

# INTERNATIONAL DEALER NEWS

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**JULY 2012**  
**ISSUE #103**

## Japanese motorcycle exports see six months of growth, but total European PTW sales continue to decline

By Robin Bradley - [robin@dealer-world.com](mailto:robin@dealer-world.com)

**T**OTAL Japanese motorcycle manufacturer exports to Europe grew again in April, up by 14 percent, marking the sixth consecutive month that shipments have increased.

The downward trend in Japanese motorcycle exports first started to turn around in November 2011, and for the first four months of 2012 are 15 percent up at 82,165 units.

Over 250 cc exports have also been up for six consecutive months, and are up 16 percent for the first four months of 2012.

However, overall PTW sales in Europe continue to decline, with the latest figures released by ACEM (the Brussels based European Motorcycle Constructors Association) pointing to a 12.5 percent drop in April compared to April 2011.

So far PTW registrations in Europe overall have fallen for each month this year, with April's decline seeing 163,794

registrations, down from 202,583 in April 2011.

For the first four months of the year total PTW registrations in Europe are down 12.48 percent at 450,764 new registrations, from 515,074 for the first four months of 2011.

### Europe down 12.48 percent for first four months

There is no question that the pressure on the European motorcycle market continues to be intense. The industry is at war on many fronts, the two most serious being the continuing economic worries throughout the continent, the other is the increasingly tense relationship between the industry and the EU, as Europe's trade associations

find themselves having to work ever harder to defend the market from regulatory impacts.

Always regarded as the 'bellwether' of European market fortunes, the German trade association (IVM) says that total PTW registrations in Germany in May were down 2.16 percent, having been down 0.58 percent in April.

That follows 13 months of growth from January 2011 to January 2012 inclusive, and a best March since 2009 at 4.78 percent growth.

The good news in Germany in May is that motorcycle sales, excluding small cc machines, were very nearly static over May 2011 at only 0.24 percent down; similarly they were actually fractionally up in April, by 0.17 percent.

Overall, for the first five months of this year, total PTW registrations in Germany were level with those achieved in 2011 (actually 0.2 percent up!), with

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This month award-winning motorcycle industry specialist Alan Cathcart takes us on another world tour of market news - from KTM to BMW Motorrad, from Husqvarna to MV Agusta



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International Dealer News publisher Sonja Wallace visited noted motorcycle helmet specialist Airoh in the latest of her series of Italian motorcycle industry Road-Trip reports



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# Regulators must give the motorcycle industry the opportunity to make its contribution to transport policy

**W**ITH so much uncertainty still surrounding the motorcycle industry's fortunes, to say nothing of the wider economic concerns in Europe, now may appear to be a brave time to be developing a new international motorcycle industry expo project.

However, such times are exactly when the industry needs to be reviewing how it has done business in the past, and exactly the time when all businesses in an industry such as ours (one dependent on discretionary spending) need to be reviewing how they intend to do business in the future.

Motorcycling has always been an 'umbrella' term, a broad concept, with very different styles of riding and consumer needs and expectations loosely held together by the common denominator of two (sometimes three) wheels.

It has always been this way, but the changes we are seeing in the expectations that riders have of the ownership and riding experience appear to be fuelling the differences between those styles, not bringing them together.

There is no question that the market is becoming increasingly polarised as demographics and economics evolve, and no question that sales decline, choice and trends are driving micro-targeting as consumers expect an ever more personalised product.

The success of BMW, Ducati, Triumph and Harley-Davidson throughout the downturn has evidenced the growth in demand for 'motorcycles of character, the emergence of a 'premium market' that is very different to the simple equations of the past.

Whereas horsepower and track success drove the market since the emergence of superbikes in the 1970's, now we have an industry that is being increasingly driven by individuality rather than cookie-cutter, by personal riding preferences informing the OE offer, rather than consumer preferences being driven by factory output capabilities.

Riders were once thrilled by the novelty of oil-tight, electric start reliability and performance, but what once inspired 'boomers' to take a fresh look at life on two wheels is now consigned to the motorcycling values of the past.

The story of motorcycling in the first half of the 21st Century is being written right in front of our eyes.

Rather wanting to be defined by someone else's definition of cool, bragging rights are now defined by the individual rather than the tribe.

**R**egardless of what pushes the buttons of established and experienced long-term riders, platform diversity and flexibility is 'the new black' – handling, convenience and environmental impact are the inspirations that will drive new riders to dealer showrooms, with safety, comfort and environmental impact the post-boomers' hot buttons that will keep them coming back.

Hardened high-mileage riders will remain the financial back-bone of the parts and accessory industry (in particular), but they too are now looking for their riding experience to grow and evolve with them as the riding landscape of Europe's urban, suburban and rural roads morph into battlegrounds.

Meanwhile new consumers, who have seen nothing but the challenges of survival in their riding lifetime, are eyeing a much less motorcycle-friendly environment in which to gain their experience than was the case when most current and historically successful platforms were designed.

If the speed cameras don't get you, then the poor condition of Europe's road surfaces might; if the lack of motorcycle awareness built into

automotive driver education isn't enough of a challenge, then congestion certainly is; if the pressures on discretionary income aren't already making the motorcycle industry work harder for less, then ill considered and poorly researched regulations certainly will.

Among those regulations, licensing, training and access are probably the biggest issues. The apparent assumption is that two-wheeled road users are an environmentally damaging risk to others, and a challenge to the lust that regulators and bureaucrats have for conformity and uniformity.

Having successfully driven automotive design into the death-grip of the jelly mould, the individuality and personality of two-wheel design and two-wheel road users militates against regulatory instinct.

There is no question that regulations can drive quality and value in the right direction, but

there must be balance.

At the end of March ACEM, the Brussels based European Motorcycle Manufacturers Trade Association, were driven to call for "realism" from EU legislators in the face of the most recent technical regulation proposals.

Speaking at ACEM's Vienna conference, Hendrik von Kuenheim, ACEM President and the then Managing Director of BMW-Motorrad, said that "a re-evaluation of certain aspects of the type-approval regulation is necessary. In our view ...legislators [need] to perform a reality-check considering that the size and capabilities of this specific industry may not be up to their proposed goals".

**H**istorically Europe's OE's have performed heroically in the face of prior regulations. Indeed three years ago they even voluntarily agreed to set an earlier than expected date for compliance with the next stage of engine emission requirements in order to act voluntarily before compulsion set an inappropriate framework, and demonstrate that the industry is willing to move with the times.

It is in nobody's interests for motorcycles to be widely regarded as anti-social, to be dangerous to other road users (including pedestrians) or to be unsafe for consumers.

However, it is in everybody's interests for motorcycles to be allowed down from the 'naughty step' and embraced for the enormous potential they have as part of an integrated, economically attractive, low-impact resource and road friendly transport policy that exploits the excitement that consumers clearly have for motorcycles that allow self-expression in a way no other transport solution does.

There is a latent hot-button in the new two-wheeled market that we are seeing emerge that not only consigns some of the bad riding practices to the past, but offers the whole of society a contribution to dealing with traffic issues and road use costs.

The trends that we are seeing emerge in the market need sunlight – they need to be encouraged, they are worth encouraging on so many levels.

**'platform diversity and flexibility'**

**'OEs have performed heroically'**

**Robin Bradley**  
Publisher

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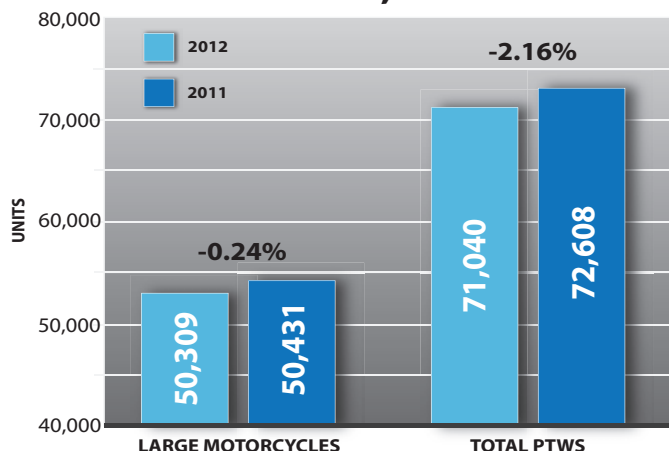
motorcycle sales (excluding small cc machines) running modestly up for the year-to-date at 1.1 percent above 2011.

ACEM has been saying for some time that its most realistic projection for 2012 was that there'd be a good spring season, one that was at least no worse than 2011, generally speaking,

across Europe as a whole, but that in all likelihood the best that could be hoped for in 2012 on a full year basis was that we'd see a slowing down in the rate of sales decline.

So far, national market variations and certain specific sectors excepted, that does indeed appear to be what we are seeing.

## GERMANY, MAY 2012



## Moto-Master

THE Dutch off-road brake specialist has ended months of industry uncertainty and supply problems by being taken over by its two largest suppliers.

Nolde BV and Reny Laser Techniek have formed a new company, Moto-Master Europe BV, to take the company's product line forward. Co-owner Ed Nolde says that "Moto-Master will benefit from a powerful new synergy, with short lines of communication and faster

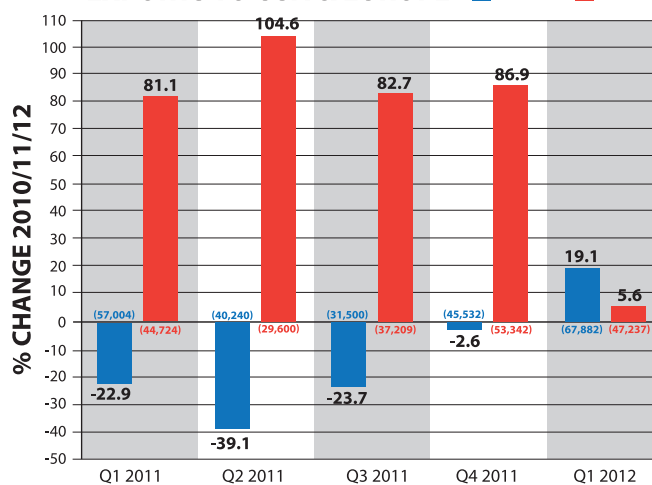
production lead times to further strengthen Moto-Master's position in the international market place".

He went on to say that the Moto-Master product line will continue to be made and distributed from the Netherlands and that the new company will seek to expand its distribution and product line.



[www.moto-master.com](http://www.moto-master.com)

## QUARTERLY JAPANESE MANUFACTURER EXPORTS TO USA & EUROPE



## Motorex appoints new Power Sports product manager

LEADING Swiss motorcycle oil manufacturer Motorex (Bucher AG) has hired Rolf Wassmer as the new manager for its wide range of motorcycle oil products.

Wassmer, 42, is a long-time motorcycle industry professional. Having started his working life in the dealership environment, he joins Motorex from the Marketing and PR department at Suzuki International Europe GmbH.

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# INTERMOT 'Business Passage' follows trend for increased trade-friendly thinking at Europe's shows

INTERMOT has released more details about its new initiatives for dealers and trade visitors – international visitors as well as German motorcycle industry professionals.

The show is being staged at the Cologne Exhibition Centre from 3rd to 7th October this year and has always featured a dealer lounge.

However, this has now been relocated into the 'transition passage' area between halls 4 and 5, just off the main central boulevard, right at the heart of the show.

The 'Business Passage' will offer the trade and industry "an exclusive atmosphere for their business discussions", one where exhibitors can "present themselves specifically to the international trade and conduct their business activities in an ideal environment".

The 'Business Passage' offers a limited number of "exclusive" stand packages that include stand construction, media package and an allocation of vouchers for inviting important customers. There are also special business rooms available for conferences and presentations, along with conference equipment for up to 140 participants.

The 'Smart' Dealers Lounge located there provides a trade-only meeting point, with access to all modern communication media and hospitality services, including food and drink.

The 'Business Passage' is being supported and promoted by a collaboration of the leading dealer magazines in Europe, including British Dealer News, Bike and Business and World of Bike in

Germany, Moto Dealer News in Italy, Moto Taller in Spain and, of course, International Dealer News – indeed it is expected that IDN's 'International Night' post show industry Meet & Greet will be staged there at 6:00 pm on Wednesday October 3rd.

The upgraded trade facilities and opportunities represented by the 'Business Passage' at INTERMOT is the latest in a steady growth in trade-friendly initiatives, trade days and trade only shows that has been a characteristic of the expo scene in Europe in the past decade as show organisers respond to the buying power that dealers bring to their events and the importance of supporting the industry's 'channels' at a time of growing pressure on the distributive chain in the motorcycle industry.



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# Parts Europe opens warehouse to dealers for first time as 2013 Thor range makes European debut

OPENED in 2009, the Parts Europe warehouse, at Konz/Trier near Germany's Luxembourg border, is widely regarded as being the most up-to-date, state-of-the-art distribution facility in the European parts and accessory industry.

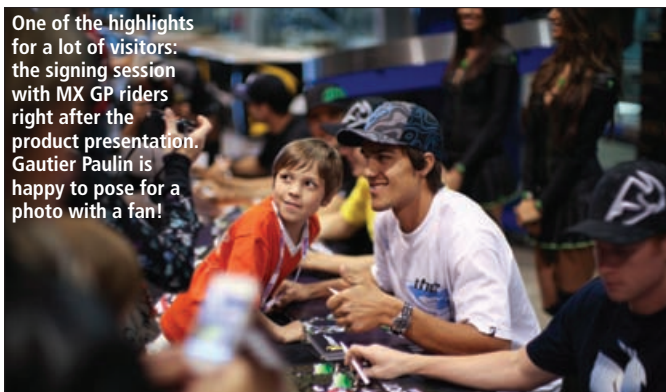
As the European distribution centre for Parts Unlimited, the US distributor for motorcycle parts, accessories and apparel, their impact

on the European market is expected to be as huge, in the long-term, as the first 16,500 sq m first phase of construction promises to be.

Inventory build-up and recruitment has been a huge undertaking, but after years of preparation the company now employs some 88 people at the warehouse, plus national market sales managers elsewhere in Europe.

The warehouse was opened up for

One of the highlights for a lot of visitors: the signing session with MX GP riders right after the product presentation. Gautier Paulin is happy to pose for a photo with a fan!



Besides the new Thor S13 products, this definitely was one of the evening's highlights: although injured, World Champion Ryan Villopoto took the opportunity to visit the Thor dealers at Parts Europe

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a MX dealer Thor S13 line preview for the first time on Friday June 15th, just before the MX GP in Bastogne, Belgium.

Following a promotional model that is familiar to the powersports industry in the United States, where warehouse open days and dealer showcase events are an important part of parent company Le Mans' annual marketing cycle, the occasion this time was the launch of the 2013 Thor Motocross apparel and accessory range.

The event saw more than 170 dealers attend, from 12 different countries in Europe.

The weekend was headed-up by special guest World Champion Ryan Villopoto, heading up an impressive list of Thor Motocross sponsored riders, and with simultaneous dealer hospitality at the nearby MX GP at Bastogne, Belgium, on the same weekend, this was the first of what is likely to be a growing programme of dealer events that are sure to become firmly established as regular fixtures in the industry calendar in Europe.

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# THE CATHCART REPORT



Words by Alan Cathcart - [cathcart@dealer-world.com](mailto:cathcart@dealer-world.com)

## KTM growth

**T**HANKS to the seemingly never-ending crisis in the Euro monetary zone, sales in the overall European powered two-wheeler market declined by 8.6% in the first quarter of 2012 compared to a year ago, with the most significant decreases occurring in the key markets of Spain (down 30.2%), Italy (minus 24.4%) and France (minus 4.3%).

By way of contrast, though, the contraction in the overall US motorcycle market over the past four years seems to have been arrested at last, with a 5.2% increase in bike sales registered there during the same period compared to 2011.

Despite this restrictive market environment, Europe's second largest manufacturer, Austria's KTM, managed to increase sales by a massive 29.9% during the first three



KTM chairman  
Stefan Pierer

months of this year compared to last, shifting 19,408 motorcycles en route to posting a 13.5% increase in overall turnover against 2011, to Euro 135.7 million.

As a result, KTM's European market share rose significantly by 16.1% to record a 6.5% slice of overall sales, while its US market share jumped by a whopping 23.1%, to 3.2% overall.

"Crucial for these enormous increases were the successful launches in the street segment of the new Duke 690, and in the offroad segment of our Freeride 350, as well as the continuing strong demand for the Duke 125 street model developed in cooperation with Bajaj Auto," explains KTM chairman Stefan Pierer, who also reports that a Euro 85 million bond was issued successfully in April.

Together with a planned increase in



KTM 350 Freeride

capital of Euro 8.4 million, this means that KTM has now secured stable long-term financing for the next five years, says Pierer, who forecasts that in spite of an ongoing decline in the European market, KTM expects further increases in sales and turnover for 2012.

That will be thanks to a continued improvement in US sales, and KTM's current expansion into Asian markets via the strong-selling Duke 200 launched earlier this year on the back of the sale of more than 12,000 examples of the Duke 125 since it hit the marketplace one year ago.

7,900 units of the Duke 200 are set to be manufactured in India this year by KTM's partner Bajaj Auto, which continues to hold 45.60% of the equity in KTM Power Sports, the controlling entity of the Austrian company.



KTM 200 Duke



The new Duke 690



KTM 125 Duke

## Stephan Schaller takes over at BMW Motorrad

**I**T has been all change at the top of Europe's largest motorcycle manufacturer, with BMW Motorrad's Director General, Hendrik von Kuenheim, 52, moving to head up its car sales business in the firm's Asia, Oceania and South Africa

region, effective June 1st. His successor as head of the German company's motorcycle division is Stephan Schaller, 54, a mechanical engineer who rejoined the BMW Group after previously working for it from 1981 to 1999, firstly as a trainee

in what was then the Technology Division, before going on to hold various management posts, including heading up production at BMW's Rosslyn automotive plant in South Africa. Schaller then crossed to the

rival VAG/ Volkswagen Audi Group, serving as a member of the Management Board of Volkswagen since 2004, and as the CEO of Volkswagen Commercial Vehicles since January 2007. He was most recently Vice

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<<< Chairman of the Board of Management of Schott AG in Mainz, an advanced optics and specialist glass manufacturer, and is presumably (though not confirmed as such in BMW's official announcement) as active and enthusiastic a motorcycle rider as both von Kuenheim and his predecessor Dr. Herbert Diess.

While von Kuenheim's four-and-a-half year tenure at the head of BMW Motorrad may be considered a normal spell in the cycle of corporate upper management, what amounts to a decision to put him in charge of increasing BMW's automotive market share in China, India, Indonesia, Australasia and South Africa is viewed by some observers to be a poor reward for transforming the fortunes of the company's two-wheeled subsidiary.

He had taken over control of BMW Motorrad in January 2008, and was given a hard act to follow after Diess was promoted to BMW AG's main board of directors on the back of his successful four-year leadership of the company's motorcycle division. During that time its annual sales broke through the 100,000 barrier for the first time, as BMW Motorrad introduced 17 new models, including the new four-cylinder K-series and parallel-twin F800 ranges. BMW also acquired the iconic Husqvarna off-road brand during this time, while also completing development of the first competition BMW off-road single, the G450X hard enduro model.

Later that year the current global economic slump began, and BMW Motorrad production dropped from 101,685 motorcycles in 2008 to 87,306 the following year, with a

corresponding 15% drop in revenues. Yet thanks to the introduction of successful new models such as the S1000RR four-cylinder Superbike, the K1600GT/GTL six-cylinder tourers and the C600/650 twin-cylinder maxi-scooter duo under von Kuenheim's management tenure (not forgetting the transformation of the Husqvarna brand, with the debut of the acclaimed Nuda 900 parallel-twin), the first quarter of 2012 has seen BMW Motorrad's best ever start to a year, with 24,373 bikes.

This sales figure represents an increase of 5.5% over last year, with a corresponding 23.3% increase in profit before tax to Euro 37 million. 2011 was already a record year with annual sales of 104,286 motorcycles, more than in any other year since the German manufacturer began two-wheeled production almost 90 years ago in 1923. BMW is now the No.1 best selling brand in 12 different countries, including Italy, where it not only outsold the four Japanese brands, but also delivered over 50% more motorcycles in 2011 than its closest Italian competitor, Ducati. In its German home market it is not only No.1, with a 25% market share, but also sold more bikes last year than all its European competitors combined.

A total of 34,364 BMW motorcycles were manufactured in BMW's Spandau factory in Berlin during the first quarter of 2012 - a 5.8% increase over the same period in 2011 - by a growing workforce now totalling 2,957 employees (up 3.5% over last year). Von Kuenheim being sent off to sell more cars in Asia after engineering this spectacular

Stephan Schaller the new BMW Motorrad boss



recovery is conceivably the end result of a little-noticed strategic realignment of BMW AG's Board of Management structure, announced on March 8. This reorganisation of responsibilities within BMW's upper echelon saw former HR boss Harald Krüger assuming overall control of a newly-formed division grouping the firm's MINI, Rolls-Royce and BMW Motorrad (including Husqvarna) subsidiaries under one roof.

One of his first key managerial acts will have been to supervise von Kuenheim's replacement as head of the company's motorcycle division, while – somewhat ironically – as part of the same juggling of roles, HvK's predecessor Herbert Diess

has now assumed overall responsibility within the Board of Management for BMW's entire R&D Division, naturally including the company's new two-wheeled products.

BMW may count itself fortunate to have had as dynamic and far-sighted an executive as Hendrik von Kuenheim in charge of its motorcycle division back in 2008, at a time of such global uncertainty. The success of his response to a potentially catastrophic situation may be measured in the balance sheet he leaves behind him, and the range of models which reached fruition under his leadership. It is also appropriate that, as he departs the two-wheeled industry, von Kuenheim should have been finally rewarded for his commitment to funding BMW's Superbike race team by being able, at last, to celebrate victory for the S1000RR in a World Superbike race before he left, with Marco Melandri and Leon Haslam scoring a 1-2 win at Donington Park on May 13 – before taking each other out in the second race that day while on the verge of achieving a double victory! •

## More new street bikes to come from Husqvarna

HUSQVARNA was essentially saved from the scrapheap of motorcycling history by BMW Motorrad's then boss Hendrik von Kuenheim. It was the key strategic decision to reposition Husqvarna as a more youthful streetbike brand, albeit with a substantial but still secondary offroad range, compared to the pure offroad brand which it was purchased by BMW

in July 2007 from MV Agusta for a reported Euro 93 million.

It produced 12,000 dirtbikes in 2007 and under BMW ownership, this was increased to 13,500 machines in 2008, in spite of the fact that this year saw the start of the global economic downturn. Husqvarna sales fell to 13,100 bikes in 2009, then still further in 2010 as it lost out to KTM in carving

out a slice of the recovering dirtbike market. Husqvarna delivered just 9,286 motorcycles in 2011 – a massive 23% drop over the previous year's 12,066 sales.

But that steep decline in volume has been completely arrested by Husqvarna's entry into the streetbike sector by launching the acclaimed Nuda 900, powered by a heavily

modified version of the BMW F800 parallel-twin manufactured in Austria by Rotax - who have reportedly struggled to keep up with engine supplies in the face of such strong demand for the new model.

This has transformed Husqvarna's commercial position, with sales increasing by exactly 40.0% during the first four months of 2012 with a total of 3,560 motorcycles delivered worldwide, compared to 2,543 in the same period of 2011.

This ramped up to a massive 52.2% hike during the month of April, when Husqvarna delivered 918 motorcycles >>>



<<< to its dealer network, against 603 bikes the previous year. A total of 3,361 Husqvarna motorcycles were manufactured in the firm's Italian plant in Cassinetta di Biandronno during the first four months of this year, a 7.8% increase over 2011.

Husqvarna CEO Klaus Allisat has already confirmed that more new models will follow using the same 900cc parallel-twin engine platform, and insider sources at the Varese factory reveal the green light has now been given for the retro-styled MOAB 650cc single-cylinder street scrambler (launched as a concept bike at last November's EICMA) to enter production over the next 18 months.

But this will be joined before that by the sporty-looking Strada entry-level commuter bike powered by a slightly revamped version of BMW's G650GS four-valve single motor, unveiled as a concept bike at the Paris Show at the start of December - it is confirmed by factory insiders as due to enter



production this summer.

It will be interesting to observe whether new BMW Motorrad boss Stephan Schaller follows the same strategy as his predecessor in taking Husqvarna forward, and especially if he will indeed follow von Kuenheim's plan to employ this brand as the vehicle for BMW's expansion into the

fast-developing Indian and Asian markets - with a specially developed range of models produced in conjunction with a local manufacturer; the same strategy underlying the Bajaj Auto-KTM link.

Rather than risk devaluing the BMW badge on what will inevitably be relatively inexpensive, small-capacity



# Husqvarna

models, von Kuenheim had planned to use the Husqvarna brand name on such products to spearhead this assault.

With its sales presently restricted to the USA, Europe and Australia, Husqvarna has no presence as yet in the Asian market, so this would form part of BMW's ongoing task of repositioning its Italian subsidiary as a more youthful global brand, as it seeks to triple Husqvarna production to 40,000 bikes annually, with the accent on road bikes as a counter to the renewed downturn in the Italian firm's traditional offroad markets. •

## Castiglioni sets 12,000 production ceiling for MV Agusta

TO the disappointment of many, MV Agusta has delayed the production start-up of its F3 675 Brutale naked streetfighter triple until the end of June at the earliest. The reason cited is a desire to fine-tune the engine mapping to ensure there's no need to retro-fit the bikes of early customers with a less aggressive map (more suitable to road rather than track use), as has been the case with the F3 sportbike.

This began production on February 5, and the company's Varese factory has been working flat out ever since then to keep up with demand - which may provide another explanation for the delay in La

Brutalina rolling off the assembly lines, with deliveries initially promised for March now stretching into July. With the F3 selling for Euro 11,990 and the 675 Brutale for Euro 8,990, and since the bikes have identical platforms, it makes good commercial sense to maximise revenues by concentrating on building the higher-priced model for as long as demand is there - and that it surely is, with the F3 back-ordered around the world. The success of the new bikes has allowed MV President Giovanni Castiglioni, 30, only son of the late Claudio Castiglioni (whose love affair with MV Agusta was such that he acquired, sold and repurchased the historic Italian brand no less than three times

during the space of twenty years), to adhere to his game plan in developing Italy's No.1 trophy brand, after he took over responsibility for running MV Agusta in the months leading up to his father's death in August last year.

Giovanni is a graduate of the London Business School and joined MV Agusta in 2002 as Director of Communication after working in the USA for a year with the company's then-importer for North America, Erالدو Ferracci. Since last year he has worked astutely together with his Vice President, Massimo Bordi, in restoring MV Agusta to what many see as its proper place as the Ferrari of motorcycles, and he has a clear idea of where the company is headed.



MV Agusta President  
Giovanni Castiglioni

Castiglioni's business plan for MV calls for 4,000 four-cylinder bikes to be manufactured annually in 2012, and beyond. "MV Agusta is an exclusive brand, and they're premium priced models," he says, "so we believe that 4,000 units is a good ceiling for four-cylinder production in the years ahead, and we'll deliver the additional volume we need to be profitable from the F3 family. "We built 3,687 bikes in 2011, all fours, and made a profit of 0.2% on turnover of Euro 45 million, which itself was 10% up on 2010 when we made 3,274 units and lost 8.8% on a Euro 41 million turnover. "In 2009 we manufactured just 2,213 bikes under Harley-Davidson ownership, and made a loss of 20.4% on turnover of Euro 34 million, so we were

>>>



F3 Brutale





<<< moving in the right direction even before the arrival of the F3. "We exceeded our entire 2011 profit in the first month of this year, and are projecting a 120% increase in production in 2012 to 8,148 bikes under our present build plan, which in turn will increase turnover to Euro 81 million, and our profit margin to 6.9% of that." There are many reasons for this turnaround in MV's fortunes, all part of their restructuring plan. Castiglioni reduced the workforce by 15% overall, but from those remaining he is achieving much higher productivity, despite increasing the R&D budget, and hiring more development engineers. "We started the F3 project with quite a small engine development team of four engineers in Varese headed by our Direttore Tecnico, Marco Cassinelli," says Castiglioni. "As the project grew we brought in the people working at CRC in San Marino (MV's R&D centre, formerly headed by Massimo Tamburini before Harley acquired MV Agusta in 2009). We have 32 people working in product development in Varese, plus 24 in San Marino, so that's 56 in all, out of about 220 people in total now working in the company - that is a lot for a firm of our size. "But MV Agusta must by its tradition be strong on engineering, as well as being product focused. In a company like ours, with all the steps of development that we're doing ourselves in house, it's

essential to have that many people in R&D. But at the same time as developing the F3, we also made a completely new short-stroke engine for the F4RR, developed the 920 Brutale from scratch, made the 160bhp F4RR Brutale from scratch, and then the F3 and the B3 Brutale. "So 2011 was quite an intense year!" He's also lowered fixed overhead costs, outsourced MV's spare parts operation (with the claimed result that efficiency ratings jumped to 98% from 80%), and reduced manufacturing costs by negotiating a 4% overall reduction in supplier prices, thus saving Euro 8.0 million from that alone in just a single year. This corporate restructuring has put the means in place of meeting the significant global demand for MV Agusta's products. "Between the F4 and the F3 we have over 10,000 orders from our distributors," says Castiglioni, "and we believe we can manufacture about 8,500 bikes in total this year, so with the 4,000 four-cylinder bikes I mentioned already, we should build around 4,000-4,500 examples of the F3 and B3 [675 Brutale] combined in 2012. "We cannot produce more than that, because we have a production ceiling of 40 units per day. So, between the F4/F4 Brutale, the F3 and the B3, we can arrive at a maximum of 8,500 bikes per year. I know we could already sell 10,000 today on paper, but I think that when



Giovanni Castiglioni

people try the F3 and B3 for themselves, the numbers will rise even higher! We'll make between 2,500 and 3,000 examples of the F3 this year, and I don't think it's a lot, but it's the most we can do at present.

"In 2013 I think with the F3 we will make about 2,000 units, but with the B3 Brutale 675 we could make 6,000-7,000 units, and hopefully find customers for them all. For 2013 we want to surpass 10,000 units of combined production for the whole model range, including the fours.

"We're still aiming to be conservative, but at 10,000 units, the company generates enough profit and cash to fulfil all our needs. With our present structure, the company breaks even with only 4,000 bikes produced and sold, so that means the four-cylinder bikes

take care of everything - overhead, staff costs, the lot. Every additional sale is pure profit."

What's Castiglioni's projection for an eventual ceiling in MV production - does he plan to hold back on increasing this too much further?

"No, I think we can expand safely a little more - our plan is to arrive at 12,000 units annually, and then that's it. MV Agusta must remain a small volume, prestige brand. We will always sell premium products carrying high-calibre components, but sold at an aggressive price level for a top quality product. We are essentially repositioning the MV brand by introducing the three-cylinder range, which allows us to reach a larger audience without sacrificing the calibre of the brand, or the quality of its product."

>>>





MV F3



<<< MV will be launching a third Supermoto variant of its three-cylinder platform at the EICMA Milan Show in November, which Castiglioni terms "more a Sport Supermoto - an Ultramoto!" MV Agusta had been projected as making its long-awaited return to World Championship racing in the Supersport class this season, but there's no sign of the F3 on the FIM's 2012 list of approved models for this category.

"I know our customers want to race their bikes, so we must make sure they can," says Castiglioni. "As a factory, we were indeed planning to race in 2012 with the F3 in World Supersport, working with Francis Batta of Team Alstare who would develop the bikes for racing, and run the official MV Agusta factory race team for us.

"We had been talking with each other about starting a long term collaboration, but then we decided that there's really no point to do everything in a rush, especially since at present we can sell every F3 bike we make twice over because of the demand for it, so there's no need to promote it through racing just yet. So we decided that we will take 2012 to

develop the bike as best as possible, ready to be raced for a full season at the highest level in 2013, with a two-man team. "This year we saw that we could only have done three or four races at the most, with just a single rider, so we decided it was better to wait and do the whole thing properly, rather than go off half-cocked. Racing is very important for the image of MV Agusta, so we understand we must be there on the grid, and to win, as we honestly believe the F3 will be capable of doing in the right hands, and with the right preparation." In addition, would Alstare take care of developing the F4RR into a World Superbike contender? "We're also discussing that with them, but nothing is decided," declares Castiglioni. "We haven't really examined our F4RR yet in terms of developing a Superbike racer out of it, but it is something we're going to be looking at. MV is a top brand - we've won 37 world championships, so if we go into any class of racing, we must go in to win, or at the very least to be one of the top five bikes. We won't go racing just to be average, simply to make up the numbers on the grid." •



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# THE AMERICAN REPORT

By IDN founder Robin Bradley

*Robin Bradley*

robin@dealer-world.com

**T**he new American International Motorcycle Expo (AIME) project, being headed up for Market Place Events by MIC Chairman Larry Little, has named the Orange County Convention Center (OCCC), at Orlando, Florida, as the host venue for its first show in 2013 – with the dates now confirmed as October 16 to 20.

The facility is best known in the performance and automotive vendor sectors of the powersports industry as the host venue for the annual Performance Racing Industry (PRI) trade show (now owned by SEMA), which is staged there at the end of November each year. Slated as a business-to-business trade expo as well as a consumer motorcycle show, AIME has alluded to wishing to bring an all-inclusive European style show format of the kind seen at Milan, Italy (EICMA, every year) and Cologne, Germany (INTERMOT, every-other-year) to the United States motorcycle industry for the first time. Given the size of the US, no other such show project has ever succeeded; indeed historically the only 'National' motorcycle shows in America have been exclusively dealer/industry formats such as the Indianapolis Dealer Expo and Cincinnati V-Twin Expo.

However, Market Place Events are an established and respected show

operator, with 14 offices across the United States, who produce some 30 plus consumer home and garden shows. With former Cycle World publisher Little, and respected former Advanstar (Dealernews/Dealer Expo) senior executive Mike Webster among those driving the new project, there is increasing speculation that maybe this is an idea whose time has finally come for the US motorcycle market.

Though it flies in the face of so-called 'received wisdoms', the selection of a 'destination venue', with relatively good low-cost flight connections, in the autumn, and in a region of the US that features year-round riding, is certainly inspired as far as the potential for consumer outreach and establishing 'hallmarks of difference' for the project are concerned.

The show has initially been booked for some 275,000 gross sq ft exhibit space (Halls WA3 – WB1) of the cavernous West Building at the OCCC – a facility that offers some 1.1m gross sq ft; so if the show sees significant growth it shouldn't have the kind of expansion issues that have plagued some American powersports industry expo projects in the past.

So far no exhibitor costs or initial exhibitor sign-ups have been revealed, but informal speculation suggests that the project has secured at least the tacit support of most of the MICs OE members. However, its ambition to embrace the air-cooled custom V-Twin market alongside the sports, streetbike, scooter, electric and off-road (and PWC, ATV, SxS/UTV/ROV) sectors may be compromised by rumors that Harley-Davidson are as yet undecided about participation, and at best have been luke-warm about the concept so far.

[www.aimexpousa.com](http://www.aimexpousa.com)



**W**ith increasing numbers of dealerships joining the rush to take on electric motorcycle franchises, especially in urban and suburban areas, there's interesting news from the MIC (Motorcycle Industry Council) in the United States. The issues surrounding speed measurement, of any kind, are complex. Vehicle manufacturer top speed claims, from automotive to on-highway motorcycles, are subject to a wide range of variables that affect all benchmark

calibrations are complexity squared. Factor in the still relatively juvenile technology of electric motive power, in a two-wheel chassis in particular, and the mind-bendingly intricate web of considerations that need to be assessed, make standards very difficult indeed! So 'hats off' to the 15 egg-heads and industry experts that the MIC brought together to form its Electric Vehicle Subcommittee. The 15 are representatives of on-highway electric motorcycle >>>



Abe Askenazi, Chief Technology Officer at Zero Motorcycles: "Having standards we can all agree on is vital for manufacturers and their customers"

## POWERSPORTS INSIDERS

**Good news for Ducati in the United States – in May sales in North America, Ducati's largest global market, increased 49 percent in May, compared to 2011, reaching 1,782 motorcycles sold, making it the company's record best ever monthly performance. For the first five months of the year sales are up 19 percent at 4,884 units. The May increase was fuelled by the introduction of the 1199 Panigale and the Streetfighter 848, along with the ongoing popularity in America of the Multistrada and the Diavel families.**

Bad news for Ducati in the United States – having only just gone on sale, Ducati is recalling some 375 2012 Panigale models because of an incorrect screw used to retain the swingarm to the rear suspension linkage.

**Arctic Cat has reported a 130 percent increase in profits for its financial year ended March 31st. Net sales increased 26 percent to \$585.3m.**

Suzuki Motor Corp. has reported unit retail sales in the United States and Canada were down some 6 percent for its fiscal year ended March 31st at 48,000m units, but the company is seeing an improving trend as sales were up 13 percent (17,000 units) during the first three months of this year. Net worldwide sales for 2011/12 fell 3.7 percent to 2.5 trillion Yen, though net income was up 19.3 percent.

**Zero Motorcycles has announced a 240 percent growth in first quarter 2012 revenue in the United States, with the number of motorcycles built and shipped up 178 percent on a year-over-year basis.**

Sources: The Bradley Report, AMD Magazine, Big Bike Europe, MIC, AMA, PSB, Dealernews



<<<

makers, who are currently at various stages of developing electric motorcycles, and other industry participants.

The outcome of their deliberations has been the MICs recently published "Top Speed Test Procedure for Electric Motorcycles". Based on a similar test procedure used by the European Union, the protocol sets standards for the many variables involved in determining top speed, such as vehicle equipment, battery charge-discharge cycle, test roadway conditions, rider weight, attire and riding position, and atmospheric conditions such as wind speed, temperature and atmospheric pressure.

The committee is chaired by Abe Askenazi, Chief Technology Officer at Santa Cruz, California based Zero Motorcycles – who this year unveiled what is believed to be the first police service electric powered two-wheeler.

Askenazi says that "as more and more electric motorcycles appear on the market, having standards we can all agree on is vital to manufacturers and to our consumers."

"The new top speed test procedure is just one of the many standards the subcommittee has already published or is working on."

Last year the MIC unveiled a recommended protocol for "city" riding range test procedures, another benchmark that can influence consumer buying decisions, and that has also now been adopted as an industry recommended standard. Other issues being addressed include public information and education about electric vehicles, and lobby efforts on Capitol Hill and in state capitals to ensure that future lawmaking is electric motorcycle friendly.

The MIC says that it anticipates that manufacturers will immediately and voluntarily start using the protocols and that they will be adopted by the Society of Automotive Engineers (SAE).

[www.mic.org](http://www.mic.org)

The Zero DS, a silent but deadly option for law enforcement officers in the United States



## POWERSPORTS INSIDERS

Usually the best quarter of the year for tyre sales in USA, first quarter motorcycle and scooter tyre sales were down by some 8 percent compared to the first quarter of 2011 at 880,000 tyres; Scooter tyre sales were actually up by over 30 percent, but are only some 3 or 4 percent of the market. Off-road tyre sales were level with the first quarter of 2011 and are worth some 15 percent of the total US motorcycle tyre market. Total US motorcycle and tyre sales in 2011 were some 3.1m.

**BMW Motorrad USA has a new Vice President in the US – Canadian born Hans Blesse has swapped his role as General**

**Manager of Distribution and Marketing for BMW in Germany to succeed Pieter de Waal.**

Polaris has reported that first quarter 2012 North American retail sales rose 17 percent. CEO Scott Wine says that "retail sales in the North American off-road vehicle and motorcycle industries are off to their best start in years, and we are continuing to gain market share".

**Suzuki is recalling up to 5,000 GSX-R1000s for the replacement of faulty side stand interlock switch bolts.**

Sources: The Bradley Report, AMD Magazine, Big Bike Europe, MIC, AMA, PSB, Dealernews



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## New Ducati clutch

SINCE more than 50 years Newfren has been committed to develop and make brakes and clutches for motorcycles, and today has a complete range of aftermarket Ducati clutches, including the 'Carlos Checa Replica' version, which stems from experiences and great performance in the World SBK Championship 2011.

This special new dry clutch offers increased torque capacity, and to ensure that performance is sustained in extreme racing conditions, Newfren developed special friction plates with an innovative sintered facing. The core plate has also been modified, using a high-carbon steel, which is more resistant to high temperatures and therefore less subject to deformation.

Available soon will be a new range of clutch discs for the 2012 Monster and Hypermotard models.



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## V47 top case from Givi

NEW from Givi is the V47 top case, a technologically advanced, safe and spacious case designed for road motorcycles and maxi scooters.

It can take two modular helmets and comes in a polished version with an aluminium finish.



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## GranTurismo exhaust for maxi scooters

A new silencer from LeoVince is the GranTurismo for 4-stroke maxi scooters, EC-type approved and fully compliant.

The exhaust is sporty and competitive and a perfect combination of innovative design, strength and durability, the company says.

It has a conical body, with a trapezoid shape at the outlet, and is made entirely from stainless steel for greatest resistance to corrosion and reliability at high temperatures.

The inside of the exhaust is a compromise between a system of dissipative silencers and reactive silencers. Thanks to the silicon based sound-absorbing material and a special anti-ageing filter, the exhaust gases and the noise are filtered in a first passage and then meet a bulkhead system designed to guarantee quietness when exiting, which ensures a long lasting, well performing and type-approved product, according to LeoVince.



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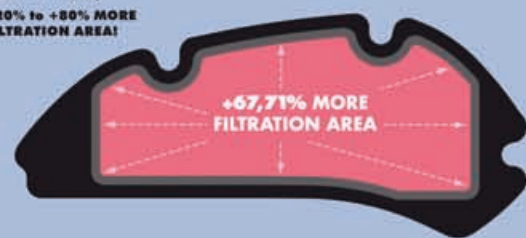
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# Ducati Multistrada accessories

FOR the Ducati Multistrada 1200 2011/12 Barracuda offers a range of accessories to enhance the bike.



Among them is a licence plate made from aluminium anodised in black, with an inox junction, which is model-specific and includes all brackets and screws. No modifications are necessary.

The brake/clutch lever kit is made from solid aluminium and includes specific motorcycle model attachments. Available in anodised black/gold.

Universal accessories used on the bike are the Quadra indicator, X-Version mirrors, licence plate light, supergrips and anti-vibrators.

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# MAG Europe takes on distribution of Translogic Systems products

MAG Europe has taken on the distribution of the product range from Translogic Systems. Translogic has been involved in aftermarket race performance accessories for 17 years and has enjoyed success both on and off the race track with its Quickshifter systems. The Quickshifter products have featured in virtually every championship in the world and are used in Moto GP, Moto2, WSB and many more. Also within the Translogic range of products is the Powershifter, claimed to be the world's

smallest and lightest push button gear shifter system, the digital LCD micro dash for Superbikes, Harley-Davidson models, race cars, sports cars, karts and ATVs. Plus the micro display for Harley-Davidson models, an amazingly small, multi-function digital LCD that displays rpm, engine temperature, battery voltage and integral clock, all of which are supported by a comprehensive range of fitments.

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## T-Max seat

FROM the SHAD Style seat range comes a new comfort seat, designed and developed exclusively for the Yamaha T-Max.

Enhancing ergonomics and comfort, the seat integrates the new "Bielastic Foam" technology, which dampens the rebound and, contrary to other gel seats the company says, does not deform with time, neither is it sensitive to temperature changes.

The main technical features are an increase of 20% of the contact surface of the rider and 25% of the passenger's contact surface. The backrest is adjustable in three positions and the seat has a geometric cut for pressure distribution. It features waterproof, sealed seams and comes in black with dark grey seams, black with red seams and black/grey with light grey seams.

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## Symphony scooter exhaust



NEW from Pinasco is this first performance Symphony exhaust for scooter LML Star 200 4T.

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## High-tech parts for Honda Crossrunner

MOTOPLASTIC in Spain, under their Puig brand name, has launched hi-tech parts for the Honda Crossrunner, including frame sliders PRO, an engine spoiler and a windshield.

The frame sliders feature the new PRO design, made of nylon with great capacity to absorb shocks, and an interchangeable rubber end helps riders avoid personal injuries on knees and legs. Supplied

with instructions, and no modifications needed.

The engine spoiler is made of ABS plastic and available in matt black or carbon look, improving stability and looks, and protecting the lower part of the engine.

The windshield is made of 3 mm high impact acrylic and 180 mm higher than stock. No modifications needed for a perfect fit, Puig says.



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# New clutch parts from Barnett

BARNETT has a range of new clutch parts available, which include billet covers for six-speed Ducati models and billet pressure plates for off-road bikes and ATVs. Created for use on six-speed Ducati models with a dry clutch, the billet clutch cover is



available in a choice of three designs; Half cover, Propeller cover, or Open Face cover. CNC machined from aerospace quality aluminium billets, finish options are clear, black or hard anodised. Also available for the Ducati models are clutch baskets, pressure plates, and spring kits. For use on off-road motorcycles and ATVs, the clutch pressure plates from Barnett are CNC machined from billet aluminium, which then has a tempered steel surface attached. The company guarantees that the steel surface will never wear out and claims that it also helps dissipate heat and lower the clutch operating temperature.



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# MV Agusta F3 performance air filter

BOTH the MV Agusta F3 and Brutale 675 can now benefit from increased air flow to the engine when they are fitted with the latest air filter from Sprint Filter. The Sprint Filter P08 model replaces the original paper filter and fits without any modification to the bike's airbox, nor does the ECU need any changes making for correct fueling.

The P08 Sprint Filter is claimed to be the only filter in the world to use a patented polyester tissue, which features 80-micron diameter openings to allow greater airflow.

Maintenance for the P08 does not entail washing,



drying and oiling, but is simply a case of blowing it through with compressed air.



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# Powerbronze Versys 1000 screens

POWERBRONZE is offering not only replacement standard screens for the Kawasaki Versys 1000, but also its 'Flip-Up' screen.

The standard Powerbronze screen has both TÜV and ABE type approval. Manufactured in the UK, each screen is CNC laser-cut and then hand-polished. The screens are offered in a wide range of colours including iridium and tinted finishes. Edging trim is also supplied with the screens for those who choose to use it.

The Flip-Up screens from Powerbronze for the Versys 1000 are



designed for touring, to fit the original fairing and provide better wind deflection than the standard screen. The Flip-Up is said to re-direct the flow of air up and over the bike, reducing the wind blast experienced by the rider. Like the standard screens the Flip-Up is available in a wide range of finishes.



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[www.powerbronze.co.uk](http://www.powerbronze.co.uk)



# BMW K1300R/S exhaust

ARROW Special parts has created a performance exhaust option for the BMW K1300R/S, which can be used as a slip-on muffler or a full system with a collector and head pipes.

The silencers are street legal, with removable dB-killer (for race track use), and a spare catalytic converter is also available.

Finish options on the Race-Tech silencer are titanium, with carbon end cap, aluminium, with carbon end cap or aluminium, black anodized, with carbon end



cap. On the full system the head pipes and collector are constructed of stainless steel.

**ARROW SPECIAL PARTS**  
San Giustino (PG), ITALY  
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## Suzuki GSR 750 exhaust

NEW from Exan in Italy is this X-Black exhaust for the Suzuki GSR 750e finished in carbon, and available in oval and conical shapes.

The conical silencer is available in clear or black satinised Inox steel, and the oval shape in carbon and titanium.

Characterised by an extremely low weight, the X-Black silencer is said to offer a considerable weight saving in comparison with the original and improved performance at all speeds.

The X-Black silencers are available in homologated and racing versions, and the homologated version is provided with a dB killer. The racing version was subjected to a series of tests that



confirmed best performance with or without a dB killer.

For the same motorcycle, silencers from the company's Classic, Carbon Cap and Nx Cap lines are also available.

**EXAN**  
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Tel. +39 0392 782799  
[infoexan@exan.it](mailto:infoexan@exan.it)  
[www.exan.it](http://www.exan.it)



## Carbon engine protectors for BMW Boxer models

NEW from Team Métisse in Germany are these engine protectors for BMW Boxer models, which are made to the latest technical guidelines.

The parts are baked in autoclaves under vacuum and manufactured in "sandwich style", which consists of several layers of carbon, on the outer with a very fine grain for shiny surfaces. In the middle a thicker and rougher carbon material is used, which increases stability. Further layers from abrasion-resistant Kevlar reinforce the structure to offer the best possible protection during a crash.

Then all protectors are given a rubber layer at the engine side, which is said to distribute any impact energy.

In design terms Team Métisse put emphasis on simple mounting onto existing fixing points and guarantees a perfect fit and perfectly made, shiny surfaces.

Available for all present R1200 GS, R1200R and R1200 RS models.

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[www.metisse.de](http://www.metisse.de)



## Jason Crump and Greg Hancock replica handlebars



NEW from Domino are these "Jason Crump" and "Greg Hancock" replica handlebars for Speedway, developed in cooperation with the two world champions.

Both handlebars are made from Avional, and the Jason Crump model comes in a new gold colour, which replaces the previous blue version, whereas the Greg Hancock model comes in blue.

Aimed at increasing and improving quality and safety, these handlebars are 100% Made in Italy and feature an exclusive design.

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## RiderScan blind spot mirror

HUNTER Create has launched what it claims to be the only motorcycle mirror of its kind. The new RiderScan blind spot mirror mounts centrally on both motorcycles and

scooters and gives the rider total blind spot visibility at one glance.

RiderScan's continuous horizontal curve gives the rider 180-degree horizontal



coverage and the three designed vertical curves give a view keeping the road, the traffic and the rider in the picture even when the bike is leaning into a bend. The RiderScan attaches to the inside of the bike's screen with suction cups or on naked bikes it mounts on brackets, which are available for either for 7/8in or 1in handlebars.

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## K-Tech S1000RR fork piston kit

K-TECH, the UK-based suspension specialist, has released a version of its SSK and SSRK piston kits to fit BMW's S1000RR model.

The fully pre-assembled kits are said to provide

greater damping efficiencies and adjustment over the standard equipment. The kits are supplied with new compression and rebound control pistons, rebound flow control valves and needles and compression flow control valves.

The SSK piston kit is designed for road and track day use, and the SSRK solely for track/racing use.

Correct installation of the kits requires specialist tools, which are also available through K-Tech.



**K-TECH SUSPENSION**  
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## Triumph Classic accessories from Free Spirits

FREE Spirits now has an ignition relocation bracket available for the Triumph Classic. The bracket is available in two variations to relocate the switch to either the right or left side of the bike. CNC machined from billet aluminium, it is offered in black or silver anodised finishes.

A second relocation bracket being produced by Free Spirits allows the Classic's rectifier to be moved. Designed

specifically to relocate the voltage regulator, it also features a support for the horn.

The final new piece for the Classic allows aftermarket turn signals to be mounted on the bike's fork legs. The CNC machined, black anodised aluminium brackets fit 41mm forks and work with any signals that use a M8 mounting thread. The indicators are not supplied.



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# AIROH - a brand created by passion and driven by team spirit



APPARENTLY Locatelli is a common name in the Bergamo region of Northern Italy, however, Antonio Locatelli made the name world famous with his AIROH brand of motorcycle helmets (Antonio's Innovative Range Of Helmets). He started making them in 1998, first for trial and moto-cross use, but now covers the whole range, including jet, road and racing...

By Sonja Wallace - [robin@dealer-world.com](mailto:robin@dealer-world.com)

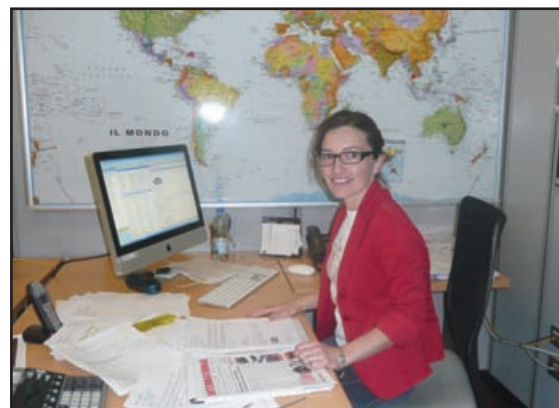
**T**HE company now employs 55 people, headed up by Antonio, and supported by his daughter Angela in the sales department, as well as Milena Locatelli (no relation as it happens) in export sales.

Certain tasks are outsourced to selected business partners, but most of the processes involved in making the helmets are performed on the premises at Almenno San Bartolomeo near Bergamo in Lombardy.

There is a large warehouse for raw materials, which are made into carbon fibre or plastic helmets on a dedicated and well organised production line, where everything is basically hand-made, with the help of state-of-the-art machines. About 5,000 helmets are in stock at any one time, and 1,000 to



>>>



Milena Locatelli. Export sales department



Antonio and his daughter Angela, who works in the sales department





<<<

1,200 helmets are despatched every day worldwide.

AIROH helmets are distributed in the whole of Europe, and in Italy are being sold dealer direct, while in other countries sales are taken care of by distributors.

The AIROH brand is well established and promoted and sponsored in every kind of racing activity. It is worn and tested by riders such as Tony Cairoli, Steven Frossard, Jeffrey Herlings, Andrea Dovizioso, and many others.

The company runs off-road and GP race trucks, with a dedicated team to support riders at events, maintaining the helmets, so they are always in best condition.

Antonio's inspiration for new helmet designs comes partly from his rally driving past, a sport which he is now only able to indulge himself in once a year. Feedback from riders, dealers and distributors is, of course, the most vital of research mechanisms, and

>>>



The new C100 flip-up with ready to use Bluetooth connection



The City One jet helmet has adjustable upper air vent and rear extractors





The TRR trial helmet features an adjustable peak



The Terminator off-road helmet is made of carbon and Kevlar composite fibres

<<< always taken on board when new designs are being created. As with all Italian designs, fashion also plays an important role.

Four new helmets this year are the **C100 flip-up**, with a thermoplastic shell, a quick-release visor with scratch-resistant treatment and 100% MaxVision FS Pinlock lens, as well as an integrated slide-over sun screen with external operation control. The inner liner with high transpiring netting inserts is removable and washable, as are the cheek pads. The weight is 1,600 g (+/-50) and there is also a removable air deflector on the nose. The upper air vent and rear

extractors as well as the chin guard air intake are all adjustable. The helmet can also be equipped with the AIROH A-W Conn Bluetooth system available separately.

The **City One jet helmet** weighs 1,120 g, has also an adjustable upper air vent and rear extractors, a quick release retention system with micrometric regulation and can also be fitted with the AIROH Bluetooth system.

The **TRR helmet** is for trial riders in outdoor or indoor environments, constantly facing the dangers of injury. The inner lining is designed to provide the

maximum level of comfort, is washable, removable, hypoallergenic, transpiring and anatomic. It is also calibrated in thickness according to the different helmet sizes and also features the same optimal ventilation as the top-of-the-range Aviator helmet, which has been tested extensively on the circuit. The TRR two-size outer shell is made of carbon and Kevlar and is said to be very comfortable to wear.

The **Terminator off-road helmet** is made of carbon and Kevlar composite fibres, has removable and washable cheek pads with Emergency System

>>>







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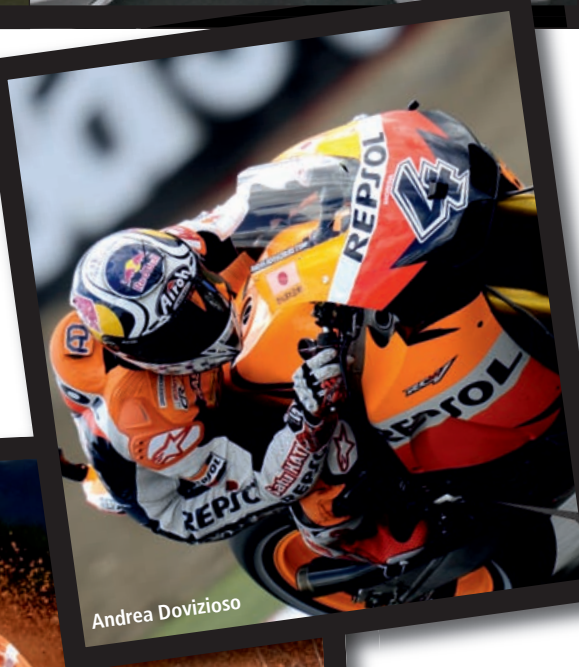
AEFR (AIROH Emergency Fast Remove), chinguard protective mesh and aluminium Double-D rings as retention system.

Key factors when bringing out a new range of helmets are weight, comfort and safety. All AIROH helmets are homologated and have CE certification. Research, development and passion have also allowed the company to create the AIROH Safety QR Code, a system applied to the helmet, allowing the rider to have important data available in case of an emergency. Thanks to this technology a voice message can be recorded which, if needed, can be listened to by emergency services staff. The voice

message will remain active for five years. All AIROH helmets are rigorously tested on site for wind, water, heat and cold resistance.

Although AIROH helmets are mostly distributed in Europe, the company is now looking to add additional overseas markets. In order to cope with more demand, an extension of the premises is also planned.

In a relatively short period of 15 years the AIROH brand has succeeded in becoming one of the top of the range names, and this is due to a man driven by his passion for his brand and a dedicated team!



Andrea Dovizioso



Tony Cairoli





# SERVICE & WORKSHOP INTERNATIONAL DEALER NEWS PRO-GUIDE

SERVICE, WORKSHOP, PERFORMANCE AND TUNING PRODUCT GUIDE

## PUBLICATION - SUMMER/AUTUMN 2012

The first of a new series of specialty editions from International Dealer News, our Service & Workshop ProGuide will focus on the important revenue opportunities that the workshop represents for motorcycle dealers

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## Traffic jacket



THIS jacket from new brand Logic by Drenaline is an every day riding jacket which focuses on essentials and represents an alternative to traditional motorcycle equipment in daily traffic.

It is made of laminate 420D polyester, has a ribbed inner collar, inner cuffs in lycra, certified shoulder, elbow and back protectors, a removable liner for warmer days and an EYEDRY membrane, the waterproof-breathable Drenaline membrane.

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## Ego full-face touring helmet

THE new full-face touring helmet from Caberg has an aggressive look and features a unique ventilation system.

CASC (Caberg Air Safety Concept) was conceived with the intention of offering a full-face helmet which combined total

ventilation with maximum safety.

The top of the shell, made from thermoplastic polycarbonate, has a large vent which, through EPS channels, provides total ventilation, as well as two rear air extractors that allow optimal heat dispersion. The top and frontal chin air vents guarantee maximum safety thanks to the pierced integrated stainless steel plates for air passage. Both air vents are easily adjustable for when it rains or at winter time.

Ego comes equipped with an integrated sun shade visor (DVT Double Visor Tech) that is easily positioned with a lateral lever, and an anti-scratch transparent Pinlock visor to avoid steaming up. No tools are needed to remove the visor mechanism.

The lining is removable and washable with rear reflective inserts, made from hypo-allergenic and breathable materials. The retention system has a micrometric buckle.

Ego comes in four plain colours (matt black, shiny black, Gun Metal and Pearl) and four graphic versions: Colt, Brama, Kuma and Ultralight.

The helmet weighs 1,450g +/-50g and is homologated to ECE 22.05P.



Ego Kuma version with large top vent



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[www.caberg-helm.com](http://www.caberg-helm.com)

# motorcycle FASHION

## MX glove from Knox

BRITISH impact protection specialist Knox has developed a new moto-cross glove, said to be the first designed to offer protection for the carpal scaphoid, one of the most vulnerable and fractured bones of the wrist.

The new Knox Orsa is the first off-road glove in the world to feature scaphoid protection, the company says. It is fitted with Knox's patented Dual Compound Scaphoid Protection System (DCSPS), two low-friction pads positioned on the palm of each glove, designed to prevent the glove "grabbing" the track surface and helping to stop compression or hyper-extension of the wrist, to protect against scaphoid fracture.

The Orsa also features Knox's unique opaque knuckle protectors which contain a medical grade, impact-absorbing honeycomb gel specifically developed to absorb and spread impact forces away from the wearer's hand. Another first for an off-road



glove, the company claims, is the Boa closure system, which is already used on moto-cross boots and knee braces. Knox pioneered Boa for gloves with their revolutionary Handroids for road riders. Boa's simple dial-in-to-fit mechanism uses aircraft grade stainless steel wire to securely close the glove. Quick and easy to operate, it provides regular tightening and is micro-adjustable for a snug and secure fit.

In addition it features comfortable seamless fingers with wrap-around tips, soft and flexible perforated leather and maximum stretch vented material construction and double layered material in key areas. Silicone lever grip pads and a 'wipe-away' panel are also included.



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# Inter 1908 tribute helmets

NEW in this year's range from Newmax is a helmet in the colours of football club Inter 1908, featuring a black background, traversed by a central blue band and showing the team logo on the side.

The visor is made from polycarbonate with anti-scratch treatment and features include a visor block screw with embossed logo, Eco-leather stitched edges, customised inner lining in Inter's colours in anti-allergenic fabric with detachable earflaps and chinstrap with micrometric buckle.

Also available is a model on which it says "Inter I Love" on the earpiece,



but on a white background with blue and black detailing.

The helmet is homologated to ONU-ECE 22-5. Newmax was founded 40 years ago, and still make their helmets near Piedmont in Italy.

**NEWMAX**  
Mirabello Monferrato (AL),  
ITALY

Tel. +39 0142 6480

[info@newmax.it](mailto:info@newmax.it)

[www.newmax.it](http://www.newmax.it)

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# Knight body armour



THE Sinisalo Knight body armour combines perfect protection with plenty of mobility, the company says. The highly visible shirt with CE certified protectors and skin-friendly mesh lining is said to be pleasant to wear, ensuring excellent ventilation due to air-permeability of the polyester fabric. The joint protectors on shoulders and elbows, as well as the large back protector and a generous chest impact shield have belts for individual adjustment, ensuring a perfect

fit and optimum mobility. The shirt can easily be combined with a neck brace and worn underneath a jersey due to its compact volume. It can also be used without the segmented back protector and even as a short-sleeved shirt without the elbow protectors.



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[sinisalo@sinisalosport.fi](mailto:sinisalo@sinisalosport.fi)  
[www.sinisalo.com](http://www.sinisalo.com)

# Aztec gloves with mcFit technology

WEISE recently opened a distribution centre in North America, and the Aztec gloves were developed in response to demand for short-cuff gloves from riders in the States.

Manufactured from full grain leather with integrated reinforcement

over the knuckles, the soft lining is secured using new mcFit technology.

Designed to fit comfortably under the sleeves of leather and textile motorcycle jackets, the Aztec gloves are firmly held in place by a wide adjustable retaining strap on the wrist.

There are stretch panels between the fingers and on the back of the hand to aid fit and flexibility.

Vents on the upper fingers enhance comfort on hot days.

The new mcFit technology was developed to solve the problem of glove linings becoming twisted and detached. Traditionally gloves are stitched together inside out. Linings are attached with a tab at the finger tip, then the outer layer is reversed over the lining so that the glove is ready to wear.

This method can lead to the lining becoming twisted or even being pulled



out completely if the tab breaks. With mcFit technology, a thimble-shaped attachment is laminated to the finger tip of the lining, so that it can be glued inside the glove once the outer layer is the right way round.

The gloves come in black and black/white in sizes S to 3XL.

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E-mail: [sales@fowlers.co.uk](mailto:sales@fowlers.co.uk)  
[www.weise-clothing.co.uk](http://www.weise-clothing.co.uk)





# Airwave ladies summer suit

SAID to be the perfect combination of safety, ventilation and design, the Airwave summer outfit from Rev'it! is made from a combination of lightweight, abrasion-resistant materials with ventilation panels which provide breathability.

It is said to allow for maximum airflow to keep the body cool, whilst the combination of durable PWR shell fabric at the impact zones and strong mesh fabric at the chest, back and arms keeps the rider safe. The Airwave comes equipped with CE-approved armour and also includes practical details like the long entry zipper on the pants and laminated reflection.

Also available is a men's version, using the same technologies and materials, with a specific fitting shape



that follows the contours of the body. The Airwave trousers are a perfect match for the Airwave jacket and large air mesh panels allow for maximum cooling.

Reflective panels at the lower legs ensure good visibility at all times. Can also be worn as over-pants on top of jeans or other trousers.

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# Spartakus chest protector

THE new protection from Zandona is a highly technological motocross safety garment, which now has double CE certification (EN1621-2 and EN14021).

It guarantees high shock-absorption levels, due to splinter-proof plastic materials and E.V.C. (Evolved Viscoelastic Cells) and innovative waterproof anti-shock material with high performance/weight/thickness rate.

The back protector plates are joined to form a wire system, which

guarantees impact distribution throughout the whole protection surface. Furthermore it features the Anti-Torsion system, which allows free movement, but limits twisting.

**ZANDONA**  
**Caerano di San Marco**  
**(TV), ITALY**  
**Tel. +39 0423 569135**  
**info@zandona.net**  
**www.zandona.net**



## Legend boot and Indian half boot now in black



**Stylmartin**

THE 'Legend' boot, unveiled by Stylmartin one year ago, is now also available in black.

Legend has a classic style and features a metal buckle and strap, multiple fasteners, and an oil-proof and anti-slip sole. Now it is also available in full grain black oiled leather in addition to dark chocolate brown and tawny brown.

Also available in black now is the 'Indian' laced half boot from Stylmartin's Urban range.

It has a Vibram lug sole with a 'military look' and is also made

from full grain oiled leather. It has a padded collar above the ankle for comfort and provides featherlight footwear with outstanding protection, according to the company, featuring a waterproof and breathable lining, internal malleolus protection on both sides, and a removable anatomical sole.

**STYLMARTIN**  
**Montebelluna (TV), ITALY**  
**Tel. +39 0423 603033**  
**info@stylmartin.it**  
**www.stylmartin.it**

## Three in one - Canobin combination

THE Canopus jacket and Robin II trouser combination in 100% cow Nappa leather with antiseptic polyester mesh lining is very pleasant to wear, the company says.

For cold days the jacket is fitted with a detachable thermo lining with aluminium insert. Ergonomic sleeves are fitted with Spandex inserts, and on

the shoulder sections blow-absorbing synthetic inserts are equipped with abrasion-resistant, spark-resistant alloy for increased protection. It has two outer and two inner pockets and comes in four colour schemes: black, black/white, black/red/white and black/grey/white.

The Robin II trousers are fitted with

leather doubling on the bottom for a better hold and for safety and fit. Extra cushioning is provided to the tailbone. Elastic tissue on the crotch section provides for more moving space, and for even more comfort an elastic Cordura insert is placed in the hollow of the knee and on the calf section.

Two body shaped pockets are also a feature, and the two leather garments can be linked safely by the zipper system Nori, which is small and easy to use, made of 100% Polyamide.

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Robin II trousers



Nori zipper system





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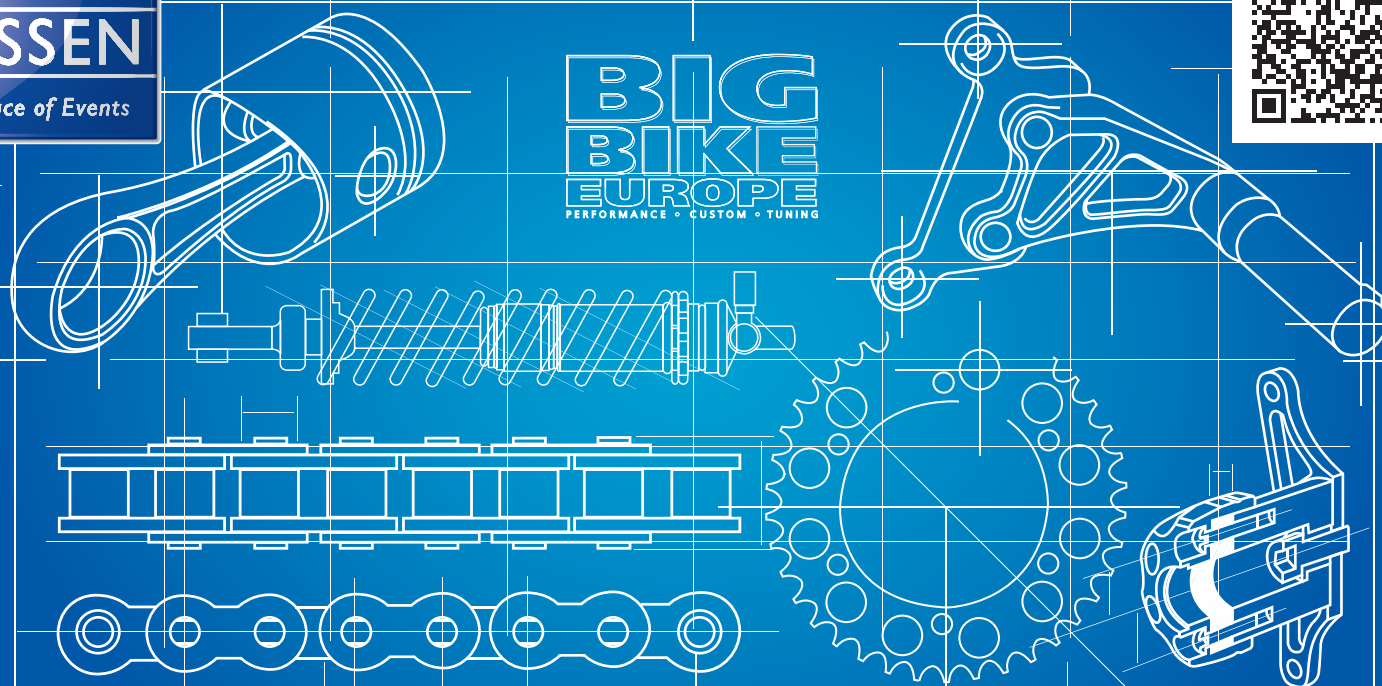
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# ScorpionEXO 2012 road helmets

HOLDERS of numerous patents that significantly enhance comfort and safety, in particular the Airfit inflation pump system, ScorpionEXO's top of the range **EXO-1000 Air E11**, is light and offers intelligent resistance against impact with a unique tri-composite fibre shell with TCT structure, softer and more comfortable, with ventilation and

noise insulation. The faceshield includes a Pinlock MaxVision visor and comes in five new graphics: Samba, Phantom, Milan, Europe and Darkness.

The **EXO-500 Air** is at the lower end of the range but still has all the technology and features the next generation faceshield borrowed from the EXO-1000 Air E11, and includes as standard also the new Pinlock MaxVision visor. It incorporates the SpeedView built-in retractable sun visor treated with anti-fog coating on both sides and is also equipped with the Airfit system and a soft and effective KwikWick2 liner. New graphics are Zoltan, West, Run and Robotic.

The Scorpion **EXO-900 Air Transformer**, either open or full-face, is a modular helmet and certified in both configurations. Scorpion say this is the only helmet in the world offering the Airfit Concept system, which inflates the inner padding, thus providing perfect support and a reduction in noise

inside the helmet.

Features also include a fully removable faceshield and retractable anti-fog sun visor.



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## Airjet 2 jacket and Tazio gloves

DEVELOPING summer garments for motorcyclists is just as demanding as designing winter garments, and Clover specialises in the production of truly "ventilated" clothing.

The Airjet 2 jacket, available in two-tone grey or black, has a lot of features, among them wide hyper-ventilated areas on the front and back and using 300 DHT fabric, subjected to a water-repellent treatment, and

is reinforced at the areas that need more protection from abrasion.

Removable and adjustable CE shoulder and elbow protectors are offered as standard.

The jacket is completely adjustable, and there is also a ladies version with a tailored fit.

Refractive elements are all in laminated fabric, including the logo, and guarantee active

safety.

The Tazio summer glove is made from cowhide on the back and palm, entirely ventilated and has a Clima-control lining. Passive protection is guaranteed by protective padding in strategic areas like palm, fingers and knuckles. The gloves have a safe closure with closing strap and elasticised wrist strap.



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## Avio and Mangusta helmets

LAST year Momo Design celebrated 30 years of the brand and named the limited edition helmet created exclusively for this birthday the Anniversary.

The Avio demi-jet, inspired by aeronautics, is made from carbon with an opaque finish, has a grey internal fabric and borders stitched in leather. The removable and washable

interior is sweat-absorbing textile material and micro-perforated mesh with silver ion treatment to ensure bacteria-static power, lined in leather with supports in aircraft carbon.

The spherical visor with scratch-resistant treatment has a radiation absorption of up to 400 microns and an integrated, manually activated solar mini visor.

The Mangusta helmet (shown here in glossy Quartz white/black) has a fiberglass and carbon composite monocoque and is varnished with special paints for increased weather resistance.

The long visor also has an anti-scratch treatment and absorption of radiation of up to 400 microns (UV absorber). The inner dark sun visor is



Avio carbon opaque

manually operated and the chinstrap features a micrometric buckle.



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Mangusta grey, white and black

## Drayko Drift ladies jeans

FOLLOWING the success of their street-style Drayko Drift jeans for men, Draggin Jeans have introduced a version designed for women motorcyclists.

Tailored to fit the female form, Drift jeans are styled with a low waist, wide leg and angled pockets, but feature the same high standard of protection found throughout the Draggin collection.

Underneath the 'vintage wash' hand-distressed denim is a unique protective lining, knitted from a combination of Kevlar and Dyneema (the world's strongest fibre). Superior to basic woven Kevlar alternatives, Draggin's lining is proven to offer twice the abrasion



**Drayko**

resistance of other popular Kevlar-lined jeans on the market, the company says, yet is soft, breathable and non-allergenic for maximum comfort.

Knee armour is available, which can be attached to the lining with Velcro. Wide belt hoops accept big bike belts, the zip fly is easy to operate with gloved hands, and Draggin avoid using rivets on the back pockets for safety. The loose leg design fits easily over riding boots too.

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# Spidi Track Touring leather suit

THIS is a two-piece leather suit inspired by racers in the MotoGP and Superbike World Championships and features Italian 1.2 mm full grain cowhide leather, mesh inner liner, Flex Tenax for better riding comfort, Clarino details on neck and wrist area and many mesh vents.

The suit is equipped with Spidi Biomechanic protectors EN 1621-1 certified on shoulders and elbows and Spidi Forcetek protectors EN 1621-1 certified on hips and knees



(adjustable). Track Touring can also be upgraded, adding the EN 1621-2 certified Warrior back protector Level 1 and the prEN 1621-3 ready Warrior chest protector.

The fit of the two pieces when combined is outstanding, according to Spidi, and the jacket can be worn on its own without looking too short, as is often the case on a two-piece suit.

Further features are YKK zippers at front, wrists and ankles, and a Spidi Hydroback system can also be fitted inside the racing hump.



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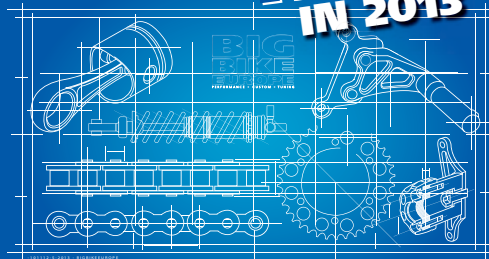
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# Rieju launch electric scooter

SPANISH motorcycle manufacturer Rieju is entering the electric scooter market with 'MIUS', a large-wheeled, lightweight (95kg) scooter built from European made parts, with the exception of the Japanese made, German assembled Panasonic Lithium ion batteries.

The chassis, steel parts and assembly are made and undertaken at Rieju's Figueras factory, and the bike is a project for Cluster Moto ([www.clustermoto.org](http://www.clustermoto.org)), a joint-agency collaboration that sees funding support coming from the Catalan administration and others, and technical assistance from



Barcelona University.

The brushless DC zero emissions 3kw motor is made in Germany and said to be capable of speeds up to 50 kph, with powerful front and rear hydraulic disc braking made by J Juan in Spain. The bike features what Rieju is describing as a "sporting ride", with traffic friendly ergonomics and urban riding position for riders of all heights thanks to the large 16 inch wheels, 5-way adjustable twin hydraulic rear shocks, comfortable high seat and generous SHAD luggage.

The automotive grade batteries are NCM high density, low voltage (48V) units that are guaranteed for 1,000 discharges (20,000 miles, 35,000 km plus).

[www.riejumoto.com](http://www.riejumoto.com)

# Ducati race bikes set new world record at Monaco auction

RM Auctions saw world record prices at its first full-day motorcycle sale in Monaco in May.

The sale featured a celebration of the Ducati brand with factory offered bikes alongside the world famous Carlo Saltarelli Collection.

Generating more than 1.3m euro in total sales, with 100 percent of all lots sold, the undisputed star of the sale were the two Factory Desmosedici GP machines, which set new, all-time world records for Ducati motorcycles sold at auction.

The race winning GP10 machine, ridden by World Champion Casey Stoner in 2010, was sold for 251,550 euro; the 2011 season GP11 bike raced by Valentino Rossi sold for 245,700 euro.

The sale represented the first time that the Factory Ducati

Corse racing department has offered such bikes at public auction, presenting a unique opportunity for collectors.

The 97 bike Saltarelli Collection sold for over 700,000 euro, with the top price of 70,200 being paid for a 1972 750 Imola Replica; a 1971 750GT went for over 38,000 euro, with a 1975 750 Super Sport also topping 30,000 euro.

[www.rmauctions.com](http://www.rmauctions.com)

Casey Stoner's 2010 Desmosedici GP10 CS1 - sold for €251,550



Valentino Rossi's 2011 Desmosedici GP11 VR2 - which sold for €245,700



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