stating that "our average unit profitability is up from [around] \$1,300 to \$3,700. So not being obsessed by unit sales over the past few years has served us well in terms of overall profitability, which is improved from 6.3% to 13.6%.

"Our focus is on growth and profitable growth, and that's how we will complete our hardwired stage two strategy at the end of 2025. What comes after that, we will address at the appropriate time.

"We're not obsessed by market shares. I never have, nor ever will be. But of course, it's pleasing to see that, in this tough environment [for top-end discretionary], especially in the fourth quarter, we were able to grow our touring share to 75%, large cruiser to 80% (give or take 5%). That's commanding." Though not explicitly stated, the assumption must be that Zeitz was referencing domestic sales only. While Harley remains a global player in the small and shrinking 'large cruiser' segment, realistically it has barely even 'been at the races' in touring platform terms elsewhere.

HDMC global motorcycle shipments were down by 7% year-over-year at 179,984 units, with 2023 North American retail unit sales data putting them -10% at 105,900. HDFS operating income finished down 26%. Despite the LiveWire Del Mar electric motorcycle (the first bike off the S2 platform) finally becoming available to

its 126 strong global dealer network - and a 21% increase in LiveWire branded units sales over 2022, LiveWire CEO Karim Donnez attempted to spin the progress that Harley's loss-making EV subsidiary is making, even though the 660 units sold in 2023 (514 of them in Q4) look far from convincing when put against the September 2022 SPAC Prospectus forecast of 100,000 units sales by the end of next year (250,000 by the end of the decade).

LiveWire reported a Q4 2023 loss of \$35m and FY loss of \$113m on full year revenue of \$38m, which was -18% over 2022 despite actually selling some motorcycles (+11% YOY). Having offloaded Serial 1, the question must now be just how long the core business can carry the fiscal

drag of Livewire.

In terms of the core business, HDMC Q4 global motorcycle shipments were -13% YOY at 29,544, with HDFS operating income down by -10%.

For the full year 2024, the company says it expects HDMC revenue to be in the range **flat to down -9%**, with operating income in the margin of 12.6% to 13.6%; HDFS operating income is expected to be between flat and up by as much as +5%.

LiveWire electric motorcycle unit sales are forecast to be between 1,000 and 1,500, but with a potentially even worse operating loss of between \$115 to \$125m. H-D Inc. is forecast to be funding capital investments of \$225 to \$250m.

In what can only be described as a **'shockingly bad'** Q4 (unless you are

a Wall Street analyst it would appear!), consolidated revenue was down -8%, driven by a revenue decline of -14% at HDMC, partially offset by revenue growth of +15% at HDFS. In the worsening picture reported for a fourth quarter now shorn of the pre-Hardwire era of traditionally early new model introductions, the consolidated operating loss was \$21m versus operating income of (just) \$4m in the prior year's final quarter. The result was driven by an operating loss of \$44m at HDMC, a decline of -10% at HDFS, and the operating loss of \$35m in the LiveWire segment.

For the full year, consolidated revenue was up +1% [hurrah!], driven by a revenue increase of +16% at HDFS, partially offset by a revenue decline of -1% at HDMC. **For the full year, >>**

Harley-Davidson sales revenue and production data... 4th quarter 2023

Income statements in \$1,000s (except share)	THREE MONTHS ENDED		TWELVE MONTHS ENDED	
	2023 Q4	2022 Q4	2023 Q4	2022 Q4
Net sales revenue	\$791,648	\$918,683	\$4,844,594	\$4,887,672
Gross profit	\$181,352	\$243,810	\$1,566,542	\$1,527,873
Total operating income	\$(21,146)	\$3,713	\$779,084	\$909,278
Net income	\$23,286	\$39,677	\$695,046	\$739,214
Diluted earnings per common share	\$0.18	\$0.28	\$4.87	\$4.96
NET SALES REVENUE				
H-D Motorcycles	\$582,590	\$666,387	\$3,798,977	\$3,787,484
Parts & Accessories	\$130,096	\$151,350	\$698,095	\$731,645
General Merchandise	\$57,261	\$72,547	\$244,333	\$271,107
Other	\$14,015	\$17,916	\$74,590	\$58,013
PRODUCT MIX	2023 Q4	2022 Q4	2023 Q4	2022 Q4
Grand American Touring	16,413	14,558	92,683	89,849
Cruiser	10,069	11,685	63,945	59,010
Adventure Touring	683	2,031	5,128	10,774
Sportster/ Street	2,379	5,709	18,228	33,894
Total	29,544	33,983	179,984	193,527
RETAIL SALES OF H-D MOTORCYCLES:	2023 Q4	2022 Q4	2023 Q4	2022 Q4
United States	16,694	18,367	98,468	109,190
Canada	769	816	7,422	7,924
EMEA Region	5,121	6,562	27,005	30,510
Asia Pacific Region	6,763	7,532	26,953	27,905
Latin America Region	815	557	2,923	2,922
Total	30,162	33,834	162,771	178,451

Bagger Performance from HHI

The New HHI Dominator Swingarm fits 2009 to present HD Touring Bikes.

This new Performance Bagger Swingarm Kit is shipped fully assembled with pivot bearings and sleeves installed. Featuring precision machined 6061-T6 billet aluminum, Chromoly and stainless-steel components, this swingarm delivers styling and design excellence together in one complete kit.

Delivering a 20% reduction in weight, this 3-piece design uses a Thermally Press Fit interlocking construction that provides precision alignment and permanent construction. The swingarm has a positive Axle locator system, that provides 2 inches of full axle slot adjustment and incorporates a multi-point shock mount system that allows for the installation of 10-inch to 16-inch shocks. Comes in standard Machine & Black finishes with Aztec Gold a custom order.



The HHI Dominator Axle Adjuster with Integral Shock Relocator Kit.

Fits 2009 to 2023 FLTouring Models. Made of 6061 Billet Aluminum, with a Stainless Steel 36mm Hex Axle Nut, and a Nickel Plated Chromoly Tubular Axle.

The HHI Kit replaces the factory axle nut and cam plate adjuster.

This new kit allows precise full axle adjustment within the factory swingarm slot range and uses Dual Locking jam nuts to secure the alignment and axle position.

The shock relocation feature allows for a stock location and a plus 1" option for a longer shock. This kit uses a standard 13 inch shock.



Dominator Mid Control Conversion Kit.

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<<< Continued from page 6

consolidated operating income was down -14%. The result was driven by an operating income decline of -2% at HDMC, a decline of -26% at HDFS, and a higher operating loss in the LiveWire segment.

Harley's results news release went on to state that fourth quarter **global motorcycle shipments** at HDMC decreased -13% "due to prudent dealer inventory management and market conditions. Revenue was down -14%, due to lower volumes, where improved mix was offset by incentive spend. Parts & Accessories revenue was down -14%, largely in-line with revenue from Motorcycles. Apparel revenue was down -21%, driven by high dealer inventory levels resulting in lower replenishment.

"Fourth quarter gross margin was down -3.6 points behind the impacts of lower volume, higher sales incentives and other manufacturing costs, more than offsetting the benefits of shipment mix and lower raw material costs. Fourth quarter operating margin fell by 2.1 points due to the factors above, where operating expenses were lower in the quarter due in part to LiveWire transaction costs in the prior year's period.

"In the fourth quarter, global retail sales of Harley-Davidson motorcycles were down 11% versus prior year. North America retail performance was down 9% and continues to be impacted by both the high interest rate environment and the discontinuation of the legacy Sportster at the end of 2022 in the region. **The decline in EMEA of -22% was driven by weakness in the French and German markets.** The decline in APAC of 10% was driven by weakness in the Australian and New Zealand markets. Latin America sales increases were driven by growth in both Brazil and in Mexico.

"For the full year, global retail sales of Harley-Davidson motorcycles were down 9% versus prior year. **North American retail performance continues to be adversely impacted by higher interest rates, economic uncertainty and lower sales of non-core motorcycles.** EMEA retail has been adversely impacted by sluggish economic growth and the planned mix

shift towards the profitable core product segments. APAC retail performance experienced strong growth in the first half of the year, but slowed in the second half of the year, with overall growth in Japan for the year.

"HDFS revenue was up \$32m in the fourth quarter, an increase of +15% versus prior year, driven primarily by higher interest income. HDFS operating income decline of -\$6m, or down -10%, was driven by higher interest expense, higher operating expenses and an increased provision for credit losses. The increase in the provision for credit losses was driven by several factors relating to the current macroeconomic environment. Total quarter ending net finance receivables were \$7.5bn, which was up +5% versus prior year, driven primarily by an increase in wholesale commercial lending receivables.

"In the fourth quarter, **LiveWire** revenue increased to \$15m from \$9m, driven by unit sales of the new Del Mar electric motorcycles. The LiveWire operating loss was \$35m in the fourth quarter, in-line with our expectations, and driven by continued product development and other spending associated with the delivery of the Del Mar electric motorcycle to market."

Having launched at around \$7.18 at the end of September 2022, LiveWire (LVWR) stock reached as low as \$4.85 three months later, but has gradually recovered since, closing at some \$10.70 on February 9, 2024. Harley has still failed to meet its stated flotation launch target of reducing its ownership stake in LiveWire to 74%, and as recently as six months ago still owned some 90% of the LiveWire stock. With 225 employees and joint Milwaukee and Mountain View, California headquarters, LiveWire's market cap is some \$2.23bn, with the share price having increased by some +50% since that ill-fated September 2022 launch.

In 2023, H-D generated \$755m of cash from operating activities, paid cash dividends of \$96m, repurchased \$350m of shares (10.2 million shares) on a discretionary basis and raised \$2.5bn of financing for HDFS. The company reported holding cash and cash equivalents of \$1.5bn at year end.

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Biltwell 100 Desert Race
Ridgecrest, CA, US • Apr 6
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Tallahassee Bike Fest
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The One Show
Portland, OR, US • Apr 19-21
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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.loveide.ch

Biker Fest International (38th)
Lignano Sabbiadoro, IT • May 9-12
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Rheinhessen Rumble
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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

Lost Highway Show
Poconos Park, PA, US • May 17-19
www.losthighwayshow.com

Distinguished Gentleman's Ride
Worldwide • May 19
www.gentlemansride.com

Euro Bike Fest
Pasohlavky, CZ • May 23-26
www.eurobikefest.cz

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

AFT 2024 - Daytona Short Track I

The 2024 Progressive American Flat Track season, sanctioned by AMA Pro Racing, is underway. The opening two rounds of the 2024 Progressive American Flat Track season (Short Track races) took place at the Daytona International Speedway on March 7 and 8...

Mission SuperTwins

Victory went to **Dallas Daniels** (No. 32 Estenson Racing **Yamaha MT-07 DT**) in a race that had far more drama than Daniels' final 3.769-second margin of victory suggested had been the case.

Sammy Halbert (No. 69 Dodge Bros. Racing/Castrol **Harley-Davidson XR750**) gave the iconic Harley-Davidson XR750 a spirited outing, more than five decades after its first race win.

In fact, Halbert topped a session in



both practice and qualifying and won his heat race. He followed that up by grabbing the holeshot in the Main Event and then stretching open more than a second's worth of padding at the front.

However, what promised to be a

thrilling dogfight for victory was spoiled when Halbert's machine began to smoke heavily with half of the race still remaining and Daniels dove through to steal away first.

There were two Yamaha MT-07s in the top 10, four Indian FTR750s, Sammy Halbert's XR750, two KTM 790 Dukes and, making its AFT debut, Dan Bromley's Honda Transalp in tenth spot.

Parts Unlimited AFT Singles presented by KICKER

Double defending Parts Unlimited AFT Singles presented by KICKER champion **Kody Kopp** (No. 1 Rick Ware Racing/Parts Plus **KTM 450 SX-F**) opened his quest for an unprecedented third Singles crown in near-perfect fashion, walking away with the Main Event after earlier winning both his heat and the Al Lamb's Dallas Honda Challenge. There were five KTMs in the Top 10, plus two Husqvarna badged 450s and three Honda CRF450Rs.

www.americanflattrack.com

Mission SuperTwins

Pos	Rider	Sponsors	Bike
1	Dallas Daniels	Estenson, Yamaha Racing...	Yamaha MT-07
2	Brandon Price	Memphis Shades, Corbin...	Yamaha MT-07
3	Brandon Robinson	Mission Roof Systems, Liqui Moly...	Indian FTR750
4	Davis Fisher	Rackley Racing, BMC Racing...	Indian FTR750
5	Sammy Halbert	Dodge Bros, Castrol, Cardo Systems...	H-D XR750

Parts Unlimited AFT Singles

Pos	Rider	Sponsors	Bike
1	Kody Kopp	Rick Ware Racing, Parts Plus...	KTM 450 SX-F
2	Dalton Gauthier	D&D Certified, Vance & Hines...	KTM 450 SX-F
3	Trent Lowe	American Honda, Castrol...	Honda CRF450R
4	Chase Saathoff	JPG Motorsports	Honda CRF450R
5	Justin Jones	J&H Racing, Husqvarna...	Husqvarna FC 450

Motion Pro Backing AFT Again in 2024

Progressive American Flat Track, sanctioned by AMA Pro Racing, has confirmed that motorcycle tools, controls and cable specialist Motion Pro has returned as the series' Official Tool Brand for the 2024 season. Founded in 1984 by Off-Road rave legend and International Six Day Trial (ISDT) gold medalist Chris Carter, Motion Pro's competition bonafides have only expanded over the years with its extensive support of racing all across the globe, from the grassroots level to its highest levels.

"Motion Pro produces some of the most versatile, unique and durable products in the powersports industry," says Chris Carter, owner of Motion Pro Inc. "Our extensive range of



professional-grade cables, tools and controls are simple to use, yet durable enough to withstand the harshest conditions whether you're tuning up for the next race or maintaining your ride for endless adventures."

Motion Pro has been an active participant in Progressive American Flat Track for decades, sponsoring countless teams and riders over the years. That tradition continues with its return as an official partner of Progressive American Flat Track after previously serving in the same capacity in 2017, '18, '19, '20 and '21.

"At Motion Pro, we are dirt track enthusiasts to the core," continued Chris. "We have been supporting dirt track efforts throughout our company's 40-year history and are proud to support another year of flat track through Progressive American Flat Track."

www.motionpro.com
www.americanflattrack.com



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SHOW ZONE 2024

Magic Bike

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

Custombike Show

Norrtälje, SW • Jun 1
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
buckeyemotorcycleandmusically.com

Hamburg Harley Days

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

Wildays (8th)

San Polo D'enza, IT • Jun 28-30
www.wildays.com

Bagger Racing League 2

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

Punta International Motorcycle Show

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

Swiss Harley Days

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

BMW Motorrad Days

Garmisch-Partenkirchen, DE • Jul 6-7

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

AFT 2024 - Daytona Short Track II

Daytona Royal Enfield Short Track II (2024 Round 2), March 8 Mission Supertwins

After Dallas Daniels scored a third consecutive SuperTwins win the day before, **Brandon Robinson** (No. 44 Mission Roof Systems **Indian FTR750**) successfully defended his adopted home turf to win the second leg of the season opening double header...

He had to overcome potential history in order to do so, forced to chase down an in-form **Sammy Halbert** (No. 69 Dodge Bros. Racing/Castrol **Harley-**



Davidson XR750) to get the win. Halbert actually led the opening six-and-a-half minutes of the Main Event after earlier winning his heat race. Robinson finally dove up the inside of Halbert's venerable classic, who before he was thrown out of his saddle when hitting a bump while off his usual line. Undeterred, Halbert nearly clawed his way back within striking distance before at last conceding the race to Robinson in its final minute. The victory was the fourth in Robinson's career at the Daytona Short Track, moving him equal with Friday adversary Halbert for most all of the time at the event.

There were four Indian FTR750s in the Top 10, two Yamaha MT-10s and a pair of KTM 790 Dukes, with two different Harleys - Halbert's XR750 and Max Whale's **Vance & Hines** XG750R - in

tenth. **Dan Bromley** brought his Honda Transalp home in 12th, Johnny Lewis the Royal Enfield 650 in 13th, with **Vaughan, Mcgrane and Harvat** classified 16th, 17th and 19th respectively on Kawasaki Ninja 650s. This likely made the Daytona 2024 weekend's racing the most 'platform-diverse' yet seen in AFT SuperTwins - with seven different brands and eight different models competing in the ST II.

Parts Unlimited AFT Singles presented by KICKER

Young Australian **Tom Drane** (No. 59 Estenson Racing **Yamaha YZ450F**) rebounded from his Thursday disappointment to claim a dominating holeshot to checkered flag 1.951-second win after an early red flag had forced a restart.

Triple Daytona ST winner and double

defending class champion **Kody Kopp** (No. 1 Rick Ware Racing/Parts Plus **KTM 450 SX-F**) moved up from third into second after working past impressive sophomore **Logan Eisenhard** (No. 66 Hannum's Harley-Davidson **KTM 450 SX-F** - eventually fifth).

The victory was Drane's first in the Short Track discipline, after previously winning three Miles and a Half-Mile. **Dalton Gauthier** (No. 79 D&D Racing/Certified **KTM 450 SX-F**) and **Chase Saathoff** (No. 88 JPG Motorsports **Honda CRF450R**) were third and fourth.

There were three KTM 450 SX-Fs in the Top 10, (plus the Husqvarna FC 450), three Honda CRF450Rs (9 out of 19 in total) and a pair of Yamaha YZ450Fs. In the **Royal Enfield 'Build. Train. Race'** Main, Kenzie Luker (No. 17 Royal Enfield/Parts Unlimited) edged Thursday's winner Taia Little (No. 11 Royal Enfield/Parts Unlimited) by 0.275 seconds for the Friday victory. www.americanflattrack.com

Mission SuperTwins

Pos	Rider	Sponsors	Bike
1	Brandon Robinson	Mission Roof Systems, Liqui Moly	Indian FTR750
2	Sammy Halbert	Dodge Bros, Castrol, Cardo Systems...	H-D XR750
3	Dallas Daniels	Estenson, Yamaha Racing...	Yamaha MT-07
4	Briar Bauman	Rick Ware, KTM, Parts Plus ..	KTM 790 Duke
5	Jared Mees	Rogers, SDI Racing, Indian Motorcycle...	Indian FTR750

Parts Unlimited AFT Singles

Pos	Rider	Sponsors	Bike
1	Tom Drane	Estenson, Yamaha Racing...	Yamaha YZ450F
2	Kody Kopp	Rick Ware, Parts Plus...	KTM 450 SX-F
3	Dalton Gauthier	D&D, Vance & Hines...	KTM 450 SX-F
4	Chase Saathoff	JPG Motorsports	Honda CRF450R
5	Logan Eisenhard	Hannum's H-D, Brandywine H-D...	KTM 450 SX-F FE

Next Up ...

- March 23 Yamaha Senoia Short Track at Senoia Raceway in **Senoia, Georgia**
- Mission Texas Half-Mile (Texas Motor Speedway - **Fort Worth, TX** - on April 27
- Silver Dollar Short Track (Silver Dollar Speedway - Chico, CA) May 4
- Ventura Short Track at the Ventura Raceway - **Ventura, CA** - on May 11

New York, New Jersey and Ohio follow in **June**; two race weekends in Illinois in **July**; Rapid City and Sturgis, SD, in **August**; with the **Springfield Mile Double Header** on August 31 and September 1, before a final race weekend venue remains to be confirmed for **September 6, 2024**.



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SHOW ZONE 2024

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

AMD Hillclimb Grand Championship

Red Wing, MN, US • Aug 2-4
www.americanmotorcyclist.com

Sturgis Motorcycle Rally (84th)

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

Bagger Racing League 3

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

New Order Chopper Show

Kobe, JP • Aug 20
www.neworderchoppershow.com

Bonneville Motorcycle Speed Trials

Wendover, UT, US • Aug 24-29
www.bonnevilleemst.com

Four Corners Rally

Durango, CO, US • Aug 29-Sep 2
fourcornersmotorcycleryally.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 13-16
www.cimamotor.com

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 10-13
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

H-D 2024 Icons and Enthusiast Motorcycle Collections

Harley-Davidson has unveiled the latest additions to its limited-edition Harley-Davidson Icons Motorcycle Collection and the limited run Enthusiast Motorcycle Collection.

Showcasing "premium factory-direct custom paint and graphic treatments and paint application technology," both collections were on show during Daytona Bike Week at the factory's display area at the Speedway.

The fourth instalment in the Icons Motorcycle Collection, the **2024 Hydra-Glide Revival** model, based on the 114 V-twin M-8, celebrates the 75th anniversary of the 1949 introduction of the Hydra-Glide telescopic front suspension for Harley E and F models.

The **Icons Motorcycle Collection** is an annual program for the limited release of a new model that "offers a fresh interpretation of an iconic Harley-Davidson motorcycle." A limited collection, each model is individually numbered and produced only once. Global production of the Hydra-Glide Revival model will not exceed 1,750 units.

The **2024 Tobacco Fade Enthusiast**



Icons Collection: 2024
Hydra-Glide Revival

Motorcycle Collection celebrates the "burst of collective energy released by live music at the corner tavern, at a motorcycle rally or the live stage at the Harley-Davidson Homecoming Festival. The Tobacco Fade paint and graphics scheme, inspired by the classic sunburst wood finish first seen on rock and roll guitars, bass and drums of the 1960s, make this a special motorcycle for any music lover.

This collection is available in limited quantities - no more than 2,000 per model - across a curated selection of

three motorcycle models: a **Low Rider ST, Ultra Limited and Tri Glide Ultra**.

"The Tobacco Fade paint treatment is applied by Harley-Davidson using state-of-the-art precision paint tools designed to execute faded panel detailing." Special styling features on each model include Tobacco Fade premium paint, vinyl record-inspired fuel tank medallion unique to this scheme, stylized guitar pick graphic on front fender and an Enthusiast Collection branded logo on top of the Tour-Pak luggage carrier or rear fender.



Enthusiast Collection: (Left to right) Tri Glide Ultra, Low Riders ST, Ultra Limited

Drag Specialties in Fourth Consecutive Year of BRL/Battle of the Baggers Title Sponsorship

The Bagger Racing League (BRL) has confirmed continuation of its partnership with Drag Specialties as title sponsor for a fourth consecutive year.

"We are extremely proud to have Drag Specialties back for the 4th consecutive year and look forward to 2024 being our biggest and best yet," said Rob Buydos, founder of BRL. "The enduring partnership between BRL and Drag Specialties

promises to elevate the Bagger racing experience, captivating audiences with each exhilarating race."

"The ongoing collaboration between Drag Specialties and BRL reinforces our shared passion for excellence

and innovation within the motorcycle community. Together, we are poised to captivate audiences with a redefined landscape of Bagger racing in 2024 and beyond," remarked Paul Devine, VP LeMans/Drag Specialties.

www.baggerracingleague.com



Dates/venues subject to change or cancellation. (*) Some dates provisional. "Check before you buy"

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SEMA

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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 Salzungen, 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 24-26
www.motorbikeexpo.it

MP Motorcycle Show

Helsinki, FI • Jan 31-Feb 2
mp.messukeskus.com

Colorado Motorcycle Expo

Denver, CO, US • Feb 1-2
coloradomotorcycleexpo.com

Garage Brewed

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

AIMExpo

Las Vegas, NV, US • Feb 5-7
www.aimexpousa.com

Motorbeurs

Utrecht, NL • Feb 20-23
www.motorbeursutrecht.nl

Mama Tried

Milwaukee, WI, US • Feb
www.mamatriedshow.com

Motorräder Dortmund

Dortmund, DE • Feb 27-Mar 2
www.zweiradmesse.de

Motosalon

Brno, CZ • Mar
www.bvv.cz/motosalon

Moto Festival

Bern, CH • Feb
www.motofestival.ch

Daytona Bike Week (83)

Florida, US • Feb 28-Mar 9
www.officialbikeweek.com

Customs of Slovakia - Motocykel

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

The Prowl

Bizbee, AZ, US • Mar 16

Biker Fest International - 'AMD Approved'



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

One of Europe's longest established custom bike shows, and an event that regularly attracts up to 120,000 or more visitors, the annual Biker Fest, at Lignano Sabbiadoro near Udine in Italy (May 9-12), is again a member of the 'AMD Approved' custom bike show program. Located on Italy's Adriatic coast (100 km north of Venice), Lignano Sabbiadoro is on a spectacular peninsula that reaches out into the Adriatic - with the custom bike show staged right on the coastal strip of the resort.

Celebrating its 38th anniversary this year, the show has regularly provided several great examples of the best of Italian style custom bike design and engineering for the 'AMD' World Championship and many other of the leading custom bike shows across Europe.

AMD 'Approved' is a hallmark that says Biker Fest is recognized by AMD and its team of custom bike journalists as an

authentic, successful, well staged and well organized contributor to the custom bike industry.

Micke Persello, of Bikers Life magazine fame and organizer of the weekend, says: "Biker Fest is the largest single annual outdoor event in Europe and is a pioneer of custom culture in Italy and in Europe.

"One of the highlights is the 'Saturday Light Parade' through the streets of Lignano Sabbiadoro that sees thousands of bikes parading along the coast with their fantastic sounds and lights.

"Cornerstone of the weekend's celebration of all things custom is the historic Custom Bike Show - founded in 1987." Along with the Custom Bike Show at Norrtälje, Sweden, every summer (Twin Club MC), it is one of the two oldest custom bike shows in the world.

"In addition to being an integral part of the 'AMD' World Championship program, and the official qualifying event for the Italian market, 'Lignano' is also the final of the 15 custom shows that constitute the Italian Motorcycle Championship (IMC)."

www.bikerfest.it



Motorcycle Storehouse V-Twin Catalog Volume 18

MOTORCYCLE STOREHOUSE

The 18th edition of the Motorcycle Storehouse V-Twin catalog continues to be one of Europe's biggest and most comprehensive H-D aftermarket parts and accessory 'desk benders' - weighing in at a colossal 1,840 pages. Featuring "more than 55,000 replacement and custom and performance parts, components and accessories from hundreds of internationally recognized and respected brands and manufacturers."

"Exciting additions to the hallowed yellow pages for 2024 include, amongst others, U.S. performance pros Kraus, Öhlins suspension and premium Italian exhaust manufacturer Zard. Plus, the powerhouse that is MCS' private label line just keeps on growing with LED headlamps, MotoGlo cleaning products and our recently

rebranded Vspec oil just some of the highlights from our continuously expanding range."

From Flatheads to M-8s, choppers to performance baggers, the Motorcycle Storehouse V-Twin catalog has it all - a genuine 'go-to' resource for

workshops, custom builders and enthusiasts alike.

Dealers should also look out for the new Motorcycle Storehouse 'Moto Lifestyle' gear and apparel catalog that will be available online in April 2024.

motorcyclestorehouse.com



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NEWS BRIEFS

In a late addition to the 2024 schedule, MotoAmerica's Mission King Of The Baggers Championship has been added as a support race to the third round of the FIM MotoGP World Championship at the Circuit of The Americas in Austin, Texas, April 12-13.

The final motorcycle tire was produced at Avon's historic Melksham, UK facility in December - after 112 years of tire production on the site. Avon was acquired by the American Cooper Tire & Rubber Company in 1997 and was itself subsequently bought out by Goodyear in 2023. In 2002, Cooper had announced that it would close the Melksham facility, leaving the remaining 350 employees facing redundancy. In December 2023 the final tire finished, at a facility that had once employed thousands in its 'heyday', was for a 1950s vintage motorcycle.

A rescue attempt to save the Swedish electric two-wheel motorcycle business CAKE has failed. Widely regarded as one of the better of the recent crop of electric PTW start-ups, and headed up by noted industrial designer Stefan Ytterborn, CAKE had struggled to attract new capital in advance of a larger rights issue later this year. Swedish news outlet ZAG Daily quoted Ytterborn as saying that "it is not one but several circumstances that make us end up in this situation. Climate issues are no longer in focus; we are in a recession. It's about us, but it's also about the risk capital ecosystem. At the moment, it's completely dead, there are no takers in the later phase that CAKE is in." Founded in 2016, the company had secured a global presence with stores in Los Angeles, New York, Paris, Seoul, Tokyo and Stockholm, but officially filed for bankruptcy in February. Ytterborn also acknowledged that "the company would not be cash-flow positive until it saw an annual figure of 7,500-10,000 sales. It has so far sold approximately 6,000, releasing five adult models and one child's bicycle so far." Some 140 employees at CAKE are affected. CAKE had raised \$74.4m in funding in the past, but had been unable to secure the further \$7.6m it needed in order to fund ongoing operations.

SEMA says automotive parts and accessory sales are expected to stabilize at a 1% growth rate in 2024 before making a full growth return of 3-4% in 2025. Sales were projected to be +1% in 2023. With the economy showing signs of strength and improvement towards the year's end, SEMA anticipated a similar stable growth trend heading into 2024, with a full return to normal annual sales growth of 3-4% projected for 2025.

HardDrive 2024

The new 2024 HardDrive catalog is now live, with the print edition delivery to its domestic U.S. started shipping to dealers late February.

New products from exclusive brands like Hofmann Designs include its new Signature Series billet air cleaner kit - specifically designed for the new 2023 CVO range - and its full custom line of USA made carbon fiber for the Softail ST models.

Santoro Fabworx has hit the market strong with the expansion of its range of engine guards for Softail and Dyna models and its Chacho engine bolt kits in Hot Purple or ST Bronze, now with black stainless steel bolts.

The 'Just the Tip' adjustable brake arm with matching 'Once Bitten Twice Tight' shifter is joined in its range by a complete line with bagger fitment in the full range of custom colors. Bang 'on-point' for 2024, FLO Motorsports is offering a new ST Bronze colorway in its top selling products like V5 floorboards, brake tips, footpegs and Mini-Moto boards. "We here at HardDrive strive to bring our dealer network top quality service

items while holding a competitive market value," says V-twin and Street Segment Director Kryz Brown. "This year our service product portfolio expanded to a full line of performance brake pads manufactured by an industry leader - available in organic, semi-sintered and full sintered - along with performance high flow fully serviceable air filters and OE replacement performance coils.

"This year we've made a few improvements to our pages, like the new accessory section where hot brands like SP Connect can educate you on its innovative phone mount systems, along with creating enhanced educational facts and features on technical items to better arm and educate dealers and customers as the market continues to evolve.

"The growth of HardDrive year over



year is a direct result of the ongoing support and dedication shown by our dealers, sales force and vendors, and we never forget the passion our dealers have for the V-twin sector.

www.hdtwin.com

WPS Adds to Sales Management

Boise, Idaho based Western Power Sports (WPS) has made sales management additions, hiring Jamie Nutzman and Troy Ozias.

Jamie Nutzman knows the V-twin market, having been Vice President of Sales at Kuryakyn and Mustang Motorcycle Products before Somerset, Wisconsin based Kuryakyn was absorbed into Tucker Powersports and MAG parent Monomoy Capital Partners sold Mustang Seats to its present owners. While at Kuryakyn, Jamie orchestrated global growth in B2B and B2C channels and oversaw a \$50m sales portfolio.

He then became the Director of International Ecommerce and Strategic Accounts at Tucker Powersports, where he managed domestic and international sales teams that delivered growth on over a \$165m book of business and expanded Tucker's direct-to-consumer (D2C) Amazon business. In this new role as Director of International Sales for WPS, Jamie will be leveraging his international experience with responsibility for all international relations and distributor sales performance for FLY products. "While liaising closely with our internal sales, apparel, procurement and logistics teams,



Troy Ozias

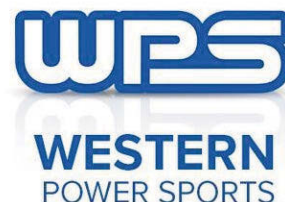


Jamie Nutzman

shipping vendors and other stakeholders invested in FLY, the international team of Courtney Schroeder, James Clough, Manuel Rodriguez and Taylor Mowry will report to him. In addition, Jamie will be responsible for management of WPS's strategic marketplace positioning with Kendra Keene."

Troy Ozias joins WPS as Senior Director of Field Sales, most recently having worked at The Parts House based in Jacksonville, FL, as Regional VP. Prior to that, he led the sales team as Regional Sales Director at WURTH USA, responsible for 20 districts and over 250 sales reps. Troy will be responsible for the strategic day-to-day operations of the entire WPS national sales operation, leading the Regional Sales Managers, and working alongside department managers to drive overall sales business and growth.

www.wps-inc.com



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Lyndall Partners with Zodiac for Expanded European Market Reach

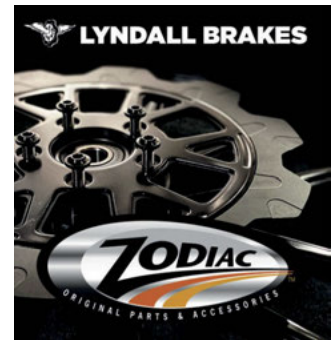
Texas based Lyndall Brakes, "one of the market's most distinguished manufacturer of high-performance brake and wheel components," has announced a strategic partnership with Zodiac International, the Netherlands based pan-European V-twin motorcycle parts distributor. This collaboration accelerates Lyndall Brakes' European market presence, now offering streamlined inventory management and direct shipping to dealers from Zodiac's Mijdrecht, Netherlands based headquarters warehouse.



"This partnership is a great opportunity for both parties," remarked CEO Paul Kittrell of Lyndall Brakes. "It allows

Lyndall Brakes to extend its premium products to a wider European audience, ensuring quicker accessibility for riders seeking American-made brake components.

"We're thrilled to have the opportunity to work with Zodiac and to serve the European market. We take great delight in manufacturing what we believe are the best brakes in the world. Zodiac's reputation aligns seamlessly with our commitment to excellence." Originally established in California in 1998, Lyndall Brakes manufactures high-performance braking systems for



motorcycles and is "dedicated to engineering superior-quality products that prioritize safety, reliability and performance."

www.lyndallbrakes.com
www.zodiac.nl

S&S in MotoAmerica Sponsorship; Announces KOTB/BRL Contingency Program



S&S Cycle has announced a sponsorship agreement with road racing series - MotoAmerica said that "S&S Cycle is now on board as an official supporting partner of the 2024 MotoAmerica Championship." "S&S Cycle started in the motorcycle business in 1958 when George Smith chose to follow his passion for motorcycle racing and chasing performance to the extreme to open S&S Cycle. Now, over 65 years later, S&S Cycle's goal is the same: go faster, make more power and do it more reliably than stock."

For the Viola, Wisconsin Masters of "Proven Performance", Head of Marketing Jon Montgomery said: "We are excited to come aboard as an official supporting partner of MotoAmerica this year and can't wait to see the Indian Motorcycle racing team return to the top of the podium." In addition to its partnership with MotoAmerica, S&S is already a major player in the Mission King Of The Baggers series as the company behind the S&S Cycle/Indian Motorcycle team of Tyler O'Hara and series newcomer Troy Herfoss, as they go after the 2024

Mission King Of The Baggers Championship with their two Indian Challengers.

"Having such a storied performance company as S&S Cycle join MotoAmerica as a supporting partner is awesome," said Lance Bryson, MotoAmerica's Director of Sponsorship. "These guys have been around the block more times than you can count, and they are heavily involved in racing. This year promises to be the best as we celebrate our ten-year anniversary, and we are stoked that S&S Cycle is a part of that."



S&S Cycle, the performance company behind the S&S Cycle/Indian Motorcycle team, is on board as a supporting partner of MotoAmerica. Photo by Brian J. Nelson

2024 will see S&S offering a \$30,000 contingency program in this year's Mission King Of The Baggers series. Paying out down to third place, contingency cash will apply to both Indian and Harley touring models (KOTB and/or BRL races) and the company says it will be building custom race exhausts for each.

www.sscycle.com

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NEWS BRIEFS

New motorcycle registrations in Italy were up by +14.88% at 145,405 units in 2023 - the best Italian market numbers since before the 2007/2008 financial crisis. Nearly 57% of Italy's annual 145,405 motorcycle registrations in 2023 were registered in the five months between March and July (83,806 units). Total PTW registrations were +17.94%, with a massive 318,948 units registered. Scooters were up by +20.64% at 173,543 units. The top selling motorcycle was the Benelli TRK 502/X (4,075 units), followed by the Honda Africa Twin (3,880) in a market where Maxi Scooters and ADV/Enduro style machines continue to gain share. Italy's PTW units number means that, on its own, it is not far off being 60% the size of the total United States combined Scooter, On-Highway, ADV ('Dual Sport') and Off-Highway motorcycle/PTW market (551,342 units sold in USA in FY2023/+2.6%).

German motorcycle registrations for 2023 were up by +16.41% at 125,709 units from 107,992 in 2022, the second-best year in Germany since before the 2007/2008 financial crisis. In total PTW terms, the German market was +6.98% at 215,501 units. The used market in Germany saw 442,868 vehicles change hands. The most traded motorcycle was the BMW R 1200 GS, followed by the leader in new registrations of light motorcycles, the KTM 125 Duke. The top selling motorcycle was the BMW R 1250 GS with 7,529 units sold for a 5.99% market share. The Kawasaki Z900 was second (3,650 units sold, 2.90% share), with the Honda CB 750 Hornet third (3,295 units, 2.62% share). Harley-Davidson was in sixth market share spot, having sold 7,263 units for a reduced market share of 5.78%; it was also in sixth place in 2022, selling 7,604 units for a 7.04% share. For the first time in decades, Harley had no model recorded as being among the 50 best-sellers in Germany in 2023.

KTM parent company PIERER Mobility (which also includes Husqvarna, GasGas and a sizable chunk of MV Agusta) announced 2023 turnover of some €2,650m (+9%). This represents record unit sales of 381,634 motorcycles (+2%) and 157,358 e-bicycles and bicycles (+33%). Revenue was around +9%. European unit sales were some 140,000 motorcycles. The group recently announced a partial R&D and relocation from Austria to China (CFMoto) and India (Bajaj), divestment of its previously acquired Raymon, FELT and all other bicycle brands, and a \$7m KTM North America amateur and Pro race contingency program.

Custom Chrome Europe - 2024 Catalog

Weighing in at 5 kg, and with some 1,700 pages stuffed full of parts and accessories for all current V-twins (Harley and Indian) and many older model applications, this is the 49th year for the Custom Chrome Europe catalog.

"From service, spare and wear parts to replacement and customizing parts from quality manufacturers all over the world, European dealers will find everything they need in here for maintaining and customizing a Harley-Davidson or Indian V-twin - our newly available issue 49 is more comprehensive and up-to-date than ever before." Available in-print and online, CCE says it lists more than 35,000 separate part numbers with at some 4,000 products in this edition - including customizing, spare and service parts for recent models such as the current Sportster S, Nightster, Pan America, Touring and Softail model series - plus the current Indian series such as Scout and Chief. "In addition, the complete bundle and numerous innovations for Twin Cam, Evolution models and older Harley

series. Current trends such as 'Club Style' and 'Bagger Race Style' are represented, as well as 'classic' Harley customizing.



"The current range of street legal exhaust systems from the likes of RevTech, Dr. Jekyll & Mr. Hyde, V-Performance, BSL and Falcon make for an unrivalled selection of options and styles - for all model series, including the current Euro 5 models.

"A flood of innovative custom parts has been included from the top names in the international custom scene such as Thunderbike, Arlen Ness, Fred Kodlin, Rick's Motorcycles, Performance Machine and many more.

"New additions to the CCE portfolio include exclusive replacement engines and gearboxes from Ultima, Route 1 bags from Nelson Rigg, Spiegler brake lines, YSS shocks, RevTech mufflers and complete systems, Bell helmets and Italian designed and manufactured V-Performance exhaust systems. Plus, Baker transmission components from the USA are back in the new catalog. All essential Harley-Davidson and Indian consumables and service parts are available from inventory."

custom-chrome-europe.com



World's Finest Products For Harley-Davidsons

King Of The Baggers - Daytona, March 2024

The 2024 Mission King Of The Baggers Championship series kicked off on March 9 with two rounds on the Daytona 200 undercard at the Daytona International Speedway. The podium for both races was exactly the same, with Harley-Davidson Factory Racing's Kyle Wyman battling a lost quick shifter near the end of round 2 to get the double win - his 13th and 14th wins in the class and the 19th and 20th victories of his AMA/MotoAmerica racing career. Making his debut in MotoAmerica at Daytona, S&S/Indian Motorcycle's Troy Herfoss, the three-time Australian Superbike rider, looked like he was headed for wins in both races, but the slightest of mistakes allowed Wyman to chase him down and a season opening checkered flag double. With Herfoss posting two second place finishes for S&S/Indian Motorcycle Racing, Wyman's Screamin' Eagle teammate James Rispoli made it onto the podium in third place in both races. In the BellissiMoto Twins Cup - the Rodio Racing Powered by Robem Engineering's Gus Rodio - went one better than the single win he scored at



Kyle Wyman beat Troy Herfoss by .018 of a second to win the opening round of the Mission King Of The Baggers Championship at Daytona International Speedway on Friday. Photo by Brian J. Nelson

Daytona in 2023, taking his Aprilia RS 660 to both the race wins this year. Rodio won each of the two races by more than 11 seconds. In round 1, Dominic Doyle took second on his Yamaha YZF-R7, with TopPro Racing team's Avery Dreher third on another Aprilia. The round 2 second place went to Rocco Landers aboard the brand-new RevZilla/Motul/Vance & Hines Suzuki GSX-8R (having been fifth the day before), with Rodio's teammate Alessandro Di Mario's RS 660 in third - the 15-year-old rider recording the second MotoAmerica podium result of his young career, to back up his fourth-

place finish in round 1. In the Mission Super Hooligan National Championship, Saddlemen/Harley-Davidson's Cory West was third in round 1, behind the Indians of S&S/Indian Motorcycle teammates Troy Herfoss, taking the round 1 win, with Tyler O'Hara second. The following day, history was made when West took the win, giving the Harley-Davidson Pan America its first-ever race win, with teammate Jake Lewis second and Gator Harley/KWR/Harley-Davidson's Cody Wyman making it a podium sweep for the Pan America in third.

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Rumblin In May Rheinhessen Rumble, Germany May 9-12, 2024



Powered by Custom Chrome Europe (CCE) and featuring a spring Ride-In Bike Show, the 'Nahetal Arena' at the Classic X Landhaus and Hotel complex near Gensingen/Rhineland-Palatinate marks a return for CCE's bike shows with its €4,000 prize pot.

Customizers of all brands are invited. Located just four miles from CCE's European HQ and main warehouse at

Grolsheim, this year will see a return of the popular Harley Vs Indian Custom Showdown that made its



worldwide debut at Gensingen in 2023 - with customized bikes of both brands competing against each other. There will also be classes for all other brands.

There will be four categories. Derived from the long-established and proven formula that CCE has used for so many years at the Faak Ride-In Bike Show in Austria during Harley's European Bike Week in September, the classes are:

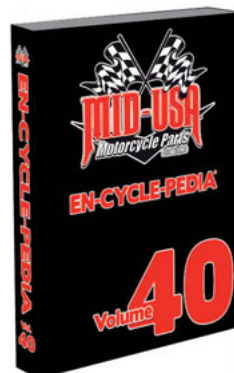
Championship Class
Jammer Old School
Modified Harley/Indian
Sportster/Sportster S/Scout/FTR engine

The experienced Custom Chrome International Bike Show Series team will continue its bike show organizational duties for this year's show and combine the characteristics of "Ride-In" and "Indoor" bike shows as they have done at many other Custom Chrome Europe events.

The new Custom Chrome Europe "Bolt On And Ride" bikes from Thunderbike, Rick's Motorcycles and Bike Farm will be on display all weekend (though not in competition) and the "Motographer photo studio" will photograph the participants and their bikes.

Custom-Chrome-Europe.com
www.rheinhessenrumble.de

Mid-USA 2024 Catalog



Hazelwood, Missouri based Mid-USA Motorcycle Parts' 40th Anniversary 'En-CyclePedia' parts and accessory catalog features over 1,000 pages of "custom, chrome and cool."

The 40th annual edition from the distributor showcases Mid-USA's impressive stable of brands, which include the company's exclusive V-Factor, Power House, Power House Plus, Hardbody and its US-made Hardware ranges, alongside famous name brands including market leaders such as S&S Cycle, Comet Gasket, JIMS, Motion Pro, Progressive Suspension, Andrews, BDL, Daytona Twin Tec, Pingel and Kibblewhite.

Mid-USA sells stock replacement and performance parts and accessories all the way from current M-8 and late model replacement and custom parts and components right back to Knucklehead, Panhead and Shovelhead.

The Mid-USA catalog offers dealers access to many hard-to-find OE style and upgrade components for older bikes and late-model Harleys.

www.mid-usa.com

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NEWS BRIEFS

A partnership announced in March 2023 between BMW Motorrad Motorsport and Hamburg based Lothar Group brand NORDOEL has led to the development of a fuel aimed at reducing the environmental impact of racing. "By integrating advanced technologies and sustainable production processes, a fuel has been developed that not only keeps engine performance, but also significantly reduces CO2 emissions during the production phase. The CO2-reduced fuel Race-Fuel WSBK R40-A, with a regenerative 'non fossil' content share of at least 40%, will officially debut in the 2024 FIM Superbike World Championship (WorldSBK) season with the ROKiT BMW Motorrad WorldSBK Team, Bonovo action BMW Racing Team and BMW Motorrad WorldSBK test team. The requirement for such a fuel is mandated by the FIM regulations for 2024. The Race-Fuel WSBK R40-A becomes the first regenerative fuel based on MtG (Methanol-to-Gasoline). Where racing goes, trickle down tech often follows.

SEMA member companies and automotive enthusiasts are said to have "come out in strong opposition to the California Air Resources Board's (CARB) "Advanced Clean Cars II" (ACC II) regulation that would ban the sale of new internal combustion engine motor vehicles by 2035." SEMA members and industry supporters sent over 5,000 letters to the EPA expressing opposition to the agency providing California with a Clean Air Act waiver - required in order for ACC II to take effect. SEMA says that California's Zero Emissions Vehicle (ZEV) mandate would adversely impact automotive businesses, their employees and millions of automotive enthusiasts.

Polaris has been recognized as one of the 2024 World's Most Ethical Companies by Ethisphere, described as a global leader in defining and advancing the standards of ethical business practices. Mike Speetzen, Polaris CEO: "It is an honor to be named as one of the World's Most Ethical Companies for a second time. This recognition demonstrates how our employees embody the 'Geared For Good' mentality, company culture and values when conducting business. We take pride in doing business with integrity in order to build trust with our customers, dealers, employees, suppliers and the communities where we do business."

Sturgis Motorcycle Museum - 2024 Hall of Fame Inductees

The Sturgis Motorcycle Museum and Hall of Fame has announced its 'Class of 2024' - a distinguished lineup of individuals with a diverse range of accomplishments.

Honorees this year have supported veterans and the elderly, advocated for motorcyclists' rights, and have shown artistic talent on canvas as well as on two wheels.

"The Hall of Fame Class of 2024 is notable for its deep roots in the culture of motorcycling," said Museum Board President Craig Bailey. "Each one of the honorees has uniquely touched our sport and the riding community. We couldn't be happier to recognize these truly special individuals."

The induction breakfast ceremony will be held on Wednesday, August 7, 2024, at The Lodge at Deadwood.

James Gregory

An honored Vietnam Veteran who served in the Marines for over 20 years



before creating and leading the first 'Run For The Wall' in 1989. This annual cross-country run and its arrival in Washington DC on Memorial Day Weekend is America's most visible support for POWs and those Missing in Action.

Roger Goldammer

Roger gained fame as the three-time winner of both the AMD World Championship of Custom Bike Building and the Las Vegas Artistry in Iron Show. A post-high school apprenticeship, time studying at the Motorcycle Mechanics Institute and tutoring by a Harley performance guru helped him hone his craft. A fellow bike



builder introduced him to land speed racing, which influenced his bike building style and has driven his passion for performance at the salt flats.

Ed Kerr

Ed discovered early in life that he had a passion for motorcycling and a talent for building award-winning custom motorcycles. Many of his two-wheeled creations won shows and were featured on the covers of popular



motorcycle magazines. Ed is a founding member of Hamsters USA and is proud of the organization's numerous charity events, including his efforts to raise nearly \$100,000 for Meals on Wheels.

Christine LePera and Bob LePera Jr.

This sibling duo carries on the legacy of success at motorcycle accessory manufacturer LePera Industries, which was started by their father in



1972. Bob Jr., the design visionary, and Christine, the marketing and business development guru, keep their company at the top of the industry and both are proud of their company's support for all types of riders.

David Uhl

David started his career as a commercial illustrator, producing hundreds of best-selling apparel designs for a Harley-Davidson licensee. In 1998, he began creating fine art based on historic motorcycle imagery and became the first licensed oil painter for Harley-Davidson. His portfolio includes



several iconic paintings, including a commissioned work presented to Pope Francis at Harley-Davidson's 110th Anniversary celebration in Rome.

Lifetime Achievement Award

Will be presented to Pete Hill. Hill, who owns a shop in South Carolina, has mastered the creation of race-winning performance motorcycle engines and serves customers from around the globe. He is also an accomplished motorcycle drag racer earning numerous wins and championships, including nine Top Fuel wins in Sturgis.



Freedom Fighter Award

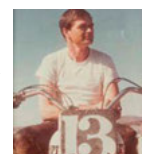
Jiggs Cressy for his tireless leadership of ABATE of South Dakota, where



he served as State Coordinator for 14 years. Cressy has advocated for South Dakota's riders in the State Capital countless times and has made eight trips to do the same in Washington as well. Cressy has also received the John "Farmer" Eggers Award, the most prized honor from the Motorcycle Riders Foundation, in 2018.

Kickstands Down Award

James Sherwin "Bud" Ekins. A posthumous award presented to an individual worthy of additional recognition, Bud was widely regarded as one of the film industry's most accomplished stuntmen - famous for his work in films like "The Great Escape" and "Bullitt." Before venturing into the film industry, Ekins had success in off-road racing, participating in notable events including the International Six Day Trial, the Mint 400 and the Baja 500.



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Words and Pictures by Robin Bradley

AIMExpo 2024 Las Vegas, February 6-8

It's Pipe and Drape - But Not as We Know It

The 10th AIMExpo was a success. No question about it. But it continues to emerge as a radically different style of industry expo to those we associate with the traditional motorcycle industry shows in the United States. Available space is tight here, so you can read more of my theories about where AIMExpo is headed and why in my 'Comment' piece on page four. Meanwhile we present our signature AMD style of review of selected exhibitor news - with the emphasis on the V-twin and international sectors, rather than on the considerable OEM and electric action to be seen at AIMExpo ...



National Cycle: AIMExpo saw the Maywood, Illinois windscreen manufacturer introduce its new Quantum+ rain repellent coating - "a world first breakthrough in windscreen coatings," says International Sales Manager Paul Gomez. "We are elevating and setting a new standard in hydrophobic coating. Our legendary Quantum hardcoating has been hugely respected ever since it was introduced, but the new Quantum+ takes its protective properties to a new level. While some aftermarket companies use acrylic material, those who prefer the strength and reliability of polycarbonate use the same standard FMR hardcoating that was first developed decades ago. We here at National Cycle have always used polycarbonate as our screen material of choice, due to its widely accepted superior strength. But as an alternate to FMR hardcoating, to resist the scratch and graze from road debris, the environment, UV exposure and simple daily use, we developed our own superior proprietary Quantum coating to reduce surface deterioration and boost durability. The highway is a hostile environment at the best of times, and our Quantum hardcoat was developed to deliver optimized, robust and durable optical clarity under even the worst of riding conditions. It literally has been a 'Quantum' improvement in the surface hardness of polycarbonate windshields that are exposed to years of wear"; www.nationalcycle.com



Drag Specialties: With a booth this year that paid tribute to late founder and industry icon Fred Fox, LeMans' support for AIMExpo is important to the legitimacy and future direction of the show. While its embrace of AIMExpo is mostly strategic, at this time, its own NVP Dealer and Parts Expo programs (Louisville in February and, from September this year, Milwaukee) have been crucial to the health of the motorcycle parts and accessory industry during a decade, indeed some fifteen years of great market churn, consolidation, decline and instability. Though focused exclusively on its own dealers and vendors, the LeMans show investment has done much to fill the void left in the Midwest (especially) by the demise of the long-time established, independent trade show duopoly of Dealer Expo at 'Indy' and V-Twin Expo at 'Cinci'. a void deepened by the MIC's own decision to drop the AIMExpo anchor in the southwest after judging its post Orlando, Florida experiment at Columbus, Ohio, to have failed. It remains to be seen what turns of the wheel the future of the U.S. trade show market has in store. However, regardless of how long the present expo landscape remains intact, for sure and certain there will be evolution eventually - change is the first law of trade show thermodynamics! www.dragspecialties.com

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Andrews Bagger GP Class

465B

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

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

485

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

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



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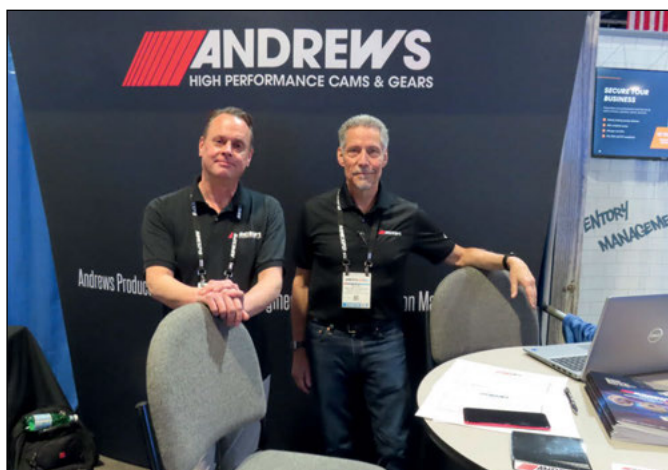
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TecMate: A replacement for its OptiMate PRO-4S professional multi-station charger, a 4 x 4 amp independent charging station design that is well liked by dealers, the updated OptiMate PRO-4 DUO design places the emphasis on power efficiency to beat the strict global power draw regulations mandated by various countries, yet delivers 20% more charging power per station. Drawing only 1.5 amp @ 240V (2.9A @ 120V) when it delivers 5 amp through each of its four independent charging stations - for a total of 20 amp (4 x 5 amp) the PRO-4 DUO is certified to CE, UL/CSA, PSE, SAA and UKCA and offers three selections per station - Pb (lead) for all 12V lead-acid batteries, including standard flooded and sealed (valve-regulating lead-acid) AGM and GEL batteries; LFP for all 12.8V 4-cell-in-series Lithium Ferrous Phosphate (LiFePO4/LiFe) and the 60' channel - an improved sixty minutes quick activation function for any powersport battery; www.tecmate.com



SENA Technologies: The San Jose, California/USA operation of the 1998 founded Korean based rider comms specialist states that its communication headsets rocked an entire industry - "from mesh and Bluetooth integrated helmets, headsets and cameras to remote controls, adapters and accessories - we've got you covered. Its top-of-the-line 50-Series (50C) features "premium mesh communication, 4K camera and sound by Harman Kardon"; www.sena.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



SBS Friction: The Danish brakes specialist has taken another step along its 'Better Brakes' series pathway with a new improved braking performance compound developed specifically for V-twin models. H.LS V-Twin compound gives dealers the option of offering SBS 'Better Brakes' options at both front and rear - "achieving improved brake performance throughout their system, while also reducing their environmental footprint when riding motorcycles," says Marketing & Product Manager Thomas Midtgaard-Jørgensen. "When it comes to stopping distance, the new LS compound has a significantly improved performance of +8.5% compared to our prior V-twin fitment. All SBS brake pad products will be equipped with integrated NRS Technology, which locks the compound material to the backing plate, and all compounds for public roads will be approved according to ECE R90; www.sbs.dk



Rewaco Trikes: Ahead of its time when founded in Germany by Harald Schmitz and Andreas Hauri in 1990, Rewaco's range of long wheel-base trike designs pre-dated the contemporary 'Roadster' concepts now seen from brands such as BRP's CanAm and Polaris' Slingshot. The first model in 1991 was based around a 53 hp VW Beetle engine, but the range evolved, and in addition to classic trikes, Rewaco also produced conversion trikes from the likes of Suzuki, Victory and Triumph right up to 2016. Since then, it has focused exclusively on classic trikes with modern components such as ABS, automatic transmission, cruise control and up to 177 hp performance. The company employs a total of around 90 people in Germany, Poland and China; www.rewaco.com



Dr. Jekyll & Mr. Hyde USA: Best known to date for its Hendersonville, NC based Wunderlich USA operation, 2023 saw Edward and William Plam add the Dutch made Dr. Jekyll & Mr. Hyde electronic sound adjustable exhaust program for select Harley, Indian, BMW and Triumph model applications; www.jekyllandhyde.us

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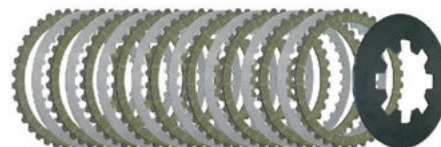
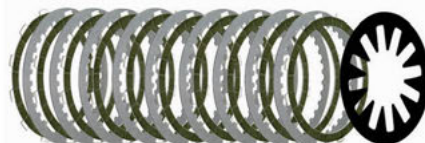
HIGH PERFORMANCE CLUTCHES FOR AMERICAN V-TWIN MOTORCYCLES

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Barnett Clutches & Cables: The legendary Ventura, California based clutch and cable specialist recently celebrated its 75th anniversary. The business, founded by Jennifer Darling's great grandparents Charlie and Afton Barnett in 1948, is one of America's oldest established and still continuously family-owned motorcycle parts and accessory vendors, with distribution worldwide; www.barnettclutches.com



Tribolite Motorcycle Jeans: Started by Martin Solar and Ales Klozem in the 1990s, the first 'Brick & Mortar' Bikers Crown store was opened in 2000. The Czech motorcycle retail multiple and parts and accessory distributor now has 11 such stores, a large mail order business, an impressive own-brand portfolio and distributes some 40 internationally known brands from Nexx, Caberg, AGV, Shoei and Shark to Thor, Alpinestars, Dainese, 100%, Falco, Fox, Kellermann, Hyperpro, HiFloFiltro, Goldfren and EMGO. The star of the own brand portfolio (along with Rusty Pistons apparel), Tribolite Motorcycle Jeans was one of a number of own brands started in 2012 and has grown quickly - at home and in international markets. The 'protective riding jeans' concept has gradually found acceptance in the past decade, but making a play for sales in a domestic American market, where the concept has a checkered past, tells of the confidence in product quality and the ambition that Martin still has as his business heads towards its 25th anniversary in 2025; www.bikerscrown.cz



Rebelhorn Apparel: Owned and operated by Powerbike in Poland, Rebelhorn is one of the fastest growing apparel brands in northern and central Europe, and having started to make a play for western and southern European profile by exhibiting at EICMA, exhibiting the range at AIMExpo shows that Powerbike clearly sees no reason why it can't create demand in the huge but difficult and crowded U.S. apparel market. Founded in 2010, "Rebelhorn is a brand born from passion for design, quality and innovation, but above all for maximum protection. Rebelhorn products are designed to make riders feel free at all times." The offer includes over 140 products in four lines: Classic, Sport, Street and Tour; www.powerbike.pl



Turn 14 Distribution: AIMExpo marked the official 'coming out' of Pennsylvania based automotive distributor Turn 14 as a powersports market entrant, following its acquisition of Tucker Powersports' house brands - the 'selected assets' that it bought before Tucker's final demise. In V-twin terms, those brands include Kuryakyn, Twin Power, Biker's Choice, Bike Master, Pro Taper, Speed and Strength, First Gear and River Road. Turn 14 already sells for a slew of automotive brands with 'cross-over' product in the motorcycle market - brands such as K&N, Cometic Gasket and Öhlins suspension. Turn 14 says it is 100 percent committed to supporting the 'Brick and Mortar' retail experience and has award-winning credentials for its implementation of inventory, logistics and dealer management technology; www.turn14.com





Freedom Performance: Recent new designs from the Corona, California based exhaust specialist include its "Independence Shorty" perforated high 2-into-2 staggered system for the Harley Sportster S and Nightster. "This stylish exhaust comes with removable performance baffles, and we have optional quiet baffles available for sale if desired - which lower the sound by 5 to 8 decibels. The system gives a deep, throaty hot rod sound and includes 2.5" OD full shields." O2 bungs and plugs in 12 and 18 mm threads are provided; www.freedomperformexhaust.com



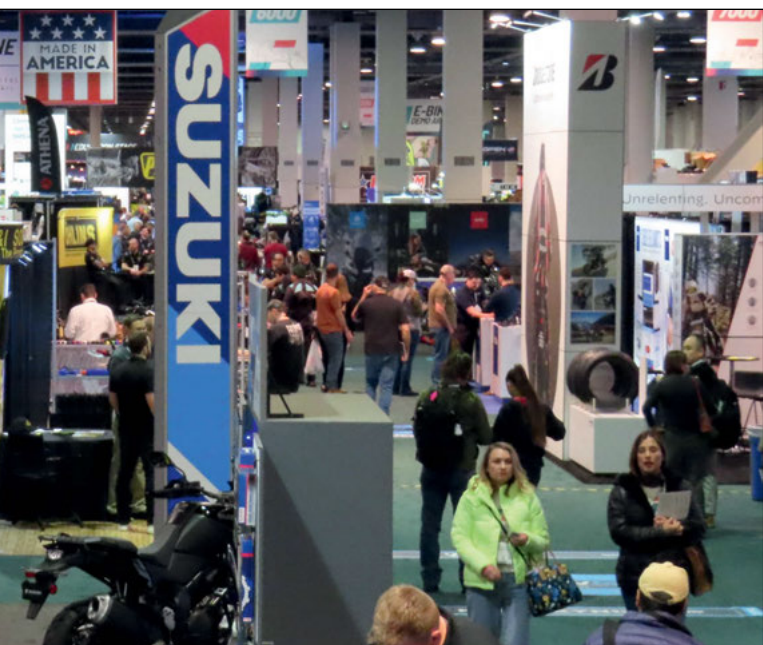
Athena: The 1973 founded, Vicenza based Italian performance component and electronics manufacturer celebrated its 50th anniversary last year with the acquisition of respected Italian transatlantic distributor Innteck. Athena CEO Erardo Ratzenbeck told IDN that the move achieved two timely strategic objectives. It has allowed Athena to focus its own distribution needs and activities into a specific subsidiary, one that has built an international reputation for logistics excellence and product range portfolio development in the 20 years since it was founded near Turin. While doing so, the acquisition simultaneously allows Athena to renew its focus as a producer of performance parts, accessories and electronics for the racetrack and street. "I believe in the future of distribution," Erardo told AMD, "and in its importance as a specialty discipline, one that is a vital link in the relationship between manufactures and dealers. This strategic acquisition will strengthen the opportunity for both businesses to focus on what they do best"; www.athena.com



Goodridge: There can be few brake line and hose manufacturers in the world with the breadth and depth of motorsports product applications that Goodridge offers. Founded in the UK by former racer Stuart Goodridge in 1969, the company was acquired by British private equity investor Rubicon Groveport Industries in 2013 and boasts 11 facilities in Europe, USA and Asia; www.goodridge.com



Energy One: Kent and Nancy Foltz' Big Twin clutch kits come complete, including a full set of performance friction plates with a maximum groove pattern for heat dissipation and fluid circulation. They have a core of either 6061-T6 aluminum or high tempered steel for maximum durability, along with a race-proven friction material. All steel plates are made with a high tempered steel and are vibratory-deburred for extreme flatness for positive engagement and performance; www.energyoneclutches.com



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PERFORMANCE PREDATOR 2-UP SEAT

with backrest option
for FL models

The new Performance Predator 2-up seat is now available with a driver-only backrest mount and uses any of the EZ Glide II backrest options. The seat also features a 5 $\frac{3}{4}$ " tall driver support with unique styling and is made narrower up front for better leg clearance. The seating area is contoured for maximum comfort with the rear portion measuring 9" wide, designed for 2-up riding.



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Kellermann i.NEX - Universal Lighting Control Solution



Kellermann GmbH (Aachen, Germany), the award-winning manufacturer of high-quality motorcycle accessories, presents Kellermann i.NEX - a universal electronic solution when installing motorcycle lights such as indicators, tail/brake lights and position lights.

"The Kellermann i.NEX finally eliminates the problems of converting motorcycle lights," says CEO Stefan Woeste. "No more despair for the mechanic or wasted hours in the workshop. From classic bikes to new models: Kellermann i.NEX is the system solution for every motorcycle. With the i.NEX, Kellermann is once again writing development history and offering a unique product."

Motorcycle electronics are becoming increasingly complex, with manufacturers sometimes making changes to the operating systems not only when changing models, but even as a sometimes poorly understood part of their annual update programs. As a result, the installation of aftermarket lights has started to become a more time-consuming and sometimes more complex undertaking.

"It is often not clear in advance which accessories are required for your own project or what problems you may encounter when retrofitting", says Stefan. "In recent years, Kellermann has already responded to these problems with the development of specific electronic accessories and has repeatedly offered solutions, including the i.LOAD, i.BOS, i.SED and i.LASH products.

"However, the number of accessory products has become increasingly large, varied and confusing and new solutions have had to be found, especially for new models."

Kellermann says that its new i.NEX will now replace the individual solutions and act as a universal master module - simplifying the installation of motorcycle lights and optimizing convenience and componentry. The i.NEX can be used to connect up to four indicators as well as taillight, brake light and position light.

"The Kellermann i.NEX is a real problem solver in a compact format: error messages in the cockpit, incorrect flashing frequency of indicators and indicator control lights, as well as annoying idle currents can now be eliminated.

"In addition, this master device offers a universal solution for various requirements, e.g. when fitting indicators with higher

power consumption or higher voltage than original - as well as original minus-switched indicators".

The lights are connected directly to the i.NEX. The necessary requirements are then easily set on the i.NEX using rotary switches - no matter which light, no matter which motorcycle.

Kellermann

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Aachen, GERMANY

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info@kellermann-online.com

www.kellermann-online.com

Kellermann i.NEX Tech Spec

- Electronic universal solution for motorcycle lights such as indicators, tail/brake light and position light
- Compatible with classic bikes, new models and modern operating systems
- Correct flashing frequency
- No error messages in the cockpit
- No disruptive quiescent currents
- Installation of indicators with higher power consumption [watt] than original
- Installation of indicators with higher voltage [volt] than original
- Installation on motorcycles with minus-switched indicators
- Installation on motorcycles with current-controlled indicators

Replica FXRP Style Fairing Kits

Mitchell, South Dakota based Klock Werks' FXRP style fairings are described as a "classic reproduction" and shop as a complete fit kit for "the perfect blend of air management, design and craftsmanship."

It is recommended to run an 8 1/2" pullback riser handlebar to clear the fairing. Klock Werks says it has also seen clearance with a T-bar or narrow ape hanger style handlebar.

"Designed with convenience in mind," this FXRP



style fairing fit kit includes a polyester primed fiberglass fairing that's ready to hand to your painter after a test fit, powder-coated neck bracket - "a unique bracketing solution for your specific motorcycle," a 7" headlight mount (headlight not included), clear headlight cover with gasket, 9" Flare windshield for FXRP style fairings in Dark Smoke (#2310-0635) and all the necessary fasteners and hardware.

It is available for selected 2018+ M-8 Softails and 1997+ Harley Touring models, selected 1991-2017 Dyna, 1983-2000 FXR, selected 1986-2021 Sportsters, 2016-2023 Indian Springfields and 2022-2023 Indian Chiefs.

KLOCK WERKS
Mitchell, South Dakota, USA
Tel: 605 996 3700
info@getklocked.com
www.getklocked.com



Harley Touring 2.5" Sharktail True Dual Full System



This American made Freedom Performance Sharktail True Dual touring exhaust system for 2017-2024 Harley baggers is a "top-of-the-line setup featuring removable baffles and including O2 ports and plugs for easy installation."

"The stylish Sharktail end caps are just one of the available options, with the additional option to add quiet baffles for a more subdued sound. Choose between chrome or ceramic black finishes and lengths of 33, 36, 39 or 42 inches. Get the iconic 'Vida Cholo' sound with this unparalleled exhaust system."

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



Bitubo - JBH High Performance Fork Cartridge for V-twins

Inspired by European road racing efforts, the Bitubo JBH is a completely adjustable, high-performance damper cartridge with fitment for most Harley models.

Factory forks are generally open bath dampers, meaning the oil is sloshing around in the fork tubes and the damping is created when the oil is pushed through a hole in a damper rod. This crude style of suspension control dates back to the 50s and is not adjustable for rider weight or style - and is prone to wildly inconsistent damping control.

This is where Bitubo fork cartridges come into play - replacing all of the internal parts of a fork with a performance damper that uses deflective discs to provide control. Defective discs resist the flow of oil, providing smooth, controllable damping.

A well damped fork is also shaft-speed sensitive, which allows the damping to increase as the suspension input increases. For instance, small rollers would not want heavy damping, but a square edged bump at speed would drive the shaft speed and require increased damping control to help smooth out the hit.

The JBH cartridge kit takes that a step further with tunable damping, including 20 clicks of compression and rebound. Ride quality can be further optimized with 10 mm of preload adjustment.

The Bitubo JBH fork cartridge is available for 2004-22 Sportsters, 2006-17 Dynas, 2018-23 Softails and 2014-23 Touring models. Cartridge kits are also available lowered, stock height and 2" over for many models.

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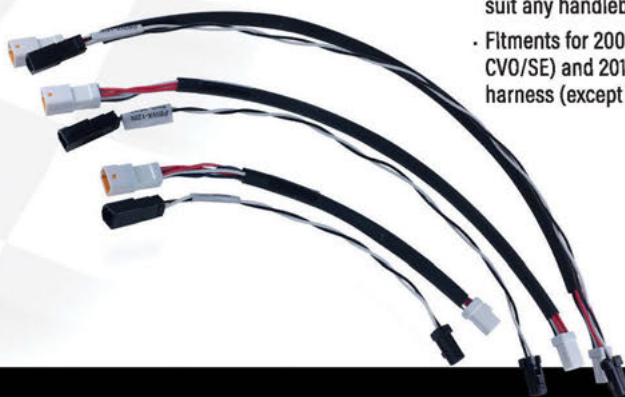


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- Fitments for Harley Davidson and Indian through 2024

THROTTLE-BY-WIRE

- Plug and Play
- 8", 12" 15" and 20" Extensions to suit any handlebar conversion
- Fitments for 2008-15 FL's (except CVO/SE) and 2016-24 Models w/double harness (except CVO/SE)



HardDrive 2024 Additions

Performance Brake Pads



HardDrive's service product portfolio has been expanded for 2024 to include a full line of performance brake pads. Manufactured by an industry leader, they are available in organic, semi-sintered and full sintered compounds. Available exclusively through HardDrive, "they have been engineered specifically for the needs of Harley-Davidson V-twin motorcycles and designed to gain maximum performance - without noise or dust - for all types of riding environments."

Performance Air Filters

These HardDrive performance air filters for American V-twin motorcycles have high-quality features such as increased air flow for better performance and a black pleated cotton media for effective filtration and subtle custom appearance. The reusable



media is designed for long service intervals and improved durability when washed, dried and oiled. "These pre-oiled filters come ready to go and install quickly into stock OE or custom air filter assembly housings."

Performance Coils

HardDrive says that these performance coils will "revolutionize the motorcycle experience with their cutting-edge power and durability." Engineered for both single and dual fire applications, these upgrade coils boast increased spark performance and seamless integration with stock Harley



EFI ECUs thanks to their ION Sense feedback technology. Crafted by an industry-leading manufacturer, these coils feature a high-power 30,000 volt coil, enhancing peak spark voltage by over 20%.

Motorcycle Covers

Fire Power aims to bring top quality, high-performing accessories to market, and new and exclusive to the HardDrive product portfolio are these all-weather motorcycle covers, described as "segment leading." Made in a sturdy 300D UV protected and water-repellent polyester-polyurethane coated fabric that assures breathability, they are specifically sized and designed for



different motorcycles. Features include soft cotton liner to prevent windshield and paint scratching, heat shield lining for added protection, internal pockets for alarms and sewn in belly strap to prevent lift in windy environments. Fitment available for scooters M/XL, sport bikes and touring cruisers. The M - 3XL covers come in a reusable compression bag, backed up by a reliable Fire Power three-year warranty.

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- Improved Resistance to Brake Dive
- Improved Front End Stability & Cornering
- Improved Bottoming Control



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Zodiac International Additions

S&S M-8 Big Bore Stroker Cylinders



These S&S 131 ci and 136 ci big bore cylinder and piston kits install in combination with the stock 4 5/8" crankshaft in 2023 to present 121ci VVT engines or come with separately available 4 5/8" stroker crankshafts for other 2017 to present models. They enlarge the displacement of the M-8 engine to 2,151 cc (131 ci) with the 4.250" kits or 2,229 cc (136 ci) for the 4.320" bore kits.



A huge displacement increase means huge power increase. Cylinder kits and crankshaft work with the stock crankcases and retain the stock engine height. The powder-coat finish matches perfectly with the OEM engine finish. Cylinder kit includes two cylinders, two pistons, two pins, four clips, two ring sets and head, base and exhaust port gaskets. Also included is an exclusive S&S 131 ci or 136 ci cam cover badge.

The 4 5/8" stroke crankshaft must be ordered separately. The pistons work with both OEM style tapered wrist pin ends or high-performance full width piston wrist pin ends. As the stock cylinder head bolts are a single-use design, you will also need eight stock style head bolts or a set of reusable S&S high performance head bolts. Fits all 2017 to present Touring, all 2017 to present Trike and all 2018 to present Softail models.

Freedom Performance 'Declaration' Exhaust Systems for RH Sportster

This two-step 'Declaration' performance exhaust system from Freedom Performance in California features anti-reversion, full range torque and optimal horsepower. There is a 2 1/2" outer diameter,



removable baffles and full 220 degree, one-piece, 16-gauge heavy-duty heat shields. They ship complete with mounting hardware and brackets and there is a quiet style design additionally available.



Chizeled Phat Handlebars for Road Glide



These stylish handlebars are designed to go well with the 2015 to present OEM Road Glide fairing. They can, of course, also be used on other models that have clamps for 1 1/4" handlebars. Bars are tapered to 1" for use with regular handlebar controls. They are slotted, feature removable plugs to ease internal



wiring and are notched for use with Throttle-By-Wire. Note that the lower exit hole is in the front of the riser clamp area.

Super Glide T-Sport Style Fairing

This fairing is styled after the OEM rake adjustable windshield kit as found on 2001-2003 FXDXT Dyna Super Glide T-Sport. Made from black ABS material, it comes complete with screen and mounting bracket kit. Fairing is 20" (51 cm) wide and has an all-over height of 24" (61 cm). With some modifications, this fairing will also fit most FXR, Dyna and Sportsters with 39 mm forks, and models with different triple trees and with a 5 3/4" bottom mount headlight.



Vity's Massive Design Air Cleaner



Manufactured in Italy, this Vity's Design sporty looking air cleaner kit is CNC-machined from billet aluminum and features a polycarbonate window.



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Innovative Ness Passenger Floorboard Mount Options



These all-new forged billet aluminum passenger floorboard mounts from Arlen Ness Enterprises give dealer access to modular-fit options for the full range of Ness passenger floorboards.



Designed for FLT Touring/Bagger models, each mount is forged from aluminum and then CNC- machined into form. Each kit includes everything needed for installation - mounting bolts, hinge pins and pin/spring stop.

They will accept most all OEM-style passenger floorboards, both factory and aftermarket, including Ness' own Speedliner, Method, Deep Cut, MX-Style and 10-Gauge passenger floorboards.

The innovative spring-loaded pin design is an improvement over the factory ball/spring design and makes installation easy by reducing the chance of losing the small factory style components.

They are available in full black anodize, black with contrast cut highlights or chrome for 1993-2023 FLT (FLHT / FLHR / FLTR).

ARLEN NESS ENTERPRISES
Dublin, California, USA
Tel: 925 479 6350
contact@arlenness.com
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Mount with Speedliner floorboard



GIVI Pan America Luggage and Accessories

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.

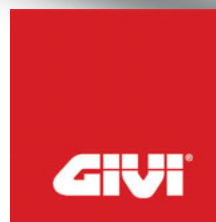
Further to the selection of Pan America luggage and protection upgrades seen in a recent AMD from Italian specialist GIVI, more proven, durable, robust and ergonomic model-specific designs here from the ADV accessory trend leader.

This selection includes its ES8400 side stand support - manufactured in aluminum and stainless steel, designed to widen the rather challenged surface support area of the original side stand and 8400DT

model-specific transparent screen.

Measuring 46 x 49.5 cm (H x W), it is to be combined with the separately available model-specific fitting kit (D8400KIT) for a 4.5 cm taller than stock option. Also seen here, its smoked screen (8400D) measures 34 x 48 cm (H x W) - to be combined with the same fitting and its specialty toolbox fitting kit (TL8400KIT).

Designed to install its separately available S250 toolbox onto the left-hand side are GIVI PLO8400MK or PLO8400CAM side case mounting frames.



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Drag Specialties Additions

Performance Predator Seats



This U.S. made performance Predator seat by Drag Seats features a 5 3/4" driver support with unique styling that includes being narrower up front for better leg clearance. The seating area is covered in high-quality automotive-grade vinyl and contoured for maximum comfort. The 3/16" thermoformed ABS seat base gives the perfect fit, while the carpeted bottom and rubber bumpers protect your bike's paint.

They are available in Double Diamond stitch with black, silver or red thread for '08 - '23 FLHT, FLHTC, FLHTCU, FLHR, FLHX, FLTR, FLTRX, FLTRU, FLTRK models (except for '23 FLHXSE and FLTRXSE).

Detachable Latch Kit



Designed for bikes with detachable sideplates, these Drag Specialties detachable latch kits include two satin black finish latches and all the necessary hardware for easy installation. This kit fits all models equipped with detachable sideplates, one-piece sissy bar racks and Tour Pak luggage mounting racks.

8.8 mm Spark Plug Wire Set



This Drag Specialties 8.8 mm spark plug wire set is constructed with silicone throughout the jacket, insulation and core to deliver superior high-temperature resistance. It is rated at SAE Class E J2031 with a continuous operating temperature of 450°F. It is available for '17-'23 FLHT/FLHR/FLHX/FLTR and FL Trike models. Made in the U.S.A.

Saddlebag Support Brackets



Bent or scratched saddlebag support brackets can be easily replaced with this high-quality set from Drag Specialties. These steel construction support brackets have a durable gloss black finish and bolt on directly to the OEM mounting points. They fit '09-'13 FLHX/FLTRX/FLTRU models and are sold in pairs (one left- and one right-side support bracket).

Inner Clutch Hub



This Drag Specialties improved inner clutch hub is a direct replacement for the stock item and has a reinforced insert for improved durability. A bolt-in replacement for the stock clutch hub (OEM #37000083), it is available for '17-'23 FLHT/FLHR/FLHX/FLTRX/FLTRU/FLTRK and H-D Trike models; it works with all the OEM clutch components.

Side Covers



These Drag Specialties side covers feature stamped-steel construction and replace the stock covers in minutes, with no drilling required. They are available in gloss black for '14-'22 XL models (except RH Sportster). Sold separately for the right and left side of the bike.



Brake/Clutch Control Kits

These kits include everything needed to replace old or worn-out hand controls. Perfect fit with OEM-style switch housings, switches and wiring. The master cylinders accept OEM-style rebuild kits and have clearance for all 1 1/4" handlebars. Available in chrome or black finish for '21-'23 FLTRX and FLTRK models.

Performance Predator 2-Up Seats



These U.S. made performance Predator 2-up seats by Drag Seats feature a 5 3/4" driver support with unique styling and is made narrower up front for better leg clearance. The seating area is contoured for maximum comfort with the rear portion measuring 9" wide. The 3/16" thermoformed ABS seat base gives the perfect fit, while the carpeted bottom and rubber bumpers protect your bike's paint.

They are available in high-quality automotive-grade smooth vinyl or smooth solar-reflective leather - a patented process to reduce the surface temperature by as much as 25° F. They have automotive-grade vinyl on the sides and ship with all necessary mounting hardware. Designed for '08 - '23 FLHT, FLHTC, FLHTCU, FLHR, FLHRC, FLHX, FLTR, FLTRX, FLTRU, FLTRK and FLRT models (except for the '23 FLHXSE and FLTRXSE).

Front Fender Service Cover



This durable black vinyl front fender cover from Drag Specialties has an underside that is lined with a soft material to aid prevention of 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. These covers fit front fenders on most FXD/FXDWG and XL models.

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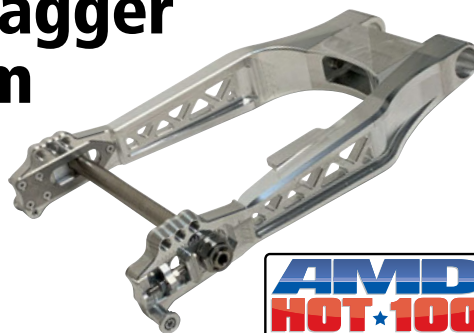
Performance Bagger Billet Swingarm

Georgia based Hawg Halters (HHI) chose Daytona Bike Week 2024 to launch a new product design that had been in development for more than 12 months - an advanced performance Bagger billet swingarm with unique features and what HHI is describing as "very aggressive" pricing.

"Several well-known builders have already showcased this lightweight design on their Daytona builds and the reaction has been very strong," says HHI's Mark Thompson. "Those builders include Hoffman Designs, So Flo Cycles, Unknown Cycles, Deadwood Custom Cycles who all showed at Daytona, plus Mid Glide exhaust specialist SPF Fab." It ships fully assembled, including pre-installed bearings and sleeves, and is a complete time- and cost-saving ready-to-install kit.

The swingarm components are precision-machined from 6061-T6 billet aluminum, chromoly and stainless steel and is said to reduce weight by over 20% compared to a stock swingarm.

"The main swingarm is a three-piece assembly and one of the unique design innovations we have



incorporated with a massive interlocking hi-strength, thermally press-fit keying feature that provides precision alignment and permanent construction." Assembled with 4 hi-strength 1/2" diameter 12 pt polished stainless steel, heavy flange ARP bolts, it has a positive lock-adjustable position axle locator system, provides 2 inches of full axle slot adjustment (2.5 times greater than stock) and a keyed axle locator plate that eases axle installation.

There are exclusively designed and made stainless steel inner swingarm axle protector plates; the design allows maximum axle installation torque, promotes positive axle position and prevents damage to swingarm billet inside faces.

A multi-point shock mount system allows the swingarm to go from stock to +1/2" height - a unique design that, among other benefits, allows installation of most shock absorber brands without spacing. The swingarm is designed to work with shocks ranging in length from 10" to 16".

The "extreme strength, lightweight hollow axle is made from 150 ksi heat-treated medium carbon



steel alloy," says Mark, "which has been precision-machined for close tolerance fit and nickel plated for long lasting durability."

Additional features include a stainless steel 36 mm hex axle nut with stainless steel stock type H-D retaining rings supplied as standard. It is designed to fit 2009 to present H-D Touring bikes. The swingarm is designed to allow for up to 200 mm x 18" tire size.

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Qualifier 2-1 Exhaust for Challengers and Pursuits

S&S Cycle's 2-1 Qualifier exhaust for 2020-2023 Indian Challenger and Pursuit models is its King Of The Baggers race-inspired, street-based exhaust, with all the lessons from the track engineered into deliver great power and sound.

Available in brushed stainless and Guardian Black finishes, these exhausts feature full heat shields (front and rear headers), equal-length head pipes and a stainless steel stepped header construction.

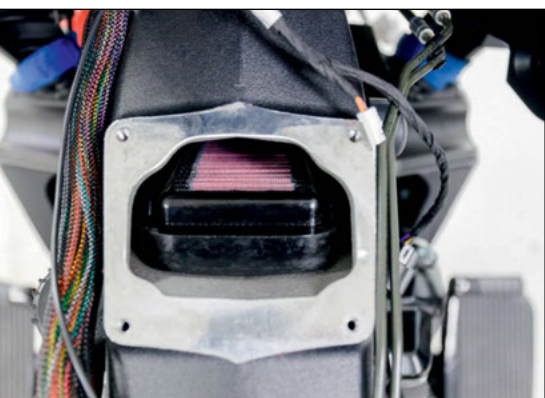
This genuinely race-bred, 50-state legal exhaust also comes with bag supports for the left and right-side saddlebags and S&S race-inspired end caps.



On the basis that "more air equals more power," S&S recommends installing its simple, one-piece construction bolt-on air cleaner assembly with Indian Challenger high flow air filter for the Indian Challenger for exactly that - "more air - lots more air - up to 20% more air flow!"



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AMD PRO GUIDE

Biltwell 'Baja' Gloves

Modern motocross gloves have evolved into little more than a nylon sock for the hands - very little padding, and virtually no real leather for protection where you need it.

These Biltwell 'Baja' gloves buck this trend by combining goatskin reinforcement in friction zones with internal impact protection to create a cool, comfortable glove for aggressive riding on tracks, trails or tarmac.

Additional features include synthetic suede palm and thumb construction for a snug, comfortable fit, stretch polyester construction on ring and pinkie fingers for maximum flexibility, three-ply woven mesh back panels for ventilation and comfort, and conductive stitching in fingers and thumb lets you operate smart screens.



To describe these gloves as "feature-rich" doesn't begin to cover it. There's more - from the Lycra expansion panels in finger joints for added dexterity, rugged single- and double-needle polyester stitching throughout and thermoplastic rubber lightning bolt knuckle protector, to the 5 mm thick hidden internal Neoprene knuckle guard, the goatskin fingertips for extra durability and the molded two-ply Neoprene wrist wrap with adjustable Velcro closure. Available in four colorways - Black Out, chocolate, grey and red.

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Moto-Style M-8 Pro Pegs

Very much 'on-trend', California's Pro-One Performance Products' Moto-style 'Pro Peg' footpegs have been designed specifically to improve the ergonomics of the M-8 rider position.

Precision CNC-machined from high-strength, lightweight T6 heat-treated 6061 billet aluminum, "our new 'Pro Peg' line of footpegs offers a sleek and modern design with comfort and performance. These ergonomically designed pegs come in two different versions.

"One is our spin on the highly sought-after Moto-style footpeg, and the other is our rendition of a BMX mini floorboard. Both feature a thin tapered design for additional ground clearance and include traditional BMX style traction pins for fantastic grip and adjustability."

Made with a 360-degree adjustable female style mounting clevis and locking screws, specifically for 2018 and up M-8 Softails, they measure 2.25" wide X 3.5" long (not including clevis) and are available in gold (titanium nitride), chrome, black and red anodized finishes; pegs have the traditional BMX style traction pins to provide added grip and adjustability and are supplied with M4 8 mm set screws.

Available in the same finishes, the BMX mini floorboard measures 3.75" wide x 3.75" long (not including clevis).



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2024 Schedule



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.

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SX5 Inverted Front End Kit by Kraus

Kraus Motor Co. (St. George, Utah) has designed a new SX5 inverted front end to upgrade Low Rider S/ST Softails with improved tracking, stability and braking - "giving performance riders confidence to push their pace."

"We engineered the SX5 with improved geometry and stiffer components to take full advantage of the new Öhlins FF inverted fork. This kit includes Öhlins inverted front forks, known for their superior handling and ride quality, as well as new SX5 triple trees, Kraus radial brake mounts and Kraus fender mounts.

"This kit is the result of a partnership between Kraus Motor Co. and Öhlins racing technology, ensuring top-of-the-line quality and performance. The kit is also compatible with the Kraus isolated riser system, allowing for a customizable riding position."



The kit is said to deliver "improved handling and ride quality for a better overall riding experience, increased braking power for added safety, customizable look and riding position."

"The SX5 ensures long-lasting durability with high-quality components that are 100% engineered and manufactured in USA."

Options include choice of machine or black anodized finishes. The Öhlins FF inverted forks come with adjustable springs and valving and Kraus 108 mm radial brake mounts for increased braking power ready for upgraded calipers.

Machined from solid 6061 billet aluminum, the broader triple tree cross-section gives increased axial strength and proprietary geometry creates improved performance and handling, and compatibility with the Kraus isolated riser system means a customizable riding position.

They are available for 2018+ Softail Low Rider S and the 2022+ Softail Low Rider ST - for 108 mm radial brake fitment only. Kraus Motor Co. designs and engineers its products to be compatible with OEM fitments.

To complete the conversion, Kraus recommends using its SF DiGi Pro Kit with Kraus 10" kickback isolated risers for a more upright riding position and its APEX Edge footpegs for increased stability and control.

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4.5" BAM Sticks for Trikes

New from Lincoln, Nebraska based TAB Performance, these powerful 4.5" BAM Sticks for trikes are the newest addition to its line of high-performance exhaust systems.

Tailored specifically for trikes, they are designed with precision engineering and crafted to deliver exceptional performance. "Our 4.5" BAM Sticks for trikes are engineered to elevate both the sound and capabilities of your vehicle," says co-owner Justin Pflanz.

"At TAB Performance, we understand the importance of individuality and personalization. With the choice between straight-cut or slash-cut tips, and the option to embrace the unmistakable roar of our iconic Zombie baffle, riders now have the freedom to customize their trike's exhaust system to reflect their unique style and preference."



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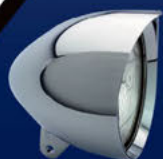
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H-D Touring Front Fork Cartridges; SP5 Plus Updated Suspension Bleed Pump

In the past two years, Italian distributor and suspension specialist Andreani Group has had quite a landmark period in the continuing development of its Pesaro, Italy based multinational business.

In addition to adding European distribution in select markets for some of the brands it represents in Italy, and further developing its own brand product lines, Andreani Group has successfully established its own office and warehouse at Hendersonville, North Carolina.

That is always a big undertaking for European businesses, but in 2022 former motocross racer Giuseppe Andreani decided that the time was right

of course, a core competency for it globally - its huge range of specialist suspension tools and workshop equipment.

Available to dealers and suspension technicians worldwide, the latest updates to its popular SP5 bleed pump - the SP5 PLUS - is a significant evolution of its established design and described by Luciano as "the most advanced machine in the Andreani range for bleeding shock absorbers and cartridges.

"Thanks to its new features and characteristics, it offers a more efficient, versatile and user-friendly working experience. Among its main advantages are a new Multiple Bleed mode, which allows connecting two shock absorbers or cartridges together, a new intuitive and user-friendly graphical interface, suitable even for less experienced users, increased oil loading capacity to 7 liters (2 x 3.5 l), and automatic altitude adjustment implementation, so the SP5 PLUS can be operated reliably and precisely in any conditions."

Also first seen at the 80th edition 2023 'EICMA/Milan' expo, Andreani has a new plug & play front fork cartridge for all Harley Touring models from 2014 to 2023 with traditional forks.

It is a kit that allows much easier installation, without the need for any internal fork modifications, making it a fully reversible install.

The cartridge is available without adjustments (for



models with fairing) or with adjustable cap (for Clubstyle modification models). "The kit provides greater stability to the motorcycle," says Luciano. "Especially during braking, entry and cornering - availability of springs that allows dealers to customize the response and behavior of the customer's cartridge to suit their load and riding preferences."

Andreani

ANDREANI GROUP INTERNATIONAL

Pesaro (PU), ITALY

Tel: +39 0721 20921

info@andreanigroup.com

www.andreanigroup.com



and appointed his former European Export Sales Manager Luciano Ubaldini as his North American president.

Initially, the primary focus has been on its own brand 'Misano' street and 'Rally' off-road suspension cartridges, select third party brand distribution opportunities for some of the Italian manufacturers it represents in its domestic market, worldwide distribution of that Italian made TNK forks line and,



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"Big Power, Bold Colors" - the 2024 'FatBook' Cover Bike

DRAG
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Our thanks to Drag Magazine and Edge Advertising for these pictures and story.

The annual Drag Specialties 'FatBook' catalog cover bike is always an interesting insight into the way the wind is blowing in P&A demand terms, and this year's Softail by Gary Chipp and the team at Fat Baggers Inc. (FBI - Chariton, Iowa) is no exception.

Based on a 2018 FLXR Softail Low Rider with a Trask turbo kit, it shows that big power and bold colors never 'get old' - "a showcase of just how far you can push the performance envelope with a stock motorcycle, using parts from the Drag Specialties catalog."

"It was a challenging build," said Chipp. "We typically do bagger bikes - complete custom builds from the frame up. So, to take a stock bike and be given a parts list to create with, was

something new for us. But it is such a neat honor to be asked to build a Drag Specialties cover bike, we just couldn't say no."

The standout part of the bike is the turbo kit from Trask. "I think we got the very first production kit off the line," Chipp said, "and I have to give a huge credit to Trask. The turbo kit went on flawlessly."

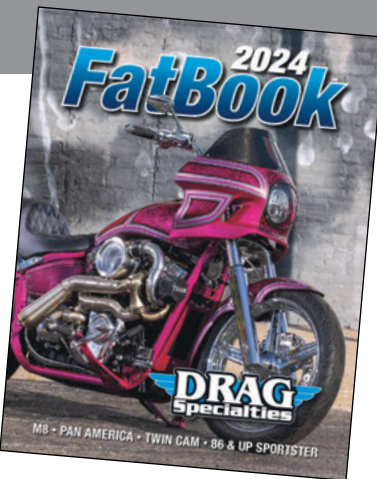
"We did not have to make a single tech call or modify anything when we installed it. It just plugged right in and worked."

Chipp said that other parts of the build took a bit more work. "There aren't a lot of parts out there for this model of bike," he said. "For example, we wound up having to customize the stock rear fender. We smoothed it, trimmed it and fitted the license plate holder."

"Same with the front fender - it is a Paul Yaffe front fender for an FL Touring bike. We modified it to make it work and had to make custom spacers for mounting it."

The handlebars were another area that needed work. "We didn't have a set of bars for this bike," Chipp commented. "So, we decided to develop some Fat Baggers EZ Install bars that will work with this type of bike. They are likely going to be a production item in the near future." They are a lower, reduced-reach type of handlebar. "Reduced reach handlebars - that is a number one request we get at events we attend, especially from women riders," Chipp said. "There are a LOT of women riders out there, and a popular request is for reduced reach style bars. So, the process of making handlebars for this bike kind of pivoted off to that design. It worked out kind of neat."

Talking about the paint choice, Chipp says: "I was working with a stock bike and a parts list, so my chance to really customize was a bit limited. So, I told the Drag Specialties team 'It's going to



be pink!' There is no reason a cool, fast bike can't also be a 'girl's bike,' so to speak. As I said, there are lots of female riders, and they like to go fast too! So, Jason Harter here at FBI designed a really cool look and chose colors that really make it stand out."

And it is definitely a fast bike, Chipp said. "It is a runner, a real hot rod. The turbo kit was part of the original build idea. The thought was to make a Pro Stock-style motorcycle. But during the build process we kind of changed it up, went with a different look. And it turned out great."

Fat Baggers has been a dealership for



approximately 50 years, Chipp said. "And we always have the Drag Specialties FatBook on the counter. We use it all the time. We always enjoy seeing the cool cover bikes. Now, to see a bike we designed as the cover bike, knowing it is on dealer counters worldwide, that is a pretty big honor."

www.fatbaggers.com
www.dragspecialties.com

Arlen Ness	Mirror - mini/Stocker - side view - hexagon - chrome - left and right; 6-piston caliper - front left and right - chrome - 11.8"; rear bracket caliper - Softail
Cometic	Complete engine/primary gasket set
Custom Cycle Engineering	Hard chrome fork tubes - 49 mm - 23.75"
Custom Dynamics	ProBEAM LED headlamp 5.75" - chrome; micro turn signals - dual - amber/white - chrome; smart triple play signal conversion module
Dakota Digital	Speedometer - oval - chrome - '14+; MBM module - add-on boost module with sender; chrome 35° 1" handlebar clamp mount - for straight risers
Drag Specialties Seats	Predator seat - Double Diamond w/ black stitching - vinyl - FLSB/FLXR '18-'23
Fat Baggers Inc.	Housing upgrade - clutch cable; handlebar - rounded top - 8" - chrome
Kodlin USA	Gas tank - stretched - M-8 Softails; 3-1 mini fender strut indicator lights - chrome
Kuryakyn	Fender strut cover plate - chrome
Legend Suspensions	REVO-A mono shock - 13" - standard - M-8 Softail models; AXEO M-8, front suspension - 49 mm
Magnum Shielding	Switch block - AN3 - chrome
Paul Yaffe Bagger Nation	Café front fender - 19" - chrome adaptors
Performance Machine	Lower fork leg - chrome - single disc - 49 mm; grips - overdrive - TBW; overdrive footpeg - M-8; overdrive shift peg, brake rotor - 11.8" - formula
Rough Crafts	Rocker box covers - chrome - grooved
Saddlemen	S-RT mini fairing - Low Rider
Thundermax	ECU with Auto Tune - '18 Softail
Trask	Tornado turbo performance kit - polished with brushed stainless steel exhaust



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May 9-12
Biker Fest International (38th) - Italy
bikerfest.it



May 9-12
Rheinessen Rumble
Germany
www.rheinessenrumble.de



June 1
Custom Bike Show
Sweden
custombikeshow.se



June 13-16
Budweis Custom Show,
Indian Riders Fest
Czech Republic
budweiscustom.show



June 21
Biltwell People's Champ
USA
peopleschampshow.com



Sept 12-15
Italian Bike Week
Italy
italianbikeweek.net



Nov 1-3
Bigtwin Bikeshow & Expo
Netherlands
bigtwin.nl

www.amdchampionship.com

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NEWS BRIEFS

RideApart reports that Harley has started to divest itself of its EV investments with the sale of its 2020 launched Serial 1 Cycle Company, LLC, E-Bike company to Florida-based lightweight electric vehicle specialist LEV Manufacturing (formerly known as Life Electric Vehicles, Inc.) and mobility-focused investor Lane VC. Ironically, the acquisition will see Serial 1's production moved back to the U.S. from Taiwan. Harley had offshored the bulk of Serial 1 production as it grappled with domestic U.S. labor and H-D overhead costs in a market segment that simply is not performing anything like as well as expected, as evidenced by KTM Group owner Stefan Pierer's decision to dump several hundred euro of investment and operational costs in order to exit that "space" as quickly as he could in the second half of 2023.

Saturday June 1st in 2024 is a big day for Twin Club MC, and for the worldwide custom bike show movement as they mark the 50th holding of its internationally respected 'Custom Bike Show' at Norrtelje on the coast of Sweden around an hour northeast of the capital Stockholm. Classes include H-D Choppers, all other Choppers, Customs, Racers, Classics, Modified Stock and Best Paintjob and People's Choice awards; www.custombikeshow.se

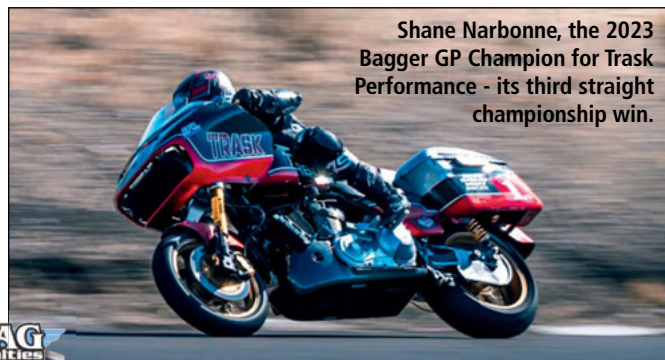
The Harley-Davidson 'Dealer of the Year' in Germany and Austria for 2023 was Harley-Davidson Staalfabrik Rostock in Germany and Motodrom Harley-Davidson Carinthia in Austria. Harley-Factory Frankfurt and House Of Thunder/ Harley-Davidson Lübeck were runners up in Germany. H-D has 65 dealers in Germany these days, and seven in Austria.

Drag Specialties BRL - Barnett, Andrews and DP Brakes Confirm 2024 Class Sponsorships

With Drag Specialties having been confirmed as the series title sponsor - extending its partnership for a fourth straight year - the Bagger Racing League (BRL) has also released news about some of the class sponsorships for 2024.

California based Barnett Clutches & Cables is the title sponsor for the new in 2024 Barnett Super Street class. Mount Prospect, Illinois based Andrews Products has returned, taking up the sponsorship of the Andrews Bagger GP class sponsor, and sintered brake pad specialist DP Brakes is also back, this year as the sponsor of the new DP Brakes Liquid Cooled Twins class.

Chance Darling, Senior Operations Manager at Barnett, said: "We jumped on the opportunity to sponsor the Super Street class as this was the original concept behind the Bagger Racing idea - get



2024 CLASSES

3 Bagger Classes

Andrews Bagger GP - the Premier Bagger Racing class

Pro-Street Bagger - the intermediate level Bagger Racing Class

Barnett Clutches Super Street - the new Entry Level Bagger Racing Class

Plus...

Air Cooled Twins - H-D and Indian Big Twins, without Bags etc

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

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

your FatBook and build a bike!

"This class allows racers, and prospective racers, to go and have some fun without having to spend a fortune. This class is important

2024 Schedule

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.

All Rounds are Double-Headers

to Barnett, and we want to help foster the revolution!"

BRL founder Rob Buydos added: "We're thrilled to welcome Barnett as a sponsor for 2024, bringing its legacy of quality and innovation to our journey ahead. The partnership between BRL and Barnett signifies a shared commitment to excellence and pushing the boundaries of what's possible in the world of bagger racing. "As the 2024 Bagger Racing League season unfolds, riders in the Barnett Clutches Super Street class will be able to rely on Barnett for top-notch performance upgrades and support."

baggerracingleague.com
www.barnettclutches.com
www.andrewsproducts.com
www.dragspecialties.com
www.dp-brakes.com

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