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**News ..... 6-12, 48**



**American Report: ..... 10-12**

Robin Bradley presents the latest on the outbreak of 'Show Wars' that has US exhibitors in a spin, and a report on the Parts Unlimited/Drag Specialties annual Dealer ShowCase event staged near the group's headquarters warehouse complex in Wisconsin



**Road Trip: ..... 14-17**

Agility Global is putting its first electric motorcycles into production. The Saietta range has been designed for the urban environment, using new technology developed with input from aerospace and Formula 1 specialists



**INTERMOT Preview Issue: ..... 18-42**

This month we have changed our regular presentation style to showcase new parts, accessory and apparel products that will be seen at INTERMOT - where possible we have indicated the booth numbers that they'll be seen on.



**SBS p.18**



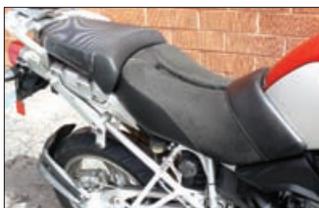
**niemann+frey**

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**GIVI**

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**BIG BIKE EUROPE**  
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Exhibitor enquiries - Chris Gothard - cg@bigbikeeurope.com

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# Recovery postponed?

**WHEN the recession hit, following the 2008/2009 banking crisis, the European motorcycle industry was at a point of believing that it was about to emerge from the decline in sales that had started around 2000.**

Indeed there was clear evidence that business was improving, especially among the hard parts and accessory vendor community. The performance, tuning and workshop sectors were also seeing some growth, and some specialty sectors, not least the custom market, were growing despite the ever present regulatory issues that are as much a threat today as they have ever been.

The apparel and helmets sector were under intense pressure, because of the impact of Asian manufacturing and the resulting over-supply, but generally speaking the industry thought it was looking at being in a better place as it gathered for INTERMOT in 2008 than had been the case during the prior years.

Sales were lower than they had been at the start of the decade, but it genuinely looked like there was going to be a return to new motorcycle unit growth, and, crucially for the parts and accessory industry, the value of pre-owned motorcycles had been holding stable for a couple of years - demand and supply appeared to be balanced.

Then came the Lehman apocalypse, and as the industry gathered for INTERMOT in 2008, the 'Dog Days' of the Bush administration in the United States were seeing an economically naive government grappling with, and failing to understand, a crisis that had been gathering pace for two or three years as house prices started to slip and credit availability tightened.

It was against that background that, four weeks later, while the industry was gathered at EICMA in Milan, the election of a new US president, one swept to power on what appeared then to be an authentic tide of popularity and enthusiasm, appeared to offer hope that the foot would finally be lifted from the hosepipe and that dynamic leadership and fiscally positive and prudent policies would replace inertia.

Four years on, and even though there are some signs of recovery in the United States (but don't believe everything you read), in reality all that appears to have happened is that we have swapped the uncertainty of Washington and Wall Street for that of Berlin and Brussels.

Now it is business in Europe that is left high and dry above a receding tide that is taking consumer confidence out with it - again!

The latest batch of motorcycle sales statistics from Europe's primary markets make for uneasy reading. While some markets are seeing some (slight and sporadic) improvements, and others could, arguably, be said to be broadly stable (at last), as ACEM pointed out some weeks ago, the decline of sales in

Southern Europe is infecting industry confidence everywhere.

The erosion of the fragile recovery in confidence that some European economies had thought they were seeing in 2011 is spreading like a virus.

The effects of that virus will be clear for all to see at INTERMOT and EICMA this year. While both shows will, as ever, be superbly staged and will make the industry and the products it offers to consumers look inspirational and aspirational, you won't need to scratch far below surface appearances to see a different story.

Despite their best efforts, both shows are reflecting the reduced number of exhibitors available to them, and while both shows continued to do an excellent job of finding ever more creative ways to attract and enthuse consumers, neither show, nor the motorcycle industry itself, can create or, more importantly, sustain demand in an environment of uncertainty and fear.

Despite the recent European Central Bank statements and moves to guarantee the future of the Euro, and the court decisions in Germany that clear the way for the government there to deliver on the central fiscal role it has been dragged reluctantly into having to accept, the virus will continue to spread.

Even if the outcome of the US election, either way, proves to have been business-friendly and recovery-reinforcing, even if a better exchange rate landscape starts to restore balance sheet sanity for Japanese motorcycle manufacturers, and even if these current latest best hopes of

decisive moves to restore confidence here in Europe do in fact turn out to have marked a turning point, it is going to be many years, decades even, before the motorcycle industry (and many other specialty consumer markets) will be able to say that it has finally started to make back some of its lost ground.

By which time the changes in the expectations that consumers have from the riding and ownership experience, changes that have already start to play out in front of our eyes in the past five years, will have continued to move the target out of the cross hairs that informed the products of the industry at the turn of the century.

## 'swapped uncertainty of Wall Street for Brussels'

**Robin Bradley**  
Publisher  
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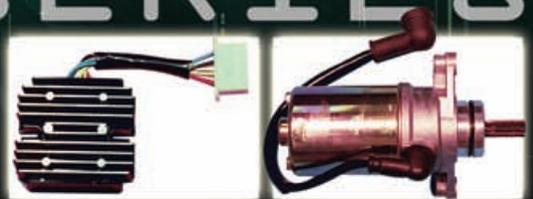
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OEM & COMPETITOR'S (Example)



DNA® FCD DESIGN TECHNOLOGY (Same example)

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# Rieju RS Sport 50

RIEJU'S latest scooter launch is the 50cc RS Sport 50, which uses a Yamaha developed Minarelli water-cooled, two-stroke, Euro 2 engine and CVT transmission. The scooter rolls on 13in alloy wheels equipped with profile tubeless tyres and Wavy brake discs. Suspension hung from the tubular steel frame is hydraulic forks at the front and a monoshock at the rear.

Additional features on the RS Sport 50 include dual projector

halogen headlights, multi-functional digital dashboard, on-board USB smart phone charger, and under seat storage. Offered in black or in blue/white, the RS Sport 50 is supplied with a two-year parts and labour full warranty.



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



**Hall: 8.1 Stand: E051**



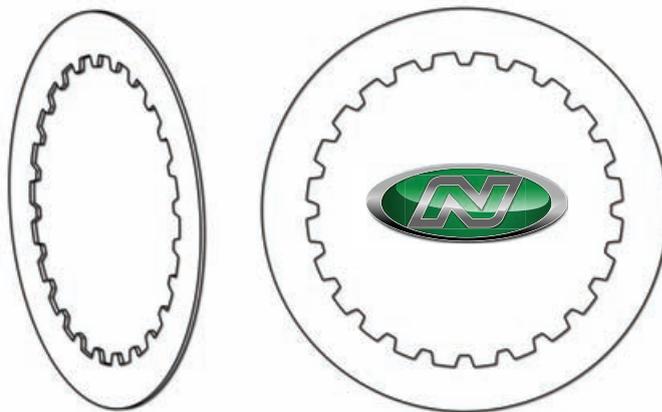
# Newfren patents clutch discs for Moto3 Honda engine

EXPERIENCE achieved over more than 50 years has already allowed Newfren to develop special clutch discs for the Ducati Althea.

Carlos Checa has used them and achieved the highest podium wins in the World SBK. Now the new clutch steel plates for Moto 3 Honda are patented as official spare parts from the F.I.M. The discs, thanks to the special heat treatment of the steel, now

have an even higher resistance to wear and tear. Development and production of high technology and quality materials is also applied to Newfren's other lines of brake pads and discs.

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**Hall: 6.1 Stand: B063**



Some of the rewards on offer



# TRW introduces dealer reward programme

TRW, the German parts specialist, has introduced a new incentive for its dealers – the 'TRW Diamonds Program'. The new initiative rewards dealers for selling TRW-Lucas products.

Launched after a preview at Automechanika 2010 in Germany, the system went live across Europe, and now it has been expanded to include motorcycle dealers alongside Lucas' automotive parts dealers.

All that a dealer needs to do is to collect the product labels off the TRW-Lucas parts they are already selling and send them back to TRW. They will then be credited towards TRW Diamonds to be redeemed for

rewards; everything from lifestyle products to top-quality workshop equipment.

After registering at [www.trwdiamonds.com](http://www.trwdiamonds.com) participating dealers get a welcome pack containing unique identity envelope stickers. The dealer then sends all the relevant TRW box flaps back to TRW, the stickers will be processed and added to their rewards account with TRW.

TRW's pan-European Diamonds Program is starting for motorcycle shops in nine countries: Austria, Belgium, France, Germany, the Netherlands, Poland, Portugal, Spain and the United Kingdom.



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**Hall: 6.1 Stand: D049**



# Red Dot Product Design Award for DNA Filters

A 2012 Red Dot product design award has been received by DNA Filters for its Stage 3 MK3 air box kit for the KTM 990 Series motorcycles.

The Red Dot design award, which dates back to 1955, is now one of the world's largest and most distinguished design competitions, and is for products released over the past two years that exhibit superiority

in terms of a total of nine aspects, including innovation, functionality, ergonomics, ecology, durability and design.

Dino Nikolaidis, DNA Filters' founder, CEO and designer, said of the award: "I am deeply touched and honoured to win the prestigious Red Dot award. Our total commitment to quality and innovative design of

environmentally friendly products has proven that a high-tech engineering company from Greece can prevail among the best and lead the industry with its products.

"The DNA Stage 3 MK3 air box kit is a high-tech passion item, completely machined out of billet aluminium alloy, which increases the performance of the bike. Now with the Red Dot seal of quality it is even more desirable. It is a perfect example of our dedicated passion for excellence that is applied to every DNA product."

Professor Dr. Peter Zec, initiator and CEO of the Red Dot design award, said of the quality of the competition: "The most distinguished products of the respective branch of industry faced up not only to the tough competition this year again, but also to the critical eye of the jury. The experts thoroughly examined, tested and evaluated each individual entry, applying the highest standards. With their performances, the laureates did not only demonstrate an extraordinary design quality, but



Dino Nikolaidis, CEO of DNA Filters

they also showed that design is an integral part of innovative product solutions. At this high level, the winners are able to increase their potential for success on the market considerably by purposefully using our design prize".



reddot design award  
honourable mention 2012



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◀◀ Continued from cover

Corrado Capelli, the president of Italian trade association ANCMA, has repeated his calls for government assistance for the motorcycle industry. Pointing to domestic Italian fiscal policies hitting the transport options for the less well off hardest. In parallel with the debate about

stimulus versus spending and debt reduction that is raging throughout Europe, he also cites the negative employment and tax-raising impacts that failure to support the motorcycle market in Italy will have, further deteriorating the overall performance of the economy.

All sectors of the Italian motorcycle

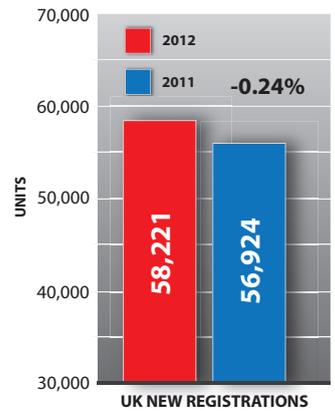
industry are seeing unit sales in decline, with Enduro and sports bikes, the two largest, down 36.59 (to 14,713 units) and 30.56 percent (to 14,719 units) respectively for the year-to-date. Even the custom market, which had seen huge growth in Italy in the years preceding the downturn, is down by 35.49 percent for the year-to-date at 5,151 units.

In the Netherlands overall PTW sales for the first six months of the year were 27.5 percent down; within which motorcycle sales fared less badly, declining 10.5 percent to 6,645 units.

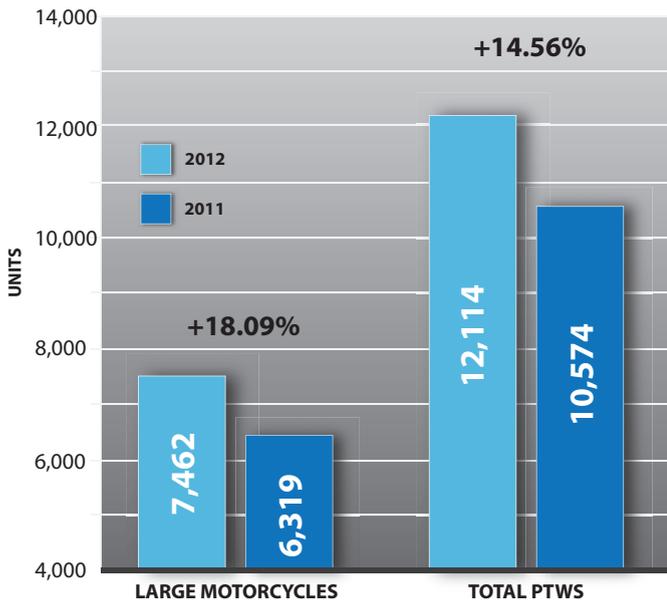
In the United States the growth seen in the first quarter of the year has slowed during the second quarter. Motorcycle, ATV and scooter sales were 6.2 percent up for the first quarter of 2012, but figures for the first six months of the year show sales up 3.6 percent, with the numbers for June showing a 1.7 percent year-on-year decline. Net of the improvements seen in the ATV market, motorcycle sales were 2.8 percent up for the first six months, but 2.5 percent down in June 2012.

After double digit growth in the first four months of this year, worldwide Japanese motorcycle manufacturer exports have been sliding again since, with a 17 percent decline in May, June and July. According to data released by JAMA, the Japanese Automobile and

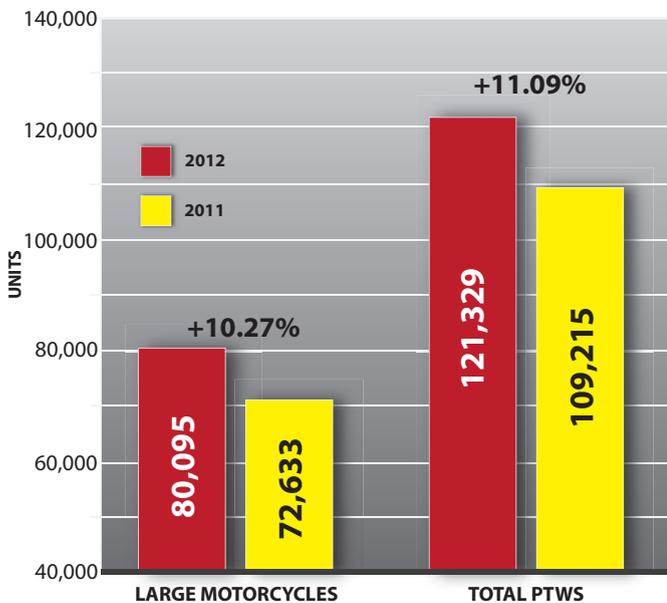
**UK Registrations  
Jan-Aug 2012**



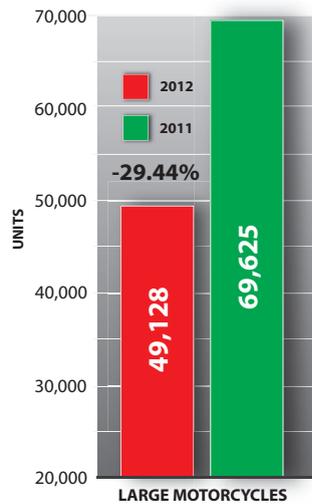
**GERMANY, AUGUST 2012**



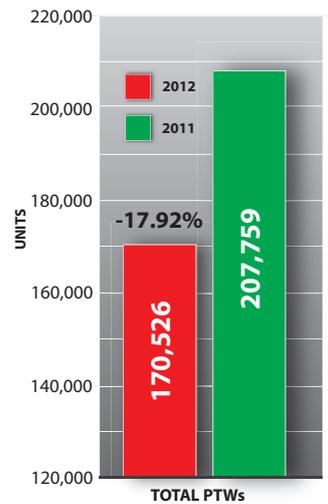
**GERMANY, YEAR TO DATE**



**ITALY  
year to date**



**ITALY  
year to date**



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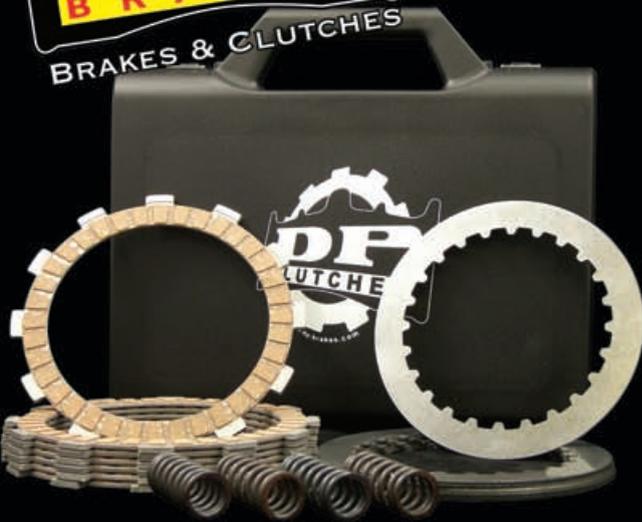
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# THE AMERICAN REPORT

By IDN founder Robin Bradley

robin@dealer-world.com

The 'ShowWars' saga in the United States continues to confound observers and frustrate the hard pressed exhibitor community in equal measure.

Following MIC Chairman Larry Little's announcement of a planned new 'European style' national motorcycle show (the American International Motorcycle Expo - AIME) for Orlando in October 2013, his former expo collaborators Advanstar acted quickly to respond.

With AIME offering a combined trade/consumer formula (not unlike our own Big Bike Europe expo project in Essen, Germany, in May 2013) Advanstar announced that it would stage one of its Progressive Insurance sponsored IMS series consumer shows in downtown Indianapolis (at the Indianapolis Colts NFL stadium just down the road from the Indianapolis Convention Center) at the same time as its February Dealer Expo.

Clearly not satisfied that it had taken sufficient measures to shore itself up from the threat of

competition for exhibitor bucks posed by AIME, they have followed that up by a date move - from the February slot that it had spent three decades promoting as the best time for a dealer expo in the United States, to, you guessed it, October!

In what clearly signals less than robust planning and a confused assessment of industry requirements, part of a 'plan' that is clearly designed to defend itself against hemorrhaging exhibitor booth income, is to ask the domestic and international powersports industry to actually fund three Dealer Expos in the space of 18 months.

Their 'plan' calls for the industry to fund the Dealer Expo in its traditional date in February 2013, followed by

an additional fall/autumn date in October 2013, and then again at its new annual date from October 2014 onwards.

What is more, having switched Dealer Expo from a Saturday through Monday

schedule two years ago to a Friday through Sunday

schedule (nothing wrong with that, excepting that they had refused

to listen to exhibitor opinion and

pressure to accept that as a better

idea for years and years) they

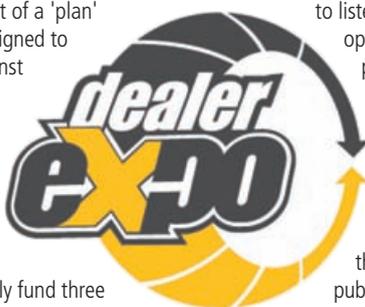
have also now announced that they will allow

public entry to Dealer Expo on the Sunday

afternoon - at the same time that exhibitors are funding booths or staff

down the road at the newly located IMS consumer show.

**AMERICAN INTERNATIONAL MOTORCYCLE EXPO**



Confused? Everyone is - as soap operas go, it would be laugh-out-loud stuff, if it wasn't for the fact that exhibitor budgets and business opportunities being treated like pawns in a game of chess between rivals.

One final note on all this. It had been expected that once AIME started to go public with its exhibitor list, the OE's, for whom that new show project is primarily designed would be prominent as 'anchor' exhibitors - but not a bit of it. At the time of going to press AIME is declaring some 30 plus vendors as signed-up, very few of them American, and no motorcycle manufacturers.

Planned for some two to three weeks before EICMA at Milan, and, in even numbered years, some two weeks after INTERMOT, it would appear that having already introduced their new year model line-ups at their dealer events by then, the motorcycle manufacturers remain unconvinced about the need for AIME as yet.

In their reasoning for their changes, Advanstar are citing exhibitor demand for an autumn/fall date as among the drivers for their decision making (personally I have NEVER heard anyone say that would be better), along with distributor and motorcycle manufacturer dealer conventions having changed the landscape of the buying cycle in recent years ... next year I'll be marking 25 years involvement in the domestic US powersports industry, and far from a recent development, such gatherings have actually always been late summer through fall/autumn.

It looks increasingly like Le Mans (Parts Unlimited/Parts Europe/Drag Specialties/Thor Motocross/Moose/ICON et al) chairman Fred Fox's decision to disengage from the Dealer Expo (announced some ten weeks ago) and deepen his and his vendors focus on their own program of spring dealer events is prescient - as it so often is when it comes to strategic

## 2013 Industry Events USA/Europe

Feb	V-Twin Expo	Cincinnati, Ohio
Feb	Dealer Expo	Indianapolis, Indiana
March	Bike Week	Daytona, Florida
March	Le Mans Dealer ShowCase	Anaheim, California
April	Le Mans Dealer ShowCase	Valley Forge, Pennsylvania
May	Big Bike Europe	Essen, Germany
July	Tucker Rocky Dealer Show	Ft Worth, Texas
Aug	Sturgis Rally	Sturgis, South Dakota
Aug	Le Mans Dealer ShowCase	Madison, Wisconsin
Aug	Marshall Distributing Dealer Show	Cass City, Michigan
Aug	Western Power Sports Dealer Show	Boise, Idaho
Sept	Mondial Du Deux Roues	Paris, France
Oct	Biketoberfest	Daytona, Florida
Oct	AIME	Orlando, Florida
Oct	Dealer Expo	Indianapolis, Indiana
Oct/Nov	SEMA	Las Vegas, Nevada
Nov	EICMA	Milan, Italy

This is just a selection of the primary industry events that will affect US vendors in 2013. This does not include the late-summer/fall schedule of OE dealer meetings, and on both sides of the Atlantic excludes dozens of other trade and consumer-oriented events, the race calendars, and other market-specific specialty events - all of which make for an already overcrowded calendar in the United States, placing impossible demands on ever reducing vendor budgets.

**O**xford Products is moving ahead with plans for global expansion with the opening of a facility in the USA. The premises in Jacksonville, Florida, are being run by Head of US Operations Eric McFarlane, who was joined by founder and Chairman of Oxford Products, Alec Hammond, for the first delivery of goods. "This is a momentous occasion for everyone connected to Oxford Products. I must congratulate Eric and his team on the extraordinary achievement of establishing and operating Oxford Products USA in such a short period of time. It bodes extremely well for the future." The new Oxford Products USA



premises include offices, warehousing space, and a showroom. Headquartered in the UK, Oxford Products celebrates its 40th anniversary next year. The company offers dealers access to an extensive own brand product programme (including



**OXFORD**  
INTERMOT  
Hall: 8.1 Stand: D010

security, luggage, battery care and communications products) and distributes a wide range of helmets and apparel. [www.oxprod.com](http://www.oxprod.com)

**L**e Mans Corporation, parent company of Parts Europe, staged their annual National Vendor Presentations at Madison, Wisconsin at the end of August, and as usual it was followed by a two-day Dealer ShowCase opportunity for Le Mans vendors to show new products and established Parts Unlimited and Drag Specialties inventory to the distributor's Mid West dealers.

Staged some 30 miles from their headquarters warehouse complex at Janesville, Wisconsin, the NVP is a series of seminar style presentations for Parts Unlimited and Drag Specialties inside and outside sales representatives to take briefings on the products that they will be selling in the coming season.

The Dealer ShowCase is trade expo style for dealers and sales representatives to meet with a wider selection of vendors, and, as the last in a sequence of four distributor dealer events in July and August, always marks the final of the major 'season-starter' events in the United States, and as such a valuable opportunity to take the pulse of the market on a moving forward basis.

This year the dealer attendance at Madison was clearly substantially increased on the last few years, and the general view among the vendors I spoke with was very positive about business prospects for 2013.

Most vendors have now had a sequence of at least two years of seeing sales, or profits, or both increase from the darkest days of the downturn in 2009 and 2010. While everyone accepts that the recovery is still fragile and regional in character, with many pointing to the coming presidential election as having a big bearing on just how well they do in 2013, the increased sense of "enthusiasm and energy"



among exhibitors was palpable according to the company. "Dealers were excited to learn about the new products offered by our vendors, giving them an edge over their competitors," said Greg Blackwell, VP of Sales for Parts Unlimited and Drag Specialties. "Vendors could sense the excitement on the show floor, and we know that energy will translate back to their dealerships."

INTERMOT  
Hall: 7.1 Stand: A030  
A038

**PARTS  
EUROPE**

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**POWERSPORTS  
INSIDERS**

Polaris has entered into a \$50m 50/50 joint venture in India with Eicher Motors Ltd., the parent company of Royal Enfield. Polaris CEO Scott Wine described Eicher as "the perfect partner for us in India". The deal is expected to see the joint development of new Polaris vehicles for the Indian market, and elsewhere in Asia and beyond, with a new manufacturing facility with production expected to start in 2015.

**Ducati USA had to issue five separate recalls during one week in August, affecting 2,411 Panigale 1199 units manufactured between March 16 and July 12. The recalls affect steering, engine cooling, rear suspension and brake components. Apart from that the bikes are said to be fine!**

LeoVince USA executive vice president Tim Calhoun continues to add selected product to its growing third party "partner brands" product program with deals to sell the Italian made BMC cotton filters line, and Canadian Stephane Dion's noted 'Dion Device' designs of brake levers and hand guards.

**The Motorcycle Safety Foundation of California will present two peer-reviewed papers at the 9th ifz/MSF International Motorcycle Safety Conference at INTERMOT - "Hazard Recognition Training Programs and their Relationship to Executive Functions in Motorcyclists", by MSF VP Training Systems Dr. Ochs, and "The Effects of Safety Renewal on Crash Avoidance Skills, Rider Judgement and Knowledge", a paper based on results from 'The Discovery Project' being presented by Dr. Sherry Williams.**

Retail motorcycle sales in the United States in the first half of 2012 were up by 2.8 percent, but unit sales growth is believed to be slowing, with total June motorcycle sales down by 2.5 percent, of which streetbike sales were down by 3.9 percent. See statistics report on page 8 of this edition of IDN.

British motorcycle sports protection specialist Forcefield Body Armour has selected Bill Berroth's Santee, California headquartered Motonation operation as its exclusive US, Canadian and Mexican market distribution partner.

Motonation is a specialist distribution business that focuses on a small number of selected high quality and mostly European brands and, as reported in IDN earlier this year, has now added a second New Jersey based distribution facility to better serve East Coast dealers

"Motonation does not add new brands to its range very often, as we prefer to maintain a sharp, deep

focus on compatible product lines, but the opportunity to work with Forcefield is something we just could not pass up", said Berroth.

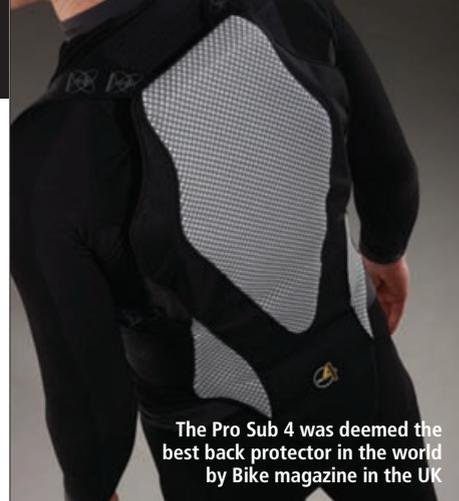
"The product is superior, the technology is impressive, and we feel it is a great complement to the Sidi, AGV Sport and Vemar brands."

The Forcefield "soft" protection range is CE approved and said to have unique features, boasting multi-impact, breathable and 3-dimensional moulding characteristics.

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



**Hall: 7.1 Stand: F036**



The Pro Sub 4 was deemed the best back protector in the world by Bike magazine in the UK



Vance & Hines has announced the appointment of Paul Langley as the company's new president effective September 1, 2012. In turn, Terry Vance will move to the role of chairman, having served as the company's president since its founding over thirty years ago. Langley has served most recently as Senior Vice-President of Sales and Marketing at Vance & Hines as well as overseeing the development of its newest manufacturing facilities and race programs in Brownsburg, Indiana. Prior to joining Vance & Hines in 2005, Langley, originally from the United Kingdom, served as a Senior Vice-President at Dynojet Research, having played an instrumental role in the company's global expansion and

its transition to a publicly traded enterprise. Having founded Vance & Hines with long time business partner Byron Hines in 1979, Terry Vance has led the company from its start-up as a two-man operation to its current capacity of over



Ex DynoJet man Paul Langley takes over from founder Terry Vance as president of the business he founded with Byron Hines in 1979

250,000 square feet of manufacturing space with over 500 employees.

"I have enjoyed the unique privilege of building this company and brand from the ground up. Beyond everything we have achieved on the racetrack, this company stands as the proudest accomplishment of my career," said Vance on the announcement of his successor. "Like myself, Paul has more than three decades of experience in this business, and there isn't another person in this industry that I have more confidence in as I hand over the baton of day-to-day operations going forward."

In his new role as Chairman, Vance will continue to focus on next generation products as well as guiding the direction of the company as it moves ahead to meet the challenges

of the future.

"Terry has built a company that stands as a benchmark for the motorcycle aftermarket in all respects. I am keenly aware of this and firmly committed to ensuring that Terry and Byron's legacy will endure as the company progresses in the years that lie ahead," stated Langley on the announcement of his appointment.

Vance & Hines produces a wide range of performance exhaust systems for all categories of motorcycles, from touring bikes and cruisers to sportbikes and dirtbikes, as well as a full line of electronic tuning products, including Fuelpak and Throttlepak.

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# THE FUTURE'S BRIGHT THE FUTURE'S ELECTRIC AGILITY

Recent years have seen a rise in interest in electric motorcycles. However, the majority of the bikes currently available are simply regular machines adapted to carry an electric motor and accompanying batteries. Now there is a new option, the Saietta range of motorcycles from Agility Global. Company CEO Lawrence Marazzi tells IDN about his clean sheet approach to design and development of the bike

**A**GILITY GLOBAL has recently launched two entirely new electric motorcycles – the Saietta S and Saietta R – and has plans for many more. However, unlike many of the electric motorcycles that are currently available the Saietta machines do not try and adapt existing electric vehicle technology to fit into conventional motorcycle design parameters.

From the very beginning Agility Global has pioneered new ideas and technology to achieve the aims it has set itself, with the result being a very distinct looking motorcycle. However, the looks of the bike are not radical simply for the sake of being different. Much of the styling is due to the way new technology has been integrated into the motorcycle; from the suspension systems through the batteries used and the way they are carried and onto the material used for the bodywork itself.

Much of the thinking behind the technology and styling of the Saietta is down to Lawrence Marazzi, the CEO of Agility Global, the company behind the Saietta brand, and is a direct result of his time spent working in Formula 1 race car development and both aircraft and aerospace engineering. After being involved in various engineering projects in those fields he moved into management roles and then on to consultancy work, which in turn gave him an insight into alternative fuel technology, including hydrogen fuel cells and bio fuel alongside electric and battery power. "I had the good fortune to be involved with projects on a military/industrial basis that showed me where those areas of alternative fuel development were heading in a five year time frame," he explains.

## SAIETTA



Lawrence Marazzi. "I realised, at that time, that by 2012 to 2014 the benefits of that technology would be becoming widely apparent, and if you picked carefully you could get the synergy between the technology and the consumer market for a really great product. At a similar time I was invited to join a zero emission TTXGP race team."

The TTXGP race team was formed to take part in a new event at the 2009 Isle of Man TT races; a one-lap, 60.725km race for motorcycles powered without the use of carbon based fuels and which have zero toxic/noxious emissions.

This exposure to electric motorcycles struck a chord with Lawrence, who then decided the time was right to move away from his consultancy business and begin work with a range of partners to establish Agility Global and explore the world of alternative fuelling.

When Agility Global was first formed, all types of vehicle development was considered; not only motorcycles but also scooters, cars and vans and the different environments where they could be used. The final result of those discussions was the decision to manufacture a motorcycle designed specifically for use in urban areas.

Despite the popularity of scooters among city dwellers an electric scooter was not considered an option by Agility, as Lawrence explains: "Five years ago there had already been scooters from certain countries that were not petrol powered. The quality was not good and the performance was very bad, the range was very bad, the technical support was very bad, the handling was bad, and I could go on... They took what was already a below average product and made it worse. So we wanted to strongly disassociate from that image. No one had at that time demonstrated the benefits, from a performance point of view, of what this new technology could offer to a client."

By creating a motorcycle specifically designed for city riding it was felt that the Saietta would redress the misconceptions of the time of what electric bikes could and couldn't do. With a wheelbase similar to that of a

250cc GP race bike, a lean angle of 55 degrees and a claimed sub four-second 0-60mph time, it could certainly be suggested that the Saietta R manages this.

However, the point of creating the bikes was not just to build bikes that could be ridden quickly around city streets. As Lawrence says: "The whole aim when we established Agility, and the Saietta brand, was to raise technology, styling and design to a whole new level and to put in place a user interface that filters away for the rider anything that isn't adding directly to the excitement in a positive way, or their capability or enjoyment. In effect, to take away anything that doesn't contribute to the ride and maximise and elevate anything that does."

He continued on this theme, saying: "With Saietta the concept was to say, how do we design, develop, generate a motorcycle that will give a quantum leap in capability for the rider?"

"It makes it easier for a rider with less experience to ride, but also makes it hugely more capable for an experienced rider to reach limits and be protected and work within areas of the performance envelope that a normal motorcycle can't match. That was the brief at the very beginning," Lawrence concluded. >





The ease of riding and enjoyment that Lawrence talks about is possible because of the simplicity of the controls on the bikes. Unlike a conventional combustion-engined motorcycle, there is no need for a gearbox nor a clutch. The left-hand side handlebar lever is used to operate the rear brake, though owners have the option to have a conventional foot-operated rear brake pedal too.

A second aspect that makes the bike easy and fun for riders is the amount of torque on offer. The motor used in the Saietta bikes is claimed to be the most powerful in any electric powered two-wheeler, and that the power on offer is on a par with that available from electric cars. While the company is unwilling to discuss exact figures, it will say that the bike has over 120Nm of torque. The torque that is available to the rider can also be changed to match the riding ability of the person on the bike, as can the way that the power is delivered. Options on the engine mapping also include making the motor respond like a two-stroke or dialling in high levels of engine braking.

The tunability of the power output has the potential to make the Saietta bikes available to a wide range of riders, dependent on local area regulations. For example in the UK the bike could be programmed to match the power output of a 125cc motorcycle. However, at the current time it is not an option being offered. According to Lawrence: "We will offer this once regulations are in place to allow it. "We are talking to regulatory and licensing authorities to explain to them we can deliver a bike encrypted in any form to restrict its power output. Restricting the power to that of say a 125cc is still a grey area as far as the law is concerned. We could supply a bike like that, but if the customer then brought it back for us to remap it for full power, there is no regulation in place to cover that change. It would appear on the paperwork for the bike as a modification, as far as insurance cover is concerned, and that is not something we want to happen."

The potential power output of the bikes and the way it can be changed also throws up other concerns for Lawrence. Given that he expects as many novice riders as experienced riders to buy Saietta bikes, he has plans in place to take care of his customers' safety. "Once we have the regulations in place to allow changes in power output we will then

turn our attention to the riders. When they bring their bike in for the power upgrade, if they have passed the necessary country-specific tests to ride a more powerful bike, we will ask them to demonstrate to us that they are capable of handling the bike with the changed engine map before we do the upgrade. We will do this to ensure the rider has the best experience possible with the Saietta brand."

The eventual aim for Agility Global is to be able to offer changes and upgrades to its Saietta bikes online; not only different engine maps but also sound maps. While not yet available, sound output for the bikes is

something that is a work in process at Agility Global. Initially, the company will offer a set of 'house' sounds that the client can download, and this will then lead on to the ability of customers to sample their own sounds and apply them to their bike. This option will be made available to the public once the company has patents in place to cover the technology it is developing to make the sound maps and the way the customer interface works with it.

The subject of patent protection has been one that has been constantly monitored during the four-year development of the bikes as there are multiple patents applied to not only the battery technology used by Agility Global, but also the suspension design and the material used to fabricate the bodywork. Beginning at the front of the bike, the suspension set-up shares some similarities with a Hossack design, but is described by Lawrence as being a wide-base, double wishbone. "We didn't do different with the front end just to be different. We went that way so that we could get it to do what we wanted it to do. It feels conventional, but it is doing unconventional things, you have a level of front wheel control and geometry control that is not available with a conventional, pair of forks." The front end set-up is described as having rake below 24 degrees and at the same time having fully effective trail. At the rear the suspension initially looks like a



Lawrence Marazzi, Company CEO of Agility Global



simple monoshock system, however, Lawrence denies this, but refuses to discuss the details due to intellectual property rights issues. All that he would say about the rear suspension was: "We can run a relatively narrow rear tyre because the suspension keeps it in contact with the ground more than a conventional system would."

"We wanted a short wheelbase to give agility. We wanted low weight to provide enjoyable handling and allow for quick changes of direction. But we wanted something that is easy to ride too. That gave us two conflicting aims. To achieve this we had to look at new technologies, not only for the chassis but also the front and rear suspension systems." He continued saying: "We looked at existing technologies and we looked at existing suspension forks, conventional chassis and batteries boxes, but it was clear that if we went that way the bike would weigh 40-50kg more than our finished bike does. Nor would it offer the handling we wanted."

To ensure the low weight of the Saietta models the composite bodywork is a monocoque design that not only carries the front and rear suspension, but also acts as the bike's battery container. This multiple use of one component on the bike allows the Saietta to weigh in at less than a four-cylinder 600cc bike with a full load of fuel, oil and coolant. The work needed to develop this level of technology for use in a motorcycle took a long time, an example being the three years of development that went into achieving the mix of fibres in the composite. The result of this work, however, according to Lawrence, is the ability to offer what would have previously been a £20,000 chassis on a bike that costs less than £14,000 complete.

The strength built into the monocoque bodywork is such that the tubular subframe, that appears to be supporting the seat, is now surplus to requirements, despite being needed on early prototypes. It is an option that can be installed or removed at the customer's request and is usually left in place because the buying public expect to see it there.

The fact that the subframe remains as an option is one of the few conventional looking aspects of the Saietta models and the dramatic styling is very deliberate. "Two and a half years have been spent on the styling," says Lawrence. "It has been styled in the same way a major motor manufacturer would style a car. This is not the way things are normally done in the motorcycle industry, and we like to think it shows. The effort we have put in on the styling means when you ride around you get an incredible amount of attention." The attention that the bike generates is one of the key points that Lawrence believes makes it such an attractive option for dealers to stock. His reasoning for this is that: "The bikes definitely attract people who would never have looked at a conventional bike. There are people who look at them and ask why aren't all bikes like that? When we have had the bikes on display we have had people walking in with hundreds of questions. From that we know that for dealers the footfall will be incredible. We know that if a dealer puts one

or two on display, then people will come in." Once a dealer takes on the Saietta brand the arrangement will be reciprocal with the company not only offering training to the dealership staff, but also a large aftermarket catalogue. A key aspect of aftermarket package is the plan to make everything retro-fittable across the Saietta range, so as the bikes evolve and new design features are introduced, the changes can be made retrospectively to older models. This plan is being put in place to retain customers and provide additional profit for the dealers. The aftermarket offerings will eventually not be restricted to hard parts but also software upgrades. Indeed there is the potential for the dealer to up-sell hard part upgrades when a bike is booked in for routine service work or software upgrades.

While Agility Global has its design and engineering facilities based in the UK it is exploring markets worldwide and has already had a great deal of interest from dealers in New York, despite the company not having had a US launch for the bikes yet. The reach of the brand does not stop there either, as Lawrence explains: "There's interest from dealers in Germany, Brazil, Holland, Dubai, UAE, Australia, New Zealand, India and China. While it is a small potential market, in countries like New Zealand, we have a number of clients from there who are currently working in Europe who want to take their Saietta bikes back with them when they return home. That's a special case, we know a dealer there won't have the through-put that a Shanghai dealership may have, but we're taking the long-term view and realising that having a dealer there would be good for us to allow the kind of back-up we want to offer to our customers."

"Agility as a parent company doesn't always go for the conventional answer and that applies to the selection of dealerships, too," Lawrence continues. "It is not just about the number of bikes a dealer can sell. It is all about the level of customer service; quality not quantity. We want dealers who are prepared to move forward. It is no longer just about a shop full of bikes and a customer wandering around on his own looking at the product. It is a very different approach with Saietta. The people involved in the development of our bikes are world leaders in their respective fields, and we want the client to feel that when they walk into the dealership."

Initially, the company will be offering the Saietta R and S in limited numbers. The first year of full production is expected to see 300 to 500 of the R model produced, with the numbers increasing in the second full year of production to up to 700 units. While Lawrence is confident that higher production numbers could easily be achieved, supply will be deliberately limited in order to maintain resale values.

When asked why he thinks Agility Global will be able to sell its electric motorcycles in these numbers, Lawrence says: "The whole aim with Saietta was to say how do we design, develop, generate a motorcycle that will give



Former GP Champion Wayne Gardner took the opportunity to ride a Saietta during the hill climb event at the Goodwood Festival of Speed

a quantum leap in capability for the rider? And our answer is that it makes it easier for a rider with less experience to ride, but also makes it hugely more capable for an experienced rider to reach their limits and be protected, and work within areas of the performance envelope that a normal motorcycle can't match. That was the brief at the very beginning.

"Other electric motorcycle manufacturers have started with the adaptation of an existing motorcycle and added a battery and a motor. We have started from a clean sheet to get the very best benefits that electric bikes can offer. We have not compromised." •

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**AGILITY**  
**SAIETTA**

## New brake pad options from SBS

SBS 889 DS is the new brake pad, which has been race tested by World Superbike Champion Carlos Checa on his Ducati 1198 and Althea Ducati Racing team mate Davide Giugliano. Following on from the race testing, the dual sinter brake pads are now in production.

Due to Honda's VFR 1200F with DCT Dual Clutch Transmission using a different rear brake pad from the VFR 1200F model with traditional transmission, SBS has introduced a new brake pad for this specific application. The SBS 892 is available in LS Sinter Street Excel material.



SBS 889 DS



SBS 892

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Hall: 9.1 Stand: B020

## Ducati billet clutch covers

MACHINED billet aluminium clutch covers for use on six-speed dry clutch Ducati models have been introduced by Barnett.

Three designs of cover are being offered; the 'Half', 'Propeller', and the 'Open Face'. All are CNC machined from aerospace quality billet aluminium and are guaranteed not to fade or discolour. Available in clear (natural), black, or hard anodized finishes.



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



## Reevu RV FSX1

REEVU, the manufacturer of the world's first rear view motorcycle helmet, the MSX1, has launched a new rear view helmet. The FSX1 is a modular style helmet that utilises the same rear view technology as previous helmets from the company. The flip front FSX1 has just gone into production and will be available for retail globally in 2013.

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



# Sceed42 apparel

NEW from German company Niemann + Frey is a range of scooter and leisure jackets.

Safety and functionality are key factors for a perfect scooter jacket, therefore the material needs to be robust and easy to look after and comfortable to wear, says Niemann + Frey.

These jackets have all these features, as well as certified protectors and crash foam at the back, and they are also 100% water- and windtight, but also breathable, and have a detachable thermal lining.

These two high-tech, functional jackets from the



Pilots

new Sceed42 collection are designed to also be worn off the bike, with 'Downtown Race' made from abrasion-resistant polyester material 600 D Avertex with a Hiltex Z-liner membrane, and the sporty model 'Pilots' made from waxed polyamid.

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**Hall: 6.1 Stand: A038**



Downtown Race

# Skidmarx screen for Honda NC700S



SKIDMARX' latest release is a tall screen for Honda's NC700S.

Manufactured from 3mm acrylic, it is 18cm taller than the standard screen, and is said to offer good protection from wind and weather.

The screen is available in clear and light or dark grey tints, and all use the existing mounting points and fasteners, meaning no drilling or fitting kits are required.

**SKIDMARX**  
 Weymouth, Dorset, UK  
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[sales@skidmarx.co.uk](mailto:sales@skidmarx.co.uk)  
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**Hall: 8.1 Stand: E012a**



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## PRODUCT NEWS

# Scorpion Exo-2000 Air helmet

THE newest helmet introduction from Scorpion is the racing model Exo-2000 Air.

The helmet features a TCT fibre shell, which is said to offer both, low weight and safety. The helmet also has a new patented system to release the cheek pads to ease helmet extraction in case of a crash. Behind the cheek pads there is the Airfit system of air pockets to offer made-to-measure fitting. Additionally, the lining is made of four pieces, which is said to maximise noise reduction.

Externally, Ellip-Tec is a newly



patented system, claimed to allow visor changes in less than one second, and the visor itself is equipped with the high-end Maxvision Pinlock.



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



**Hall: 8.1 Stand: A060 A064**

# Saddlemen Adventure Track seats for R1200GS

THE latest version of Saddlemen's 'Adventure Track' seat has been designed to fit the '04 – '12 BMW R1200GS.

Adventure Track seats are designed to provide comfort and control on and off the road and feature SaddleGel, progressive density foam and a gel channel, all covered with a vinyl and micro-fiber suede cover.

Built-in pillion mounting points allow for the integration of bags or cargo.

Saddlemen Adventure Track seats are available in standard and low profile designs and offered with an optional front heating system.



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**Hall: 7.1 Stand: A030/A038**



# Shad luggage options for T-MAX530

SHAD has a wide range of luggage options available for use on the Yamaha T-MAX530 to increase the scooter's load carrying capability.

The largest top box offering from Shad is the SH48 which will hold two full-face helmets. Finish options for the cover are carbon look, titanium or dark grey, and each box includes a standard plate and a screw set, meaning only the mounting kit specially designed by Shad for the Yamaha T-MAX530 is needed to complete the installation. As an accessory, the brake light that can be adapted to the lower part of the rack and a double ergonomic and anatomical backrest is offered as an option.

Also capable of carrying two full face helmets is the SH45, which also features an interchangeable colour cover mounted in the centre of the case. It includes a standard plate, a screw set and an optional backrest.

The smaller SH40 will take a full-face helmet and a jet, and also has interchangeable colour covers. Additional options are a backrest and brake light kit. The same range of options are offered on the SH37 with the capacity to hold one helmet and equipment or two jet helmets.

For those who want luggage but not a top box, Shad has the SC30 bag, which fits on to the scooter with straps. It has a load capacity of up to 24 litres, enough to hold a full-face helmet, and is supplied with extra straps and a shoulder strap.



# SHAD

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Tel: +34 935 795866  
[www.shad.es](http://www.shad.es)



Hall: 8.1 Stand: E030



# Bitubo suspension upgrades for T-Max

BITUBO has created a range of suspension upgrades for the Yamaha T-Max 530.

Rear suspension is catered for with the HZM11 monoshock, which is fitted with a separate compensation tank and adjustable spring preload, extension and compression hydraulic brake and ride height adjustment.

To improve the action of the scooters' front forks, Bitubo offers the ABB09 pressurised fork cartridge



**bitubo**



Hall: 6.1 Stand: B018 B020

kit, which can be fitted without any modification to the forks.

A second fork option is the MF spring kit and fork oil, which is said to stiffen the action of the forks.

**BITUBO**  
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 E-mail [info@bitubo.com](mailto:info@bitubo.com)  
[www.bitubo.com](http://www.bitubo.com)

# Duchinni D311 Dual System helmet

BIFAX International is now carrying stocks of the Duchinni D311 Dual System helmet.

The ECE 22.05 approved, fully vented helmet, which is available in sizes 54 to



64, features a removable, washable Super De-Luxe absorbant lining system, an adjustable peak and a flip up visor. It can be ordered in a choice of metallic black or gloss white.

**BIFAX INTERNATIONAL LTD.**  
 Christchurch, Dorset, UK  
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[sales@bifax.co.uk](mailto:sales@bifax.co.uk)  
[www.bifax.co.uk](http://www.bifax.co.uk)

# Touratech equips 650 V-Strom

TOURATECH has put together a selection of parts and products to equip the latest version of Suzuki's DL650 V-Strom as a long-distance touring bike.

Luggage options for the 2012 V-Strom 650 from

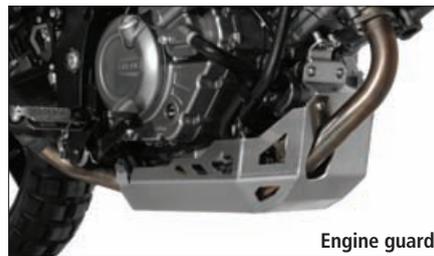
Tank bag



Touratech include a tank bag created to suit the changed shape of the bike. Another change to the design is that instead of an outer pocket on the back side, there are now two zippered pockets on the side, where small items can be stored. Reinforced sides keep the tank bag in shape even when it is empty. A surrounding zipper can quickly increase the bag's 12-litre capacity to about 17.5 litres.

For more secure load carrying, riders have the option of the Zega Pro aluminium pannier system, which is made up of black anodised 31/38-litre panniers and a steel rack made of 18mm tube.

Zega also has a matching Pro topcase system. The



Engine guard

Zega Pro topcase rack is made of stainless steel and specifically designed for the Suzuki's attachment points. It can be used on its own or in conjunction with Touratech's pannier system. The Zega Pro topcase is made from aluminium and the hinges and latch are constructed from stainless steel. It can be equipped with an optional key lock for maximum security. The topcases come in both 25- and 38-liter sizes and are available in raw aluminium, anodised black or anodised silver finishes.

Touratech also offers a range of protection options. To protect the bike's engine, 4mm aluminium is used for the Touratech engine guard. Laser-cut aluminium is used for the radiator guards, which mounts by screwing into the existing fixing points. The same material is also used for the chain guard available through Touratech, and mounting screws are included with it.

Another piece of aftermarket protection for the 650 V-Strom is a black coated stainless steel headlamp cover. The metal grid can be unclipped at the top to allow for ease of cleaning the lights.



Headlight protector



Radiator guard

**TOURATECH**

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Hall: 6.1 Stand: C030

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# New classic style jacket and MX outfits from Sinisalo

SINISALO is covering two diverse types of rider with its latest clothing launches; the classically styled Petrus riding jacket and the Renegade MX outfit.

The 'Petrus' jacket is made of a microfibre fabric that creates a Nubuk leather look with a comfortable fit. The microfibre used is water-repellent, and CE certified protectors are fitted.

To aid comfort there is a waist adjuster, zippered cuffs and a breathable inner lining

and three pockets.

The Petrus is being offered in sizes 46 to 60. Sinisalo's new Renegade MX outfit has been launched to complement the company's SCD collection for Motocross pros and amateurs. All Renegade products are made of rugged, breathable and moisture guiding synthetic fabrics and available in matching designs in five different colour combinations.

The Renegade raglan jersey with stretch collar and cuffs, vented arm pit panels and a long back, is available in sizes S through 3XL.

Made of 1000D polyamide fibre with reinforced knees, the Renegade pants have a mesh lining, pre-shaped legs, double and triple stitched seams, partially perforated top material and a stretch waist with Velcro adjuster. They are available in sizes from 28 through 40 inches. Renegade gloves feature seamless palms



'Petrus' riding jacket

and are made of elastic PU fibre with an anti-slip coating on the contact patches. Available in sizes 8 through 13.

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**Hall: 6.1 Stand: A018**



'Renegade' MX outfit

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# New scooter exhaust options from LeoVince

SITO'S exhaust brand LeoVince has released new exhaust options for both the Piaggio MP3 Yourban 300 LT and the Yamaha Xenter 125.

GranTurismo is the name given to the new silencer for the Piaggio and it is CE approved for street use. It features a conical stainless steel body and heatshield and a trapezoidal end cap.

A graphite bush, with a special internal structure, connects the collector to the silencer to avoid any breakage risk.

The second new option is a version of the LeoVince GranTurismo for use on the Yamaha Xenter 125. Like the MP3 silencer, the GranTurismo for the Yamaha is constructed from stainless steel complete with a stainless heatshield and graphite bush collector junction.



**Hall: 6.1 Stand: B051**

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# Rear sets and axle protectors

GILLES Tooling has created rear sets to fit Ducati's Streetfighter. The RCT10GT rear sets offer 12 adjustment positions and a 10mm wider base, so riders are less likely to burn themselves on the bike's exhaust.

A second new release from Gilles is its AP.GT axle protector. The protector also doubles up as a bobbin for use with a paddock stand. The rotary body of the protector makes lifting the bike with a paddock stand easier.

AP.GT axle protectors are available for more than 170 bike models, for front and rear axle use.

**gilles.tooling** 

**GILLES TOOLING**  
**Wecker, LUXEMBOURG**  
**Tel: +352 267 8931**  
**info@gillestooling.com**  
**www.gillestooling.com**



**Hall: 6.1 Stand: E020**



# Oxford Products Oximiser 900

IN 2013 Oxford Products will be celebrating 40 years of trading, and to celebrate the company is releasing a range of limited edition products.

Already one of their best selling products, the Oximiser 900 will now be available in a matt look finish as one of the limited edition lines and features packaging designed to look modern and slick.

The Oximiser 900 can be left permanently connected to provide guaranteed long-term battery care and is suitable for all 12V battery types up to 30Ah, including Gel, MF and acid batteries. Heavily discharged batteries, as low as 4.1v, can be charged if the battery is not damaged.



**Hall: 8.1 Stand: D010**

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# Carbon Nuda 900 parts from Ilmberger

ILMBERGER has extended its carbon fibre parts range include options for the Husqvarna Nuda 900.

Carbon parts offered for the bike include a belly pan, headlight fairing, tank cover, side fairings, rear undertray, front sprocket cover and a licence plate bracket. Carbon covers are also available for the engine to improve the look and offer accident protection.

All carbon parts offered by Ilmberger are manufactured from prepregs by autoclaving, to ensure strength. A clear plastic coating is applied for

maximum scratch and UV resistance as certified by the German TÜV, and can easily be painted over. All parts are certified street legal and come with all necessary documentation.

**JULIUS ILMBERGER**  
**Oberhaching,**  
**GERMANY**  
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**info@ilmberger-carbon.com**  
**www.ilmberger-carbon.com**



**Hall: 6.1**  
**Stand: B051**

# Cosmic adventure style suit from Rukka

RUKKA has combined the benefits of Armacor and Cordura laminates in the construction of its Cosmic adventure style suit that features off road looks. The new suit from Rukka has a Gore three-layer laminate. The top layer of Cordura fabric is laminated to the Gore-Tex Pro membrane and the inner lining. Additionally, the Kevlar-reinforced Armacor laminate, used for exposed parts of the Cosmic suit like shoulders, elbows and knees, is claimed to offer abrasion resistance in the case of a fall. More safety is provided by the fitment of Rukka D30 Air protectors, which are certified according to the latest CE standards. Externally, the Cosmic has multiple waterproof pockets on the chest with magnet closures. Several width adjusters allow the fit to be adjusted, while vents with waterproof zippers on the chest, back

and thigh areas provide ventilation for riding in hot conditions. Internally the suit has removable inner jacket and inner trousers, both equipped with temperature-controlling Outlast. In the seat area, the Cosmic trousers are equipped with the climate regulating AirCushion system as well as Antiglide-Keprotect to help grip on the seat. Long zippers on the calves mean the trousers can be worn inside or outside boots. The Cosmic jacket is available in light beige, red and black in sizes 46 to 62, as well as in black in short sizes 46 to 66. The Cosmic trousers are available in black.

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**Hall: 6.1 Stand: A018**



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# Putoline Oil Nano Tech range

PUTOLINE'S Nano Tech oils range has been expanded with the addition of Nano Tech 4+ 10W-60 for road and race applications.

The Nano Tech products are claimed to be the most technically advanced, 100 percent synthetic four-stroke lubricants available and are identifiable by their unique turquoise colour. They are specifically designed for the latest generation of motorcycles and formulated using the very best in chemical technology.



Putoline Off Road Nano Tech4+ 10W-60 was recently tested under extreme conditions. After the engine ran for 125 hours, the team dismantled it and everything looked like new and was well within factory specifications



For road and race applications Putoline Nano Tech 4+ is available in the following viscosities: 5W-40, 10W-40, 10W-50, 15W-50, 10W-60. For off road applications Putoline Off Road Nano Tech 4+ is available in the following viscosities: 10W-40, 10W-50, 10W-60, 15W-50.

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**Hall: 7.1 Stand: A061**

## BA12 right angle plug

BAAS Bike Parts has developed its right angle plug BA12 to connect to DIN sockets; for example BAAS SD14 or series sockets (BMW/Triumph). Some models have the socket on the foot pegs, making it difficult to use with a straight plug when the bike is being ridden. However, once the BA12 is wired, in the problem is solved.



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**Hall: 6.1 Stand: E058**



## New exhaust options from Arrow

AMONG the latest new exhausts from Arrow are options for both the 2012 Aprilia SRV850 and Honda Crosstourer 1200.

For the SRV850 Arrow is offering a full system with a silencer available in titanium or in aluminium, with the option of race headers or headers with a catalytic converter. The full range of options is titanium silencer with carbon end cap, to be used with arrow collectors, aluminium silencer with carbon end cap to be used with arrow collectors, black anodized aluminium silencer with carbon end cap to be used with arrow collectors, aluminium silencer with stainless steel end cap to be used with arrow collectors, black anodized

aluminium silencer with stainless steel end cap to be used with arrow collectors, and the collector options are racing collectors or street legal collectors with catalytic converter.

Race-Tech silencers with street legal removable dB-killer have been created by Arrow for Honda's Crosstourer 1200, which are designed to fit OE collectors, using Arrow's mid-pipe. Silencer options are titanium with carbon end cap, carbon fibre with carbon end cap, aluminium with carbon end cap, black anodized aluminium with carbon end cap, aluminium with stainless steel end cap and black anodized aluminium silencer with stainless steel end cap.

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Aprilia SRV850



Honda Crosstourer 1200



**Hall: 6.1 Stand: B018 B020**

# Fly-Fry disc wave

GALFER says it has managed to integrate technological development with a significant weight reduction with this new brake disc for off-road applications. Called FLY-FRY, the main advantages are said to be the reduction of the overall weight by 25 percent compared to other aluminium carrier discs, and the improvement of the braking effort through the

structural core being made of high strength aluminium 7076T6.

The track brake is made of high carbon content stainless steel, and the company claims that the thermal cutting between track and carrier has also been improved compared with other standard floating discs.

The outer diameter of the disc is 270mm, and a bracket is required to adapt it to the brake caliper. Available to fit the front wheel of models from Honda, Kawasaki, KTM, Yamaha and Suzuki.



**Hall: 7.1 Stand: C045**

## **GALFER**

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[www.galfer.es](http://www.galfer.es)

# KTM 125 Duke parts from Fechter Drive

FECHTER Drive has extended its parts range to include parts for KTM motorcycles with the introduction of a selection of parts for the 125 Duke. The first part is the Shark 'Factory' carbon silencer with EG/BE slip-on. The new pipe omits the original catalytic converter. A replacement catalytic converter is an option form Fechter Drive.

The Ermax screen from Fechter is 10cm higher than the stock KTM 125Duke screen and made from black tinted ABS plastic. Completing the range of parts for the 125cc KTM is the Protech-Edition license-plate-holder. The black V4A stainless steel holder, which is angle adjustable, includes an LED-licence-plate-light, reflector and T-bar and omits the original turn signals.



125cc KTM Protech-Edition license-plate-holder



Ermax screen



Shark 'Factory' carbon silencer



**Hall: 7.1 Stand: D020**



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# New electronics holders from Givi

GIVI has introduced a new line of smart phone holders and sat nav holders that are said to offer more advanced features than traditional systems, including a new lock/unlock system, derived from the patented TANKLOCK system.

Developed to hold the iPhone 4S, the S951 can also be used to hold similar sized smart phones (12 x 7cm). It is designed for vertical screen viewing, but can also be mounted horizontally.

Three holders designed by Givi for horizontal viewing are the S952, S953, and S954, which will hold smart phone and GPS systems with screens sizes of 3.5in, 4.3in and 5in and are suitable for use with almost all devices on the market.

All four of the holders have the same features: sun visor, zip opening, EVA vibration-absorbing devices, exit for cables, transparent cover for touch screen controls, anti-rain cover, and a fixing system. The fixing system is made of two different elements. One is mounted on the motorbike's handlebar, while the other is on the back shell of the holders. Light pressure between the two elements allows them to easily lock. A click confirms the locking. The red lever on the shell allows easy unlocking of the holder.

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**INTERMOT KÖLN Hall: 6.1 Stand: C078**

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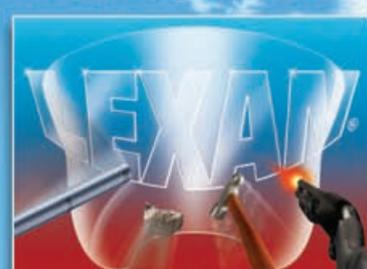


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# Speed Edge exhaust from MIVV

MIVV is continuing to expand its range of Speed Edge exhausts, which it launched a year ago.

Speed Edge has a squashed design on the inside, which means it can get as close as possible to the frame of the bike, while the hexagonal irregular section makes it possible to house a catalyser.

With internal stainless steel construction, the first version had a stainless steel outer, and a carbon version is now also available. An advanced full titanium system for the track is available for the BMW S1000 RR and Kawasaki ZX 10-R and was selected by riders of the Superbike British Championship and the Superstock World Championship.



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**Hall: 6.1 Stand: B063**

# Ignition 2 jacket and Gear 2 trousers

REV'IT! claims that with its new Ignition 2 jacket it has been able to combine a waterproof jacket, a leather jacket and an air-mesh jacket into one design to create a versatile three-season garment.

The Ignition 2 is made up of different layers that allow the wearer to adjust them to suit weather conditions, with the waterproof, breathable membrane and the windproof thermal body warmer both fully detachable. The membrane can be worn inside the jacket when the weather is bad, or carried in the storage pocket for maximum ventilation.

Protective 3D Engineered skin is used for

the jacket along with CE protection at the shoulders and elbows, safety stitching and A-grade leather. For enhanced safety the jacket is also ready to accept a KNOX advance X CE-back protector. Both men's and ladies' versions of the Ignition 2 jacket are available.

To match the

jackets, Rev'It! is producing the Gear 2 trousers. Once again offered in both a men's and women's cut, the Gear 2 features a removable membrane and Prolife CE protection at the knees.



Gear 2



Ignition 2 jacket



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# Sena SMH5 Bluetooth headsets

RELEASED in early 2012, the SMH5 is the budget-conscious Bluetooth communications system from Sena Technologies.

The SMH5 gives users the opportunity to connect a mobile phone, mp3 audio and GPS navigation through Bluetooth, and to another rider or passenger via intercom. An additional feature of the system is that users have the option of a boom microphone or wired microphone. The wired option is suited to full-face helmet wearers, while the boom microphone works best for riders wearing modular or other open face helmets.

"Everything we make comes out of a desire



to provide a better experience for our customers," said Tae Kim, President and CEO of Sena Technologies. "The option to purchase the SMH5 with a wired microphone gives users one more way to customise their riding experience to exactly what works for them."

Users can hold conversations with another motorcyclist or a passenger via the SMH5's two-way, multi-pair Bluetooth intercom system up to a distance of ¼-mile on the open road.

All of the operations on the SMH5 can be done while wearing gloves due to the single button and dial controls on the communicator body.

**SENA TECHNOLOGIES**  
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[www.senablueetooth.com](http://www.senablueetooth.com)

 **Hall: 7.1 Stand: E069**

# Amira and Edwin jackets by iXS

AMIRA and Edwin are the new women's and men's leather jackets from iXS. Both jackets are from the new vintage inspired 'Spirit of '79' collection, which iXS describes as being "In recognition of historic quality products, to provide customers with the best selection of materials, functionality and design."

The two designs are made from soft calf nappa leather, with the front and back sections having an antiseptic 3D mesh lining and there is a removable CYNIX thermal vest. The sleeves are ergonomically pre-curved, and the shoulders and elbows have CE protectors and the back protector is CE approved in accordance with EN 1621-2, Level 2.

The Amira has taffeta

lining in the sleeves and two outside and three inside pockets, while Edwin features poly air mesh in the sleeves and has three outside and three inside pockets.

In sizes 36 to 44, the Amira comes in snow white with black stripes or in snow white with blue-red stripes.

Available in black with white and orange stripes, or in black with white and gun-metal stripes, Edwin is offered in sizes 48 to 60.



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Amira



 **Hall: 5.2 Stand: B020**  
**6.1 Stand: C040**  
**C041**



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Find us in **Hall 7.1 Stand E069**

# BC K900 battery charger

BC Battery Controller states that its new BC K900 is the most innovative battery charger, maintainer and reconditioner available on the market today.

At the push of a button users of the K900 can choose one of the three different programmes for 6V batteries, or 12V batteries or for battery charging directly through the 12V socket for motorcycles with CAN Bus system, such as that used by BMW.

An additional feature of the BC K900 is a new eight-cycle charging algorithm. It verifies that the battery is able to be recharged, executing - if necessary - a restoration and reconditioning even for deeply discharged batteries. It charges the battery, it is also able to perform a desulfation cycle and an end-cycle battery test, to verify that the battery remains the charge optimally, before switching to long term maintenance.

BC claims its chargers are the only ones on the market featuring a monthly equalization cycle, which ensures the maximum peak current to the battery when a vehicle is not used for long periods of time.

The BC K900 is supplied with a unique wall mounting system and a complete set of accessories for the battery connections; cable with eyelets, cable with clamps, and cigar socket adapter.

**BC BATTERY CONTROLLER**  
**Cislano (MI), ITALY**  
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**Hall: 7.1 Stand: F070**



# Fehling parts for F 800 R

FEHLING has extended its range of tubular steel fitting to include a line of pieces to fit BMW's F 800R. The company now makes black coated engine protection bars, side case holders and a top case holder to fit the BMW roadster.

**FEHLING GMBH & CO**  
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**Hall: 9.1 Stand: A010**



# Spidi Hard Track suit

SPIDI has launched its Hard Track suit for 2013, described as an adventure touring suit. It is made up of three layers that allow it to be used year round, called the 'Step-In-Clothing' system.

Polyamide is used for the first layer of the suit, which is the outer shell with perforated inner mesh lining for optimal moisture dissipation. The water repellent treatment of the outer shell means it can be worn in heavy rains without the need to insert the waterproof middle layer.

Large areas of Flex Tenax are fitted to the outer layer of the jacket and trousers to allow the rider to move around freely on the bike. Internally there are 1621-1 certified Forceteck protectors at the shoulders, elbows, hips and knees, and optional Level 1 or Level 2 EN1621-3 certified back protector and the prEN1621-3 certified Warrior Chest and Thorax Warrior protectors can be added. Providing protection on the outside are cowhide suede panels on the shoulders, elbows and knees.

To ensure a secure fit and avoid material flapping in the wind there are adjusters on the waist, arms, hips and legs.

When riding in hot conditions a rider can make use of the two dynamic air intakes in the front equipped with a special device to increase the air flow, two intakes on the back, two on the sleeves,

two under the arms and two on the legs.

The jacket has five pockets featuring an ergonomic cut, and an innovative pivoting system is used for the two lower pockets for ease of use. On the back there is a large lumbar pocket, mounted in a floating position and able to contain the two inner layers of the jacket, and a special pocket for housing the Hydroback drinking system.

The second layer of the suit is made of H2O waterproof, windproof and breathable material. The pants also have a telescopic gaiter adjustable in two positions; regular and long, increasing the range of heights up to plus 10cm.

Completing the three layers is the jacket only lining, which is made of aluminised insulation and padded with 200gr/mq hollow fibre wadding. The cuffs have waterproof treatment to prevent seepage of water through capillary action.

Offered in ice / black, black, dark green, black colour-ways, the hard Track is available in sizes M – 3XL.

**SPIDI SPORT**  
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**Hall: 4+5 Stand: A022**



# Idea indicators

NEW from Italian parts designer Barracuda are the Idea turn signals, which are E-marked and for universal use.



Available in five different styles/colours in plastic or aluminium anodised. Indicators are sold in pairs and include universal resistors said to be compatible with all bikes in the market.



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 **Hall: 8.1 Stand: A029**

# VStream screen for F800GS and F650GS Twin

ZTECHNIK has created four versions of its VStream windshield to fit the BMW F800GS and F650GS Twin in sizes from 30.5cm to 50.8cm.

The screen options are the dark tint Low Sport 30.5cm; clear Sport 37.8cm; Touring 45.7cm and clear Tall Touring 50.8cm. The contours of the VStream windscreen are said to reduce turbulence and buffeting, while the lower contour design adds strength and rigidity. Additionally, the design of the screen allows for clearance of the BMW mirrors and hand guards at a full fork lock. VStream windshields are made from 4.5mm

Lexan polycarbonate material with FMR hardcoat for scratch resistance. The polycarbonate is claimed to be 20 times more impact resistant and 23 times more crack resistant than typical acrylic screens. A special eight-point mounting system uses the headlight mount points, but retains complete headlight adjustability.

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# Motorcycle oils from Liqui Moly

GERMAN oil specialist Liqui Moly has introduced three new oils for four-stroke motorcycles in its 'Racing' product range. The new range begins with the Liqui Moly Racing 4T 15W-50, which fulfils JASO MA2 and API SL requirements. It is suitable for use in many older Japanese made bikes from the 1990s. This is followed by the Racing 4T 10W-30, which also fulfils JASO MA2 and API SL, and is for Honda and Suzuki 2010 year models that require reduced viscosity oil. Completing the new range is the Racing Synth 4T 5W-40. It is a high performance,



fully synthetic oil that also fulfils JASO MA2, but is located a class higher with API SM and also fulfils the ACEA A3-04 standard. It has been created for use in motorcycles from the Piaggio group, as well as 2010 model year Aprilia bikes.

The 1l bottles used for the Racing range of oils feature a special filler neck to make it easier to pour the oil into a bike's engine. A pipe is sunk into the canister and pulled out when needed and positioned precisely to dispense the oil without spillage. The pipe can then be lowered back into the canister again. "That makes life easier for bikers; no dribbling, no oil stains," said Salvatore Coniglio, Export Area Manager for Liqui Moly. "Differently than with a bellows, which pops out of the canister under pressure and sprays oil drops in every direction, our pipe is not under stress and can be pulled out without the exertion of force and without spraying."



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 **Hall: 7.1 Stand: B059**

# Andreani suspension cartridge



ANDREANI has developed its latest suspension fork cartridge by bringing its years of experience in MotoGP and WSBK together with the Ten Kate race team.

The cartridges feature a 25mm diameter piston, and can be adjusted in 5mm increments for fork length via a knob on the top cap. The cartridge is said to improve feeling through corners and offer better control in all conditions.

The use of pressurization together with careful piston profiling inside the cartridge is said to reduce the risk of oil emulsion and cavitation and increases the sensitivity of the compression and rebound adjustment with 30 different positions available.

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# OptiMate USB and LED accessories

TECMATE has expanded its range of battery charging products with the introduction of a line of power accessories, starting with a USB charger, a 6-LED flashlight and a Charge Now! indicator.

The first of the offerings allows users to charge USB compatible devices while riding a motorcycle.

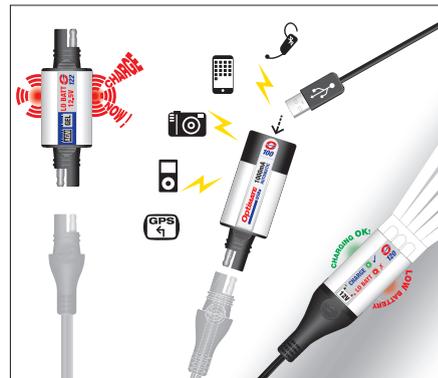
Created to provide an emergency light source, the 6-LED flashlight is a powerful light that also checks the battery status and if the vehicle charging system is working correctly. In order to monitor the condition of a motorcycle battery when a bike is being

stored long-term, TecMate has introduced the Charge Now! warning flasher, which warns when the battery needs recharging. You can even leave it connected while you charge your battery.

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Hall: 8.1 Stand: B070



# New jackets from Furygan

AMONG the new products from Furygan are the leather Dark and the textile WR-15.

The Dark is a sports jacket that takes inspiration from the company's leather suits and benefits from technical solutions proven on the race track, such as Neoprene inserts in the wrists and neck, Kevlar reinforced stretch panels and external protection shells.

Complete with CE homologation, the 1.4mm thick 'Dark' leather jacket features external protection shells on the shoulders and the Furygan Skin Protect lining to reinforce the leather from tearing and abrasion. Further rider protection comes from



Leather Dark

the D30 homologated protectors at the elbows, shoulders and back (1621-2 level 1 'Central Back' type homologated back protector fitted as standard). In addition, the back protector pocket is compatible with the 'Full Back' type level 2 D30 back protector, available as an added option. Dark also features four pockets (two inside, and two outside), two connecting zips (one short and one full) mounted on an elastic belt and a removable thermal padded lining with aluminium inserts on the chest for maximum protection against the cold.

The WR-15 textile jacket is a three-quarter length jacket that is inspired by Furygan's Major jacket. Like the Dark, the WR-15 is CE homologated. High tenacity polyester is used for abrasion resistance on the outside of the jacket and it is lined with Furygan Skin Protect. Once again D30 homologated protectors are found at the elbows, shoulders and back (1621-2 level 1 Central Back type homologated back protector fitted as standard) and the back protector pocket is compatible with the Full Back type level 2 D30 protector, available as an added option.

To offer increased visibility while riding in the dark there are reflective panels behind the elbows, on the arms and on the back.

Comfort in warmer weather is provided by the Furygan AFS system of vents with water repellent zips on the shoulders that can be opened in order to create airflow through the jacket. For winter

riding there is a thick removable thermal padded lining with mesh panels at armpits to ease heat dissipation, and there is also the Furygan winter flap inside the garment on the front. It is part of the removable thermal lining and is stitched on one side and held by magnets on the other. It can be used for additional thermal protection against the cold on the chest area.

Finishing touches on the WR-15 include adjustment at the wrists, waist and arms (to ensure the elbow protectors will remain fitted even without the removable lining) and a connecting zip sewn on an elastic belt.



Textile WR-15

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Hall: 8.1 Stand: E041

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# Digital chain elongation measurement system

WHILE seal-ring chains (O, X, Z, quad ring) can offer a longer service life than open roller chains, checking them for wear is more difficult. To ease this process, Profi Products has created a digital chain elongation measurement (CEM) system.



The way to measure wear on a seal-ring chain is to measure the length, and the wear limit on seal-ring chains is approximately one-percent, and some motorcycle manufacturers quote a maximum increase in length of 0.6 percent as being the limit to wear. This close tolerance means that the increase in chain length can be under 2mm and thus difficult to measure unless using the CEM. With the Profi Products CEM the chain's tension can be checked in a matter of minutes.



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 **Hall: 6.1 Stand: E070**

# Boots and helmets from Kochmann

KOCHMANN is offering its full range of products of helmets and boots under the Redbike brand as well as boots under its own brand Kochmann-Boots.

One of the new Redbike boots is the SPA-DTX, which features an air membrane material, nubuk leather and KMS-III sole. There is a zipper on the inside of the boot.

One of the Kochmann branded boots is the Outback, which has a DTX waterproof climate membrane, inner zipper and durable outsole.

Two helmets being made available under the



Redbike SPA DTX boot



RB-762 helmet

Kochmann Outback boot



RB-765 helmet

Redbike brand are the Italian tricolour RB-762 and red candy, metal flake RB-765. Both designs are ECE homologated open face helmets, with chrome trim and a textile lining, with leatherette at the front side. The available sizes are XS to XXL.

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 **Hall: 7.1 Stand: F020**



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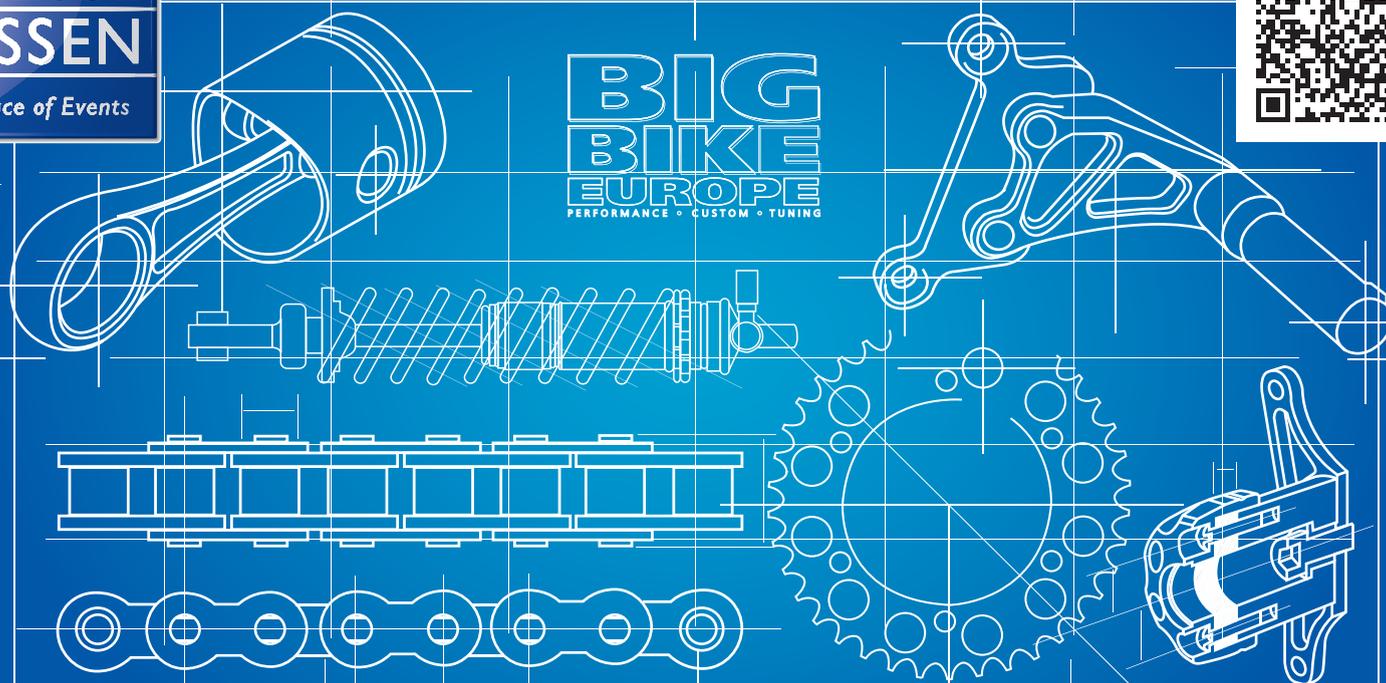
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# Surflex clutch discs for KLR650

A clutch disc kit for the Kawasaki KLR 650, with the option of a range of special springs, is the latest addition to

the aftermarket catalogue of clutch discs in oil bath by Surflex.

Each kit is made up of eight friction material coated aluminium discs and seven steel discs. The friction material used is a mixture of fibres and organic resins, developed for use in extreme conditions, said to avoid contamination from motor oil.



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



# S100 Spray Wax

THE latest S100 cleaning and finishing product is the Spray Wax. Once sprayed onto the bike's surface it is left to dry and then wiped off, leaving the surface protected. The Spray Wax is said to have good adherence that prevents it from running on vertical surfaces. In addition, while the spray contains



Carnauba wax for long protection and high gloss, it also features a specially developed Carnauba booster to make it easy to wipe off.

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**Hall: 7.1 Stand: A026**

# Puig parts for ER6F

RACE levers, bar end weights and grips are all now being offered by Puig for Kawasaki's 2012 ER6F.

The racing levers, for clutch and brake, are CNC machined billet aluminium and ergonomically designed to improve feel and control. They are offered in standard, shorty, and foldable versions and feature a six-point position adjuster. Complete with TÜV approval, they are available in a range of colours.

Likewise the universal fit grips and bar ends are manufactured from high-end material and offered in a range of colours.



**Hall: 7 Stand: D041**

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# Brake Box reservoir for BMWs

THE latest brake reservoir from LSL Motorradtechnik – the LSL Brake Box – can be used as a replacement on any modern BMW motorcycles.

The housing and cover of the LSL Brake Box are from high quality alloy, and the bottom of the housing is shaped to fit perfectly with the BMW brake lever.

Internally, the Brake Box features a special foam cylinder to help prevent bubbling of the brake fluid.

The replacement reservoir is available in either black or silver.



**Hall: 9.1 Stand: E011**



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## Difi clothing range

DIFI'S range of clothing includes the Difi Vermont, a leather jacket with a vintage look. Under the classic styling there are Viscotec Prosafe CE protectors at the shoulders and elbows, with the latter height adjustable. At the back of the jacket there is a foam shock absorber, which can be replaced by a CE-protector. The lining is also removable. Other features on the jacket include waist adjusters, ventilation at the sides of the jacket with seam width adjustment

Difi Vermont



by zippers at the sides and three outside pockets and one inside pocket. The black leather jacket is offered in sizes 48 to 64.

Sporting looks are combined with waterproof and breathable fabric in the Difi Laguna Seca jacket. It uses an Aerotex Z-Liner membrane to make it windproof, waterproof and breathable and has a detachable thermal lining constructed from DuPont ComfortMax with Cynix 3F.

Powertector CE-protection is height adjustable at the elbows and is also fitted at the shoulders, and there is a foam shock absorber at the back, replaceable with a CE-protector.

The jacket has two outside pockets, a waterproof document pocket and an inside pocket. There are also air vents at the front and back.

Available in sizes M to XXXL, the Difi Laguna Seca can be ordered in black/white or silver grey/black/white.



**Hall: 8.1 Stand: F026  
F029**

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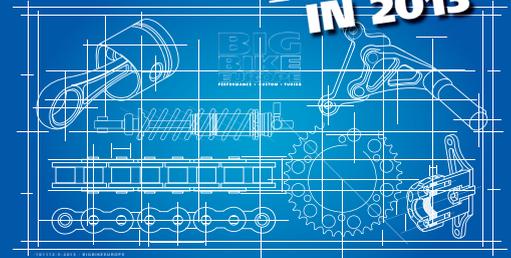
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This INTERNATIONAL DEALER NEWS INDEX is a complete listing of all the items in this edition. It includes all our advertisers and the product, feature and news items published this month. The INDEX will act as a quick reference guide, and will be useful when searching this and other editions either for contact details for a particular company, or for a specific item that has appeared. The INDEX appears in every edition of IDN.

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# I INTERMOT

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**ASIAN  
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NEWS**

**SUZUKI** have announced a 21.1 percent drop in motorcycle sales income for the first quarter of their 2012/13 financial year (April to June 2012), turning a modest operating profit for the prior quarter into a loss.

FOR the same first three months of their 2012/13 financial year **Kawasaki** have reported a 10 percent decline in motorcycle sales income. The group's overall sales income from Europe for all its activities is down 35 percent, in stark contrast to the 6 percent increase it has seen in the United States and 13 percent increase domestically.

**THE 'China Cycle'** expo in Shanghai (May 6 - 9 2013) is to add a one day motorcycle industry conference to its schedule as the first in a series of new information and networking opportunities to be announced, aimed at boosting the opportunities for vendors and dealers in Europe to improve their contacts with the Chinese motorcycle industry.

Talking about China, it has been reported that **Chinese motorcycle exports** were down for the first time in the first quarter of this year - by some 230,000 units, a 4.8 percent decline. Eroding price advantage as Chinese production costs and the foreign exchange value of the Yuan increase, competing domestic production in important export markets such as Vietnam and Brazil, and low levels of product added-value are among the reasons being cited.

# BMW announce record August sales and further new models

BMW, Europe's largest motorcycle manufacturer, continues to deliver improved results, with its August deliveries at their highest level ever, up 11.3 percent on August 2011 at 7,400 units. The company is still some 2 percent behind its sales numbers for the period January to August 2011 (at 76,729 units) but says it is on track to pass last year's performance, and has additional new model roll-outs to look forward to before year end.

Commenting on their results for the year so far, Heiner Faust, Head of Sales & Marketing at BMW Motorrad in Munich, Germany, said "the record retail result for August is based on ongoing healthy demand for our motorcycle models as well as a very pleasing development of sales of our two maxi scooters. We started supplying the scooters in Europe at the end of July. In spite of the holiday season in the major scooter markets of Italy, France and Spain, we have already been able to supply a satisfyingly high number of vehicles to our customers in those countries. The scooters have been fully available in European markets since August. We now look forward to the overseas market launch scheduled to take place in the autumn."

New high volume enduro models (F 700 GS and F 800 GS) will be added to their line-up shortly, and as reported elsewhere in this edition of International Dealer News the

company has also announced the arrival of the BMW HP 4 - its new top-end model in the 1000 cc Supersports segment, which is clearly aimed at creating additional choice for non-Ducati faithful considering the Panigale. The company says that there will also be additional new models being presented at INTERMOT and EICMA.

Husqvarna (owned by BMW) supplied a total of 6,101 vehicles to its dealer network

for the year to end of August (up 29 percent over 2011 deliveries for the same period) with August being up by 11 percent over August 2011. Further growth is expected at its Italian subsidiary this autumn, as the TR 650 'Terra' and TR 650 'Strada' models that were announced in July start to reach dealerships.



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Heiner Faust,  
Head of Sales &  
Marketing at  
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