

# INTERNATIONAL DEALER NEWS

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**JULY 2013  
ISSUE #113**

## ACEM figures show European PTW market down -18.2% for first four months of 2013

**F**IGURES released at the end of May by ACEM, the Brussels based motorcycle industry trade association (the Association of European Motorcycle Manufacturers and Importers) show total PTW sales for the 21 major European markets they monitor down by 82,417 units compared to the first four months of 2012; a decline of -18.2 percent.

As part of a continuing five year pattern of decline ACEM is pointing to youth unemployment (in particular) and the "protracted rainy and cold climate in April delaying the start of the motorcycling season" as primary reasons.

Sales of PTWs for the first four months are reported as being 369,130 vehicles against 451,547 in the first four months of 2012.

ACEM says that "the usual spike in sales, which coincides with the onset of the spring, has not materialised, postponed by bad weather conditions all over the EU. This decline, however, can largely be attributed to the

economic context. Diminishing motorcycle and scooter registrations can be linked to the growing unemployment rates of young people all across Europe."

They go on to say that "an endemic lack of disposable income and work opportunities are reducing youths' capacity to access convenient and flexible transport."

For the month of April specifically, PTW (Powered-Two-Wheeler) sales in Europe are said to have totalled 140,285 units.

Year to date motorcycle registrations are reported to be in decline more slowly than small cc machines, -15.4 percent for the first four months of the year, with moped sales down -24.3 percent.

"Compared to March the magnitude of the drop has slowed somewhat, with Germany able to halve the losses accumulated in the three months to March at -7.4 percent." Of the other markets that ACEM monitors Austria was down -8.8 percent; France -8.3 percent; Poland -21.8%; The Netherlands -22.1

percent; Italy -31.2 percent; Spain -15.6 percent; Greece -32.6 percent; UK -10.0 percent."

At their annual conference in Brussels in January ACEM reported that annual European PTW registrations had declined to some 1.5m units in 2012, meaning that they had nearly halved since 2007 (2.7m units), and at that stage were pinning hopes of a stabilisation for the year(s) ahead on a trend that appeared to show the rate of decline to be reducing.

However, although a clear difference is continuing to emerge between southern and northern European markets, and between the motorcycle market and the small cc market, despite two thirds of market value being in the one third of units of 350cc and above, the trend seen so far this year offers manufacturers and dealers little encouragement.

Under the theme "Motorcycling Matters" ACEM successfully called on the EU to bring motorcycling in from

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PRINT BY WARNER'S MIDLANDS  
BOURNE, LINCOLNSHIRE, GB

**ISSN 1354-4047**

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# Innovate to survive

**W**ITH the total European market's PTW sales figures crashing again this year (see this month's cover story - based on ACEM figures to April 2013) wide discrepancies are emerging between sectors and regions of the market, and deep seated concerns must be exercising the major motorcycle manufacturers as market consolidation starts to look increasingly likely.

In northern European markets motorcycle sales are in less decline than in the south, and in general the larger displacements are holding up better than small cc units.

No surprise there some would say, but even within the northern markets there are wide variations - other than being able to say that PTW sales throughout Europe continue to be "troubled" it is difficult to see any one single sector or market that is really holding up (Germany excepted perhaps), or another explanation for the malaise than the ongoing economic issues; issues that still appear to be set to worsen before getting any better, regardless of what some politicians and forecasters would have us believe.

While progress is being made to deepen the position of motorcycles as a mainstay of Europe's transport agenda, especially in terms of 'Urban Mobility', the economic conditions in which the industry seeks to survive are putting increasing strain on all areas of the industry, dealers and manufacturers alike, and as a result R&D budgets and the ability of manufacturer balance sheets to continue to fuel innovation as a pathway to increased sales are also under pressure as never before. Without projected return it is one of the areas, like marketing, that comes under the most intense scrutiny in any downturn.

The demographic catastrophe that the industry's lost generation of new entrants poses for dealers and manufacturers alike is not just a short term problem.

The legacy of youth unemployment and the 20, 30 or even 40 year shadow it could cast in terms of future sales of larger displacement motorcycles to many tens of thousands of missing future customers will stay with us. Stay with us as a reminder of the vulnerability that the motorcycle industry took with it into the downturn.

That vulnerability revolved around 20 years of manufacturer complacency as new model introductions, especially in the all important large displacement street bike, sports and hyper-sports sectors, failed to sustain the excitement that had fuelled the superbike revolution of the 1970's and 1980's in the face of customer tastes that have continued to evolve.

By the time of the last decade of the 20th century and the first decade of this, the majority of new model launches were recycles of the riding values that had gotten us there, rather than further new approaches to the two wheel ownership and riding experience that could build on that foundation and take us into new and what might have been rather more future proofed directions.

The performance, tuning and accessory industries have shown themselves

adept at being able to respond with agility to the demands that riders were making of their machines; especially where bomb-proofing for the urban riding and comfort and convenience enhancing for the long-distance riding experiences were concerned.

Add into that thinking the emergence of the "off-road-plus" demographically driven adventure touring market, and the heritage conscious demand for 'motorcycles of character', and the picture that emerges is one of diversification and change; change that has taken place right under the noses of the manufacturers, of the Japanese manufacturers especially - changes that primary traditional platforms have been slow to respond to.

Gone are the days when riders are motivated by riding one of an homogenous tribe of 100,000 nearly identical bikes. Instead that has been replaced by a new badge of honour, one which allows the customer to be one of one in a tribe of 100,000 individualists.

That this paradigm shift should have passed by the market leaders, especially at a time when being able to communicate directly and intimately with existing and potential customers was evolving like never before, is nothing short of a strategic failure to look beyond existing demand and plan ahead for change in tastes and riding needs.

It is a sweeping generalisation of course, and one that overlooks the steps taken by some manufacturers in some market sectors, but it is a generalisation that is proven by the balance sheets of those manufacturers whose market share is prospering relative to those whose designs and product offers have stagnated and lost their way, and whose sales

have therefore declined.

In the case of the Japanese manufacturers, in particular, there is a more complex matrix of reasons for decline at play than that one simple own goal, not least domestic economic strength and exchange rates.

But at a time when young riders and new entrants were under pressure, and the age, riding expectations and tastes of the median demographic were evolving, it is conspicuous that what once excited and motivated no longer 'cuts it'.

It is conspicuous that individuality and personality is now less likely to be expressed in pure horsepower terms, and more likely to find its expression in a wider range of cultural, social and engineering references than the mono-cultural, social and engineering references of the nineties and noughties - so, clearly, some have 'dropped the ball' and some have filled the void!

**'the legacy of youth unemployment will cast a long shadow'**

**Robin Bradley**  
Publisher  
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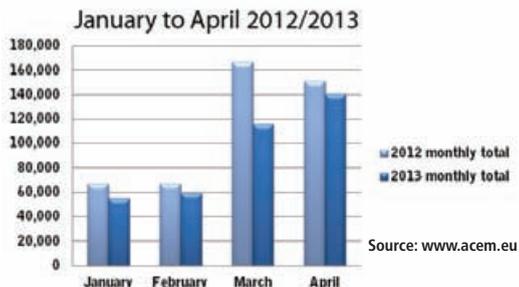
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the cold where transport planning is concerned. While there are positive signs in terms of PTWs finding an increasingly high profile on EU transport agendas, and in terms of the regulatory frameworks that impact on the industry's products and its customers, the macro-economic environment is clearly going to continue to make life difficult for the

industry for some time to come. If the current trend is maintained, with no further acceleration in the rate of decline for the rest of 2013, the total PTW sales across Europe's primary markets look likely to settle out around 1.2m units for the year - meaning that the industry would have more than halved in new model registration terms since 2007 (-55 percent).



## IVM elects new President

GERMAN motorcycle industry association IVM (Industrie-Verband Motorrad) has chosen Heiner Faust as its new President.

The 45-year-old has worked for BMW for 16 years and BMW Motorrad since 2001. The IVM has also confirmed Ralf Keller (46), General

Manager of Aftersales at Yamaha Motors German office as first Vice President, and re-elected Ralph Zimmer (52), Head of Marketing at Piaggio Germany, as second Vice President.

Ronald Kabella, the Power Sports Director at Bucher AG in Switzerland

(manufacturers of the Motorex brand oils range), was re-elected as Vice President of the parts and accessory membership group.



Heiner Faust, new President of the IVM in Germany: Our goal is, and remains, providing the motorcycle industry in Germany with the best support and initiatives to help develop the market".

## Metzeler sponsors stunt rider Mattie Griffin



**METZELER** has announced its sponsorship of freestyle stunt motorcycle BMW rider Mattie Griffin, who is ranking fifth in the Street Bike Freestyle World. Mattie Griffin said: "I'm really excited to be partnering with Metzeler, they're a world renowned tyre brand, and I've already tested them to make sure they can stand up to the punishment I put them through! Consistency and durability are two incredibly important traits that I need for my stunt shows to be a success, and I need

ultimate faith in the grip of my tyres, so it was an easy choice choosing Metzeler."

Starting out riding at just six years old, Irish born Mattie has grown to become one of the leading names in the world of freestyle motorcycle stunting. After turning professional in 2004 he won his first competition before becoming a regular in the World Stunt Riding Championship. Mattie is now officially supported by BMW Motorrad.

Metzeler UK Marketing Manager

Jim Worland said: "It's great to have Mattie on board with Metzeler. He is very professional, hardworking and constantly developing new stunts to keep on top of his game. Mattie puts on a quality show which fits really well with us as a premium tyre manufacturer, and we look forward to seeing him wow the crowds at various events this year."



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

## Hstreet launched by Pierobon

ITALIAN motorcycle frame manufacturing specialist Pierobon has taken its many years of experience in building frames for race bikes and produced a street-specific motorcycle – the Hstreet.

Based on the earlier track-use only F042, the latest machine from Pierobon can be purchased as a complete motorcycle or as a kit for self-build.

Pierobon has used a Ducati 1100 Evo two-valve engine as the basis of the build and holds it in one of its own trellis frames manufactured from EN AW-7020 aluminium tubing. The front and rear subframes and swingarm are all constructed from EN AW-6082 aluminium, and give the bike a 23.5-degree head angle and a 1,415mm wheelbase.

Pierobon is also responsible for the manufacture of the 16-litre capacity

aluminium fuel tank, triple clamps, handlebars and rearset controls. The 2-into-1 head pipes are also manufactured by Pierobon and are matched to a Termignoni carbon and titanium silencer.

A Showa L730 USD, fully adjustable fork is used on the front of the bike, and at the rear there is a progressive cantilever linkage operating a Showa monoshock.

Five-spoke Marchesini aluminium wheels are fitted to the Hstreet;

3.5 x 17in front and 5 x 17in rear. Both wheels carry Pirelli Diablo Supercorsa tyres. Twin Brembo radial mount, four-piston caliper grip twin 305mm discs at the front and a single 245mm disc is used with a Brembo caliper on the rear wheel.

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# UK motorcycle sales up in May

AT 4.09 percent (8,821 units) motorcycle sales in the United Kingdom were up compared to the same month of last year for the first time in 2013.

Year to date motorcycle sales (for the first five months of 2013 versus 2012) are still down though, at -5.39 percent.

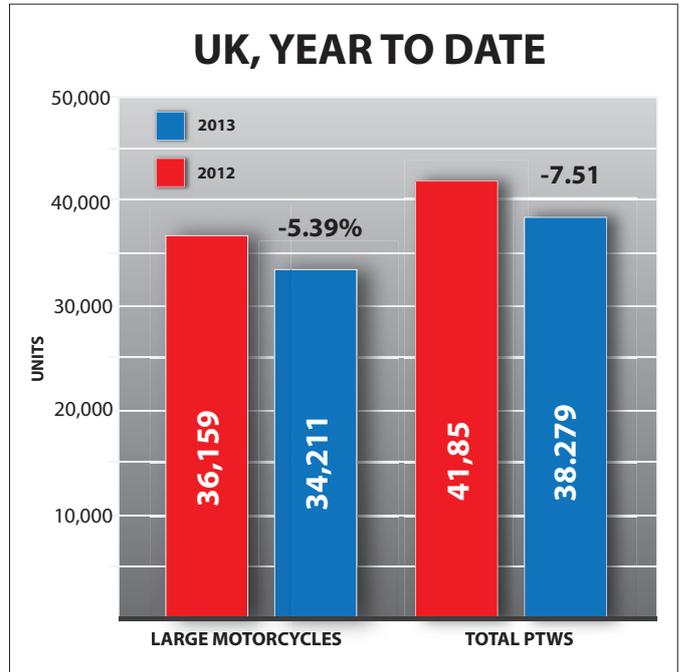
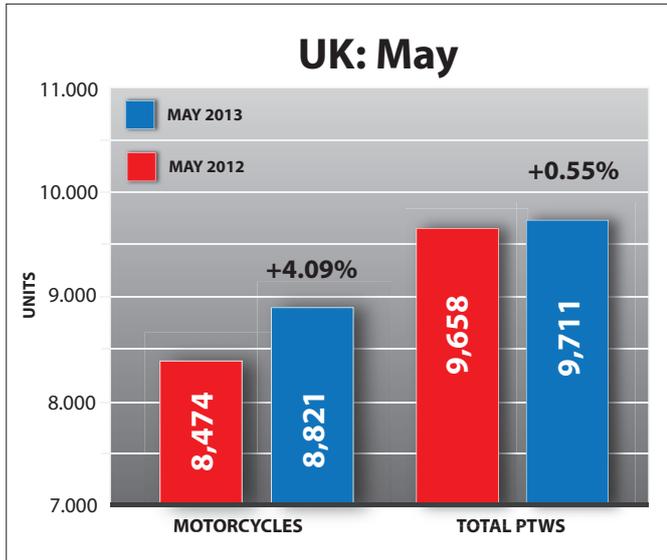
Total PTW sales in May were up

fractionally over May 2012 with 0.55 percent growth (9,711 units), though for the five months of the year to date, while the rate of decline appears to be slowing somewhat, the market is still down by -7.51 percent (38,279 units).

As elsewhere in Europe, dealers

and manufacturers in the UK will be hoping that poor weather is the primary explanation for market decline, but with March, April and May accounting for such a high

percentage of annual sales in the UK, clearly the damage, especially to dealers who are now carrying excess unsold inventory, will already have been done.



# German motorcycle sales improve in May

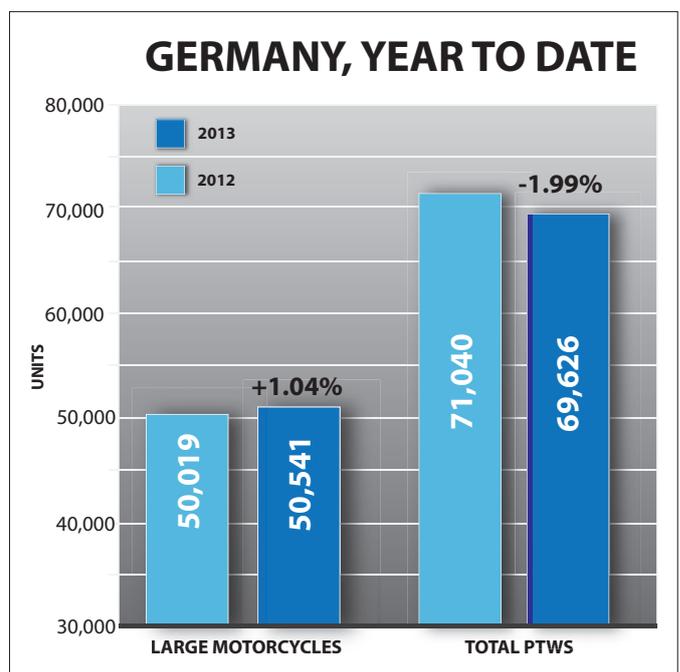
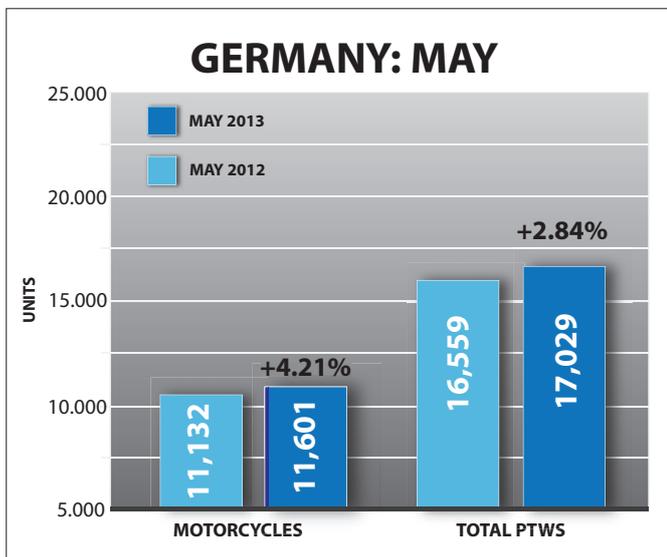
FOLLOWING a massive 26.61 percent increase in year on year motorcycle sales in April, it looks like some of the sales lost earlier this year (in March especially) have now been recovered in Germany, with sales up by 4.21 percent in May (11,601 units versus 11,132 in May 2012). This means that for both April and May, motorcycle sales in Germany have been higher than

in the same months since 2008, and that for the five months of the year to date motorcycle sales are up by 1.04 percent, at 50,541 units – the best seen since 2008 (50,837).

In total PTW sales terms, May was up 2.84 percent (following a 19.75 percent increase in April) meaning that for the five months of the year to date, total PTW are lagging behind the

same period of last year by only -1.99 percent (69,626 units). Clear evidence that the protracted poor weather has delayed sales, dealers and manufacturers in Germany will be hoping that underlying demand for motorcycles and

small cc machines will continue to improve (assuming reasonable in the months ahead) and that 2013 as a whole could yet show some (if modest) improvement on the 127,680 total PTW sales seen in Germany in 2012.



# A legend reborn?

IN recent years, a number of Eastern European motorcycle brands from the inter-war years have returned to production – sometimes in (albeit) modest volume numbers, and sometimes as one-off specials.

The latest to do so is Sokol, which was produced in Poland in the 1930s. After initially emerging as a Harley-Davidson style military bike, produced by the CWS (Central Automotive Workshops) company, production was taken over in 1934 by PZInz, and through to 1939 production of a 600 RT tourist motorcycle, and then the Sokol 1000 (also known as CWS 1000 and M111) provided the Polish army and civilian markets with a robust and durable heavyweight.

The new Sokol is said to feature

“ultra-modern construction” and will be “handcrafted and proudly made in Poland by master craftsmen strongly experienced in building custom motorcycles”.

The company says that “only the finest Polish and American made parts will be used” and that it is focused on manufacturing two rigid-framed models – the Sokol 1000, a 1300cc/80ci v-twin and Sokol 2000, an 1800cc/110ci v-twin.

The company says that the objective is to produce about 30 motorcycles a year, with the prototype of the Sokol 1000 to be unveiled at the end of 2013.

The engine will be based on the 1938 engine, an air-cooled 80 cubic inch flathead style v-twin with points



ignition, electric starter, 4 piston brake callipers, a 5 speed gearbox with primary belt/final chain drive set-up, 18 inch aluminium wheels and carburettor, producing between 60 and 80 bhp with a claimed maximum speed of 100 mph and a 3.5 gallon gas tank giving it a range of around 155 miles (250km).



[www.sokol-motocykle.pl](http://www.sokol-motocykle.pl)

# Castiglioni strengthens MV Board

**GIOVANNI Castiglioni**, President of MV Agusta Motor SpA, has moved to strengthen the company’s Board of Directors with the appointment of a former banker, **Giorgo Girelli**, 53, as the new Vice Executive President.

Having been involved in the set-up and launch of Banca Generali, managing the bank’s successful IPO in 2006, Girelli brings 15 years of prior management consulting experience to Castiglioni’s team. Commenting on the move, Castiglioni is quoted as saying “this is the beginning of a process aimed at further

growth, particularly in high-potential international markets. “Girelli brings unique and valuable expertise to the company combined with a sincere passion for motorcycles. Over the next 3 years we can aim for the doubling of sales, with a solid capital structure, and we are convinced that the outcome will be the listing of the company on the Stock Exchange”.

In 2012, MV Agusta recorded +86.5 percent growth in sales with revenue up by +49.5 percent as a result of continuing product range development, including the introduction of the

new 3-cylinder platforms (the F3 675 and Brutale 675 models). This year the company says it has continued to achieve double digit growth “supported by a further strengthening of the 3-cylinder range with the introduction of the Brutale 800, F3 800 and the new 4 cylinder F4 and 1090”.

Later this year the Rivale 800, unveiled at EICMA last year, is due to enter production. MV says that advanced orders have exceeded expectations and will take the MV Agusta brand into the Motard market.

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# THE AMERICAN REPORT

By IDN founder Robin Bradley

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

**T**HE long weekend of June 13th to 16th saw the European leg of Harley-Davidson's year long celebration of its 110th anniversary paint the always chaotic streets of Rome orange and black as an estimated 100,000 Harley riders

invaded the eternal city. Highlights included concerts, ride-outs, a custom bike show and a Harley village at the event HQ at the port of Ostia. However, all were eclipsed by the papal blessing attended by



thousands of Harley owners on Sunday June 16th as Pope Francis was treated to the celebratory roar of v-twin engines and a less than familiar sight as the Vatican visitor demographic dramatically changed in character for the day! Harley-Davidson marked the occasion

with the presentation to his Holiness of the 'freedom jacket' (a one of one piece of Harley apparel that had traversed the globe as the celebrations took in all six continents) and two special edition (white!) Harleys for the Vatican City police.

**A**MERICAN manufacturer Zero Motorcycles has taken the next logical step in establishing its brand presence in the retail environment with the introduction of a line-up of accessories and apparel. Launched in the United States in June, and due to appear in Europe in July, it is thought that Zero, which claims to be the global leader in the electric motorcycle industry, is the first E-bike manufacturer to take this initiative.

The programme ranges from lockable hard case luggage to heated grips and seats, with an apparel line that includes riding gear and casual wear. Vice President of Marketing Scot Harden said that "the new accessories are designed to meet the diverse needs of our customers and to enhance their riding experience. We now offer exceptional riding gear and fun clothing with an authentic Californian style". [www.zeromotorcycles.com](http://www.zeromotorcycles.com)



**T**HE American International Motorcycle Expo (AIMExpo) has announced that Fort Worth, Texas based distributor Tucker Rocky/Biker's Choice has signed up as an exhibitor at the first annual AIMExpo. Being held at Orlando, Florida, from October 16th - 20th, AIMExpo describes itself as "the powersports industry's first combined trade, consumer and media event in North America". National retailer Cycle Gear, which is also exhibiting at AIMExpo, will be stocking "ample inventory of Tucker Rocky/Biker's Choice leading brands, ensuring consumers

have the opportunity to purchase from the line-up while at the show". Those brands include Speed and Strength, Firstgear, Answer, ProTaper and others – Biker's Choice is TR's Harley-Davidson aftermarket and custom v-twin industry distribution brand, and features the Twin Power own brand product line. Being headed up for Marketplace Events by Motorcycle Industry Council President and former Cycle World publisher Larry Little, AIMExpo says that "educating retailers and consumers on product attributes is an essential component of

AIMExpo". The organisers say that they have had a "tremendous response to our PowerSports Business Institute @ AIMExpo call for presentations" and that they are currently finalising the curriculum and speaker roster for an education programme that they see as being "a significant part of AIMExpo". The Tucker Rocky announcement follows a breakthrough earlier this year in which Yamaha announced that it was to be the first of the major US original equipment manufacturers to back the show, but with some 230 confirmed exhibitors so far the show is claiming that it now

has commitments from additional OEMs which will be announced shortly. [www.aimexpousa.com](http://www.aimexpousa.com)





**B**ARNETT Tool & Engineering has announced the launch of its new website. The site now offers product information and applications for virtually the entire line of Barnett products including clutch kits, baskets, pressure plates, covers, cables and more.

The site also covers the custom

cables the company produces alongside clutches and cables for classic vintage bikes and modern machinery, and street or off-road. The new 'Product Look-up' feature allows users to find all Barnett products available via vehicle make and model with just a few clicks.

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



**T**HE California Air Resources Board (CARB) continues to flex its muscles, with Yamaha and Piaggio the latest to be hit with fines.

Piaggio Group Americas has been hit with a \$175,000 fine for selling a number of Aprilia motorcycles that had not received official state certification and for manufacturing various Aprilia models with readily adjustable [emissions] calibrations that were not declared during on their certificate applications. Yamaha Motor Corporation was fined \$44,625 for "unintentionally importing and selling 23 portable generators that weren't in

compliance with small off-road engines, and for mislabelling manufacture dates and model year on 96 ATVs". Yamaha is said to have voluntarily disclosed both violations to CARB.

California channels such fines to funds aimed at decreasing air pollution through education and the advancement and use of cleaner technologies; these fines follow those to have hit a number of aftermarket vendors this year, including Vance & Hines and Akrapovic.



**J**ANUS Motorcycles are a Goshen, Indiana based manufacturer of hand-built motorcycles that take their design references from the kind of motorcycling that recalls a bygone era.

There's nothing too unusual in that in America, a market where the 'retro style' has largely dominated custom bike design for a decade now, and where heritage is King.

However, what is unusual about the Janus project, in American terms, is that these hand-built bikes are not replicas of a specific age or model, and are not big-inch proclaiming themselves as American in cultural and component terms.

These are small cc motorcycles, mostly ranging from 125 to 250cc, that are being built with many European sourced parts and as much of a reference to vintage European styling as anything that was ever familiar to prior generations of US riders.

The brainchild of founders Devin Biek, founder of 'Motion Left Mopeds' in 2003, a business created to serve the growing international vintage moped

movement, and Richard Worsham, holder of a Master's degree in classical architecture.

They share some 15 years of small engine tuning and custom bike building experience, and having designed and built a number of high-end custom bikes and performance parts, decided to design, build and market a completely original motorcycle based on the idea of simplicity, ease of operation and maintenance, and extreme lightweight.

**T**hey say that their bikes "are not replicas, we haven't designed them to exactly emulate a period from history. They are contemporary, practical machines that celebrate some of our favourite aspects of motorcycle design over the last century.

"We are building motorcycles for all ages of men and women who may not see themselves as a "biker", or doing 150 mph, but who love the freedom, joy and mobility that a motorcycle allows, especially if they can work on it themselves.

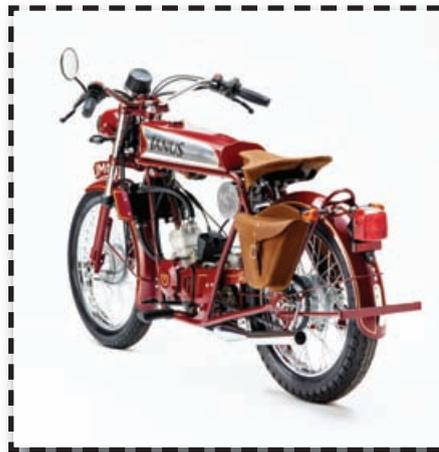
"We hope that what we are trying to accomplish is a step

towards building a younger, broader generation of American riders. We are currently in production of a limited number of our first model, the 50cc "Halcyon", an homage to 1920's and 30's record breakers such as the Brough Superior, Indian, Triumph and Zenith.

"We are a federally licensed vehicle manufacturer and each of our bikes comes with a VIN number and is titled and road legal in the United States. We design and build everything by hand, including the frame, fuel tank, exhaust system, leather seat and saddlebags, handlebars, and wiring harness.

"We use rims and brakes manufactured to our specifications, EBR hydraulic forks, and a great Spanish-designed 2-stroke motor. The highly upgradable engine is a water-cooled 6-speed unit based on the Derbi Senda that produces about 10 bhp in stock form.

"Every bike comes with both kick and electric start, as well as an oil injection system, turn indicators, high and low beam, speedometer, mirrors and a top speed of 55 mph.



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## Back to the future

Words and photos by Robin Bradley

Jean-Luc Marchand bought Marolo Test in 2000 and has seen sales grow in France and internationally as a result of a massive investment in new product designs



**IDN publisher Robin Bradley visited specialist workshop equipment manufacturer MaroloTest, whose future-facing designs and motorcycle workshop services owe their origins to what is believed to have been the first ever motorcycle-specific dynamometer in 1958**

**B**ASED near Nantes in the west of France, MaroloTest was founded in 1958 and has been proudly designing and manufacturing its products in France ever since.

Back in the 1950's motorcycles were, of course, much simpler beasts, but as post war austerity gave way to consumer economic empowerment, the motorcycle industry saw radical change in the following 20 years.

Change that would see the number of European manufacturers and brands consolidate, but see the enthusiasm for motorcycle racing and the lust for performance it triggered provide fertile ground for the Japanese superbike revolution.

That revolution in turn impacted on customer expectations and consumer attitudes to the ownership and riding experience.

This was the environment in which the motorcycle performance and tuning culture in Europe started to embrace the first generations of workshop diagnostic and tuning products, creating an important and highly competitive market sector - one that still offers dealers and tuners opportunities and profits.

Indeed, in strategic terms it can be argued that the revenues generated by service and tuning are now

**ModuLift with the front open to work on the front of the bike (wheel, brake, fork)**



the single most important income stream, and one that locks-in consumer loyalty and traffic.

While very few can ever have envisaged quite where it would lead, 50 plus years ago one man who clearly understood the opportunities that performance tuning and servicing represented was Paul Marrolaud.

In 1958 the company he founded unveiled what is believed to have been among the very first diagnostic test benches for powered two-wheelers. Initially for moped tuning, as technology has evolved in that time, the chain of events that the first test benches unleashed has resulted in the dynamometer designs and diagnostic, tuning and service opportunities that we now take for granted in the 21st century.

Marrolaud went on to launch his first motorcycle test bench, of the kind that we would recognise today, in 1973. That design developed rapidly and gave the company a wide range of additional business opportunities.

By the late 1980s MaroloTest offered dealers and performance engineers access to a complete programme of workshop equipment, from dynamometers and bike lifts to tyre changers, diagnostic equipment, electronic wheel balancers and frame checking equipment.

In 2000 the company was acquired by present owner Jean-Luc Marchand, and a year later moved into its present manufacturing, warehouse and distribution building at Cholet, near Nantes.

In the past decade the company has continued to innovate. A new range of lifts and related accessories and equipment for motorcycles (the MAROLOLift programme) was followed three years later by a new, versatile and patented modular lift concept called the MODULift.

Adaptable for a large range of vehicles (from motorcycles to Quad/ATVs, lawnmowers and small tractors) the new line captured the trend in workshop equipment use - one that calls for tools that offer a flexible return on workshop space investments.

**ModuLift open with ATVQuad**



In 2005 the company launched its MaroloGREEN programme, for the garden and recreational spaces equipment market, and a year later they went on the international motorcycle industry expansion trail by starting to exhibit at INTERMOT (Cologne, Germany) and EICMA (Milan, Italy).

The trend towards environmentally-friendly workshop solutions, ones that met the new generation of waste product disposal regulations and needs for techniques that reduced downstream costs, saw the introduction of the acclaimed

MAROLOBio biological parts washer in 2008.

A year later the company expanded the building it had moved into just 8 years earlier to the present 3,000 Sqm it now occupies, and in 2010 "went back to its roots" with the launch of a new generation of dynamometers in collaboration with MI Systems (Fuchs SA).

Called 'POWERFULL', in reference to the comprehensive range of diagnostic and tuning opportunities the line provides for dealers, a scooter test bench (the 'POWERSCOOT') was added to the

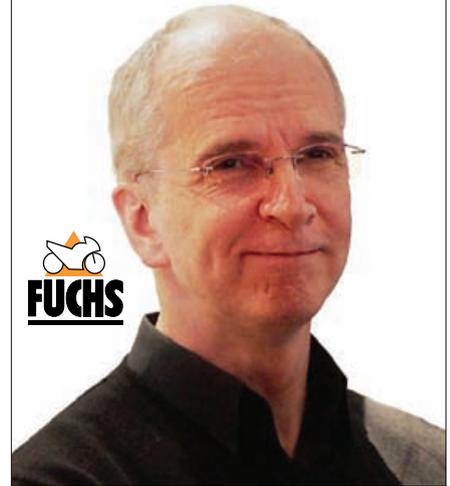


**Sales & Marketing Director Raphael Girard - "Our patented ModuLift programme gives motorcycle dealers access to a high quality system that maximises return on their workshop space investment"**



Developed in conjunction with Daniel Fuchs, 'PowerFULL' motorcycle and scooter dynamometers, are the latest generation of safety and feature-rich dynamometer designs in a pedigree that goes back to founder Paul Marrolaud's first moped test bench design launched in 1958

The latest line of MaroloTest dynamometers has been developed in conjunction with Daniel Fuchs



programme last year.

Other recent innovations have included the 3 ton capacity Varilift, development of 3D workshop design software, and the MaroloDiag range of diagnostic tools and gas analysers, complemented by distribution of battery testers/chargers and diagnostic tools from market leader Tecmate.

The emphasis at MaroloTest is on product quality and ergonomics. Designs that are robust and durable, requiring the minimum of maintenance, and which are well thought out in terms of ease of use and offer the kind of platform versatility that allows users to maximise the opportunities to use the equipment and make workshop space pay its way.

"There are lots of hidden opportunities for dealers to boost workshop profits," explained Raphael Girard, Sales and Marketing Director at Marolo Test, "and there are three key factors in making profitable workshop equipment investments.

"The most expensive workshop investment of all is space, so it makes sense to buy equipment that has the versatility needed to meet the wide range of vehicles and specialist tasks that help workshops to stay busy and profitable.

"We recognise and understand this, and all our designs are developed to offer flexibility and versatility. Other hidden profits are also lost through the time it can sometimes take to undertake tasks, so all MaroloTest design decisions are driven by the need to make the operator as productive as possible.



Introduced in 2008, the MaroloBio parts cleaning system is a cost-effective solvent-free bacteria based solution to the costs and limitations dealers are faced with when complying with workshop regulations

Workshop equipment specialist MaroloTest moved to Cholet, near Nantes in Western France in 2001 and expanded the facility to 3.000 Sqm in 2009



Dynamometer technology has come a long way since Paul Marrolaud launched what is believed to have been among the very first PTW diagnostic test benches in 1958



Dynamometers are assembled and pre-tested in-house before dispatch



Pneumatic lift MaroloLift



Test bench PowerFull



Premium lift hydraulic MaroloLift



ModuLift closed



ModuLift with Spyder Can Am



"The third is to make sure that equipment is robust and durable, with as few parts to go wrong as possible, and quality build specifications to maximise the working life of workshop equipment.

"For example, we offer pneumatic or hydraulic power options on our lifts, according to customer preference, but 80 percent of sales are pneumatic because of the ease of use, reliability and cost-effectiveness of pneumatic power.

"We are also able to offer a three-year warranty on our lifts because of the component and materials quality and the attention to detail built into our designs.

"For our dynamometers we are able to draw on over 55 years of experience and, more recently, our collaboration with Fuchs mean that we offer a design, engineering and feature pedigree that is unique in the motorcycle industry."

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



Marolo Test have seen international sales grow strongly in the past five years and are now looking for additional distributors in further selected markets. If you are interested in finding out more, e-mail Raphael Girard at [dircom@marolotest.com](mailto:dircom@marolotest.com)



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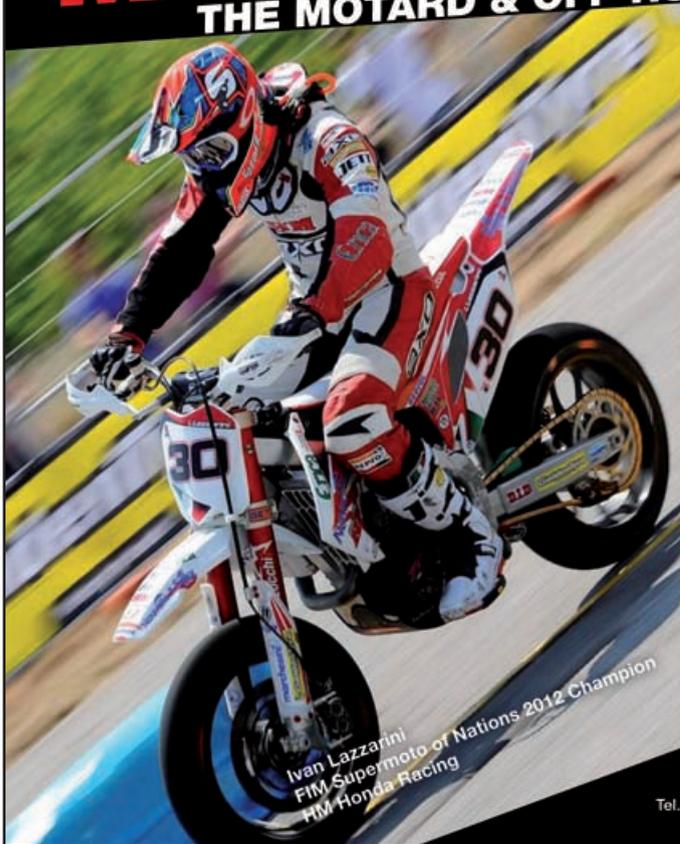
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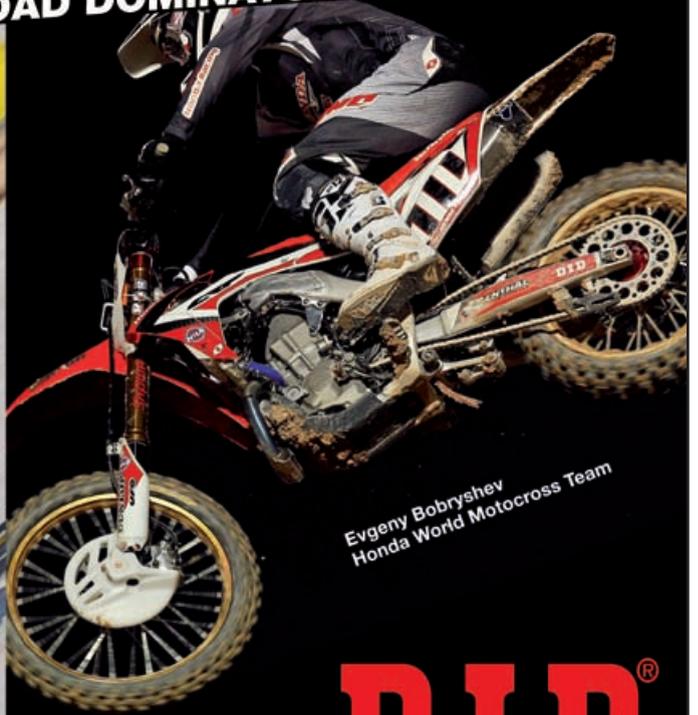
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## SW-Motech crash sliders

SW-MOTECH is producing bike specific slider kits, which are said to prevent or limit the damage to a bike's drive shaft or swingarm in event of a crash or drop.

Made from abrasion resistant synthetics, the sliders are 50mm in diameter to provide a large surface area distribution to any impact force.



**SW-MOTECH**  
**Rauschenberg, GERMANY**  
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**info@sw-motech.com**  
**www.sw-motech.com**



## ABM carbon handlebars



ABM is making two styles of carbon fibre handlebars available; the ABM Superbike and ABM Streetbike Booster.

The bars feature a 2014 T6 aluminium inner section, which is then wrapped with carbon fibre. Both designs have TÜV approval, and the Superbike is a continuous 22mm diameter, while the Booster is 28.5mm in the centre section tapering to 22mm diameter for the control mounting section at the outer ends.



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## Brembo Cafe Racer rear caliper

BREMBO has extended its range of rear calipers with two new options. Following-on from its introduction of the '.484' range, which began a development of products for the Cafe Racer market, Brembo now has a rear caliper and rear caliper kit available featuring the same look.

The Cafe Racer rear caliper is CNC machined from billet by Racing aluminium and finished in charcoal grey black anodizing, with the big Brembo logo machined in relief and hand-painted in Brembo Red.

The caliper is supplied without extra accessories for direct fitting on bikes with 84mm fixing, or as a kit including a special CNC-machined bracket. The caliper kit is supplied with sintered pads already fitted, specific instructions manual, and a pair of Brembo decals.

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**Curno (BG), ITALY**  
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**trade@brembo.it**  
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## R6 engine covers



BONAMICI Racing is manufacturing engine case protectors for '06-'13 Yamaha YZF R6 models.

The company uses solid blocs of Ergal aluminium, which it then CNC-machines to create the covers, which are designed to protect the engine in the event of an accident.

Each kit contains three elements that protect the right side (cover clutch and distribution) and the left side. Each of the covers can also be purchased separately.

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## BC Easy 6 Limited Edition battery charger

BC BATTERY Controller's Easy 6 Limited Edition is an economically priced option from the charging specialist. The Easy 6 charger provides charging, desulfation and maintenance, and is designed to stay connected to the battery, with no risk and no need to disconnect the battery from the vehicle, keeping it fully charged during long periods of inactivity (even months).

The BC Easy 6 delivers a maximum current of 0.9A and runs a fully automatic six-cycle charging algorithm, providing a complete solution to recover discharged batteries (from 5v) and to recharge, desulfate and maintain all 12v batteries (traditional, gel, sealed...) from 1.2 to 45Ah (up to 100Ah for maintenance). LEDs indicate the charging cycle executed as well as any functioning error in real time.

BC Battery Controller states that the Easy 6 does not produce sparks and is protected against short circuit, reverse polarity, overcharging, and overheating.

The package includes a waterproof battery cable with eyelets, which can be left installed on the vehicle, and a battery cable with insulated clamps. According to the selected kit, the universal 12/18mm cigar socket adapter (cod. ACC612V) may be included.



**BC BATTERY CONTROLLER**  
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## LeoVince exhaust and carbon options for CRF450R

FOLLOWING-on from Honda's complete redesign of its CRF450R for 2013, LeoVince has introduced a version of its X3 Ti-Tech full system exhaust for the bike, and also created a line of carbon fibre parts for it too. The Ti-Tech exhaust system uses stainless steel headers, a titanium silencer body and a carbon fibre end cap. The system is said to offer the same performance benefits as LeoVince's full titanium race systems, but at a lower cost, and with the improved durability offered by the stainless steel headers.

The Ti-Tech meets FIM and AMA decibel limits.

The line of carbon fibre parts from LeoVince for the CRF450R includes a fuel tank cover, chain guide, sprocket cover, rear caliper guard, rear disc guard, front disc guard, and two versions of the glide plate with engine case guards.



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# Zero electric motorcycles

ZERO Motorcycles' current range of electric motorcycles features an average power increase of 99 percent over previous versions and the world's longest-range production electric motorcycle: the Zero S, which is said to be capable of 137 miles in the city.

Zero says the dramatic increase in the performance of its motorcycles is down to the introduction of its new, highly efficient, passively air-cooled and compact Z-Force motor. It operates using a new higher voltage Z-Force power pack, and is said to provide riders with the option to charge faster than ever, up to 95 percent in an hour or less using CHAdeMO charge stations by way of an optional accessory.

"With up to 137 miles in the city, a top speed of 95mph and a CHAdeMO accessory that allows recharging in around an hour, the 2013 model line is truly exceptional," said Richard Walker, CEO of Zero Motorcycles. "This year's line-up offers breathtaking acceleration, new eye-catching designs and the innovative ability to

Zero S



Zero XU



Zero MX



Zero DS



Zero FX



customize the riding experience to each individual's preferences via a mobile application."

A new introduction for the motorcycle range is the Zero FX, described as the ultimate 'do anything' and 'ride anywhere' urban rebel motorcycle. It is the fastest accelerating motorcycle in the company's line-up with 95 Nm of torque, 33 kW of power and a low weight of only 125 kg. The Zero FX, as well as the Zero XU and Zero MX, now features what Zero claims to be the world's first truly modular quick-swap power pack technology. Riders can now use one or two battery modules and can upgrade any of the previously mentioned models from 2.8kWh to 5.7kWh easily. With increased range, vastly improved handling and impressive power, the now full-sized Zero MX is capable of comfortably launching off significantly larger jumps at the motocross track.

**ZERO MOTORCYCLES EUROPE**  
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## Polini ECU and CDI for TMax

POLINI Motori has created two new products for Yamaha's maxi scooter – the TMax. The new ECU and CDI are additions to the range of items already available from the Italian scooter tuning specialist. The new ECU from Polini is being made available in two versions; one for the TMax 500, the other for the TMax 530. The company claims the ECU is the most advanced programmable unit available for the TMax, and it controls the amount of fuel that enters in the cylinder by changing the fuel injection. It uses the original sensor located in the air filter, and acquires data to set itself automatically according to the weather condition.

For the best performance, Polini recommends its ECU is used with its



Hi-Speed variator.

The Polini CDI is set up with three advanced curves that cannot be modified. Green offers original spark advance. Yellow is for use in two conditions: spark advanced for scooters equipped with Hi-Speed variator, air filter, Polini ECU and original muffler, or

spark advanced for scooters equipped with Hi-Speed variator, air filter, Polini ECU, racing muffler and increased compression ratio. Red creates spark advance for scooters equipped with Hi-Speed variator, air filter, Polini ECU and racing muffler. The Polini CDI is an additional control unit that intercepts the signal coming from the coil and modifies it by increasing or decreasing the spark advance value.

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## Fehling Type LZR bars



FEHLING has expanded its handlebar options with the introduction of two styles under the Type LZR name. The 22mm Low Z-Handlebar, 720mm wide and 210mm high, and the High Z-Handlebar, 720mm wide and 280mm high, are both available in a choice of black or silver and come complete with a TÜV technical report.

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## X-Black Oval for Super Ténéré

EXAN now has a version of its X-Black Oval exhaust available to fit the Yamaha XT 1200Z Super Ténéré.

The latest Exan exhaust, which has an oval profile, has a stainless steel collector and the choice of three body materials; steel, stainless steel or titanium. All three options are finished in satin black and have a trapezoidal shape for the end cap.

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# Pinasco Flytech variable ignition system

FOLLOWING the success it has had with its Flytech ignition for the Vespa PX50, ET3, and VNB GT, Pinasco has extended the range of scooters that can be fitted with the system. The Flytech is now also available to fit Vespa T5, GS 160, SS 180, Rally 180 and Rally 200 models.

The lightweight rotor used in the Flytech system has an internal steel bulkhead, said to protect both the magnets and the stator in case of crankshaft breakage. The ballasts are machined from solid – not from tube –

and are balanced and zinc-plated. The flywheel cones, also machined from solid, are pre-arranged for Piaggio original extractors in order to ease removal. The surface is nickel-plated to resist weathering action and corrosion.

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**Limena (PD), ITALY**  
**Tel: +39 049 767472**  
**info@pinasco.com**  
**www.pinasco.com**



# LSL Street Triple/Speed Triple

LSL Motorradtechnik in Germany is well known as a Triumph specialist and has now addressed the looks of the powerful naked bikes Street Triple and Speed Triple.

Parts now in production for the two machines include the 'Superbike' Fat Bar handlebar and eight times adjustable '2Slide' rear sets.

Adjustable levers and new rear mirrors enhance handling and field of vision, and the six

times adjustable levers are supplied with ABE. The CNC machined mirror Gonia is now also available in the right size for road traffic with E-marking.

The new light on the Street Triple is the LSL-Urban headlight kit, and LSL can supply these ready to use kits with new instrument holders. The finishing touch is a crash bung to protect the bike's radiator in the event of a fall.



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**www.lsl.eu**

Speed Triple



Street Triple



# Putoline Ultracool 12 coolant

BEST known for its line of motorcycle-specific oils, Putoline has now created an engine coolant – Ultracool 12, which it claims “provides optimal protection to vulnerable and valuable motorcycle parts.”

The company states that Ultracool 12 protects components such as the radiator, water pump, cylinders and seals due to it containing patented OAT (Organic Acid Technology). The product is said to be resistant to aging and can therefore be used for the

entire life span of the engine. Because of the long-term usability of the product, it is less damaging to the environment compared to conventional coolants.

Putoline says Ultracool 12 is suitable for cooling systems made of aluminium, aluminium alloys and magnesium alloys and is also very well suited for conventional cooling systems, and is particularly suitable for two-wheeled vehicles from the Piaggio group.

Ultracool 12 is available in 1-, 20-, 60- and 200-litre packaging.



**PUTOLINE OIL**  
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## R1200GS side stand extension

HORNIG has responded to the launch of the 2013 liquid cooled BMW R1200GS with the creation of a side stand extension for that model. CNC machined from aluminium, the extension doubles the footprint of the stand. It can also be used with the company's side stand lengthener, which makes the side stand 20mm longer. Once installed the lengthener makes the GS stand more upright, which is useful when the bike is heavily laden with luggage.



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**www.motorcycleparts-hornig.com**

## Powerbronze products for CBR600RR

HONDA'S 2013 CBR600RR is now being catered for by Powerbronze with a range of accessories now available from the UK-based bodywork specialist.

The Airflow windscreen is a double-bubble design, which has an upward sweep that is said to push the air higher without creating the turbulence normally associated with flip-up type touring screens fitted to sportsbikes. The screen is available in a range of colours and has both TÜV and ABE type approval.

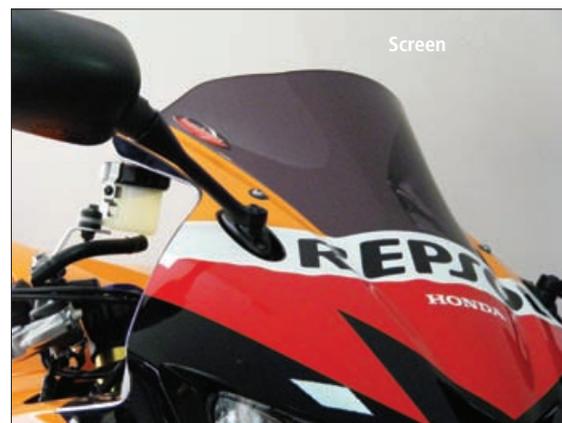
The company also has a standard replacement screen available in a range of different colours.

Powerbronze's rear hugger for the CBR600RR is supplied pre-drilled and with all mountings. It is made from a high impact plastic for a smooth internal finish and features rolled edges. The steel-sleeved rubber mounting points used on the hugger are claimed to dampen vibration and avoid cracking.

The hugger fits '05-'13 models and is available in a choice of gloss black, carbon look or carbon fibre, with a choice of gold or silver coloured mesh vents.

Carbon fibre is used for the Powerbronze chain guard, which fits all models of CBR600RR from '03-'13, and is a direct replacement for the original plastic chain guard.

The Powerbronze carbon fibre heel plates are also a direct replacement for the original parts and are fitted using the original fixings. Like the chain guard they fit all CRB600RR models from '03-'13.



**POWERBRONZE**  
**Littlehampton, UK**  
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# Frando master cylinders Arrow X-Kone

VENHILL Engineering, the UK-based motorcycle controls specialist, is now distributing Frando brake and clutch master cylinder kits.

The Frando range of specialist braking components includes discs and calipers as well as the master cylinders, which are made from forged aluminium alloy. With a graphite body colour and black lever, the 19mm brake master cylinder includes reach adjustment and is supplied with a brake light switch and reservoir.

Reach adjustment features on the matching 17mm clutch master cylinder too, which comes with an interlock switch and reservoir.

Both the brake and clutch master cylinders have a perch that attaches to the handlebar and includes the facility to mount a rear view mirror.

For those who want to replace a cable-operated clutch with a hydraulic system, Venhill can supply a Frando 14mm slave cylinder and then manufacture in-house the necessary hoses for the conversion.



THE latest range of exhaust silencers introduced by Arrow is the X-Kone line. Originally developed for use in the company's Competition and Competition Full Titanium systems for track use, the silencers are now available for a range of naked and sportsbikes.



The X-Kone silencers are street legal with the removable baffle in place. The silencer body is made in NiChrom (stainless steel alloy) with a satin finish, the internals are stainless steel, and the end cap is carbon fibre. Dependent on the application, X-Kone silencers can be fitted to original pipes or to Arrow collector kits by means of a stainless steel mid-pipe.

Arrow claims the X-Kone silencers weigh around 2.2kg, which is a 30-40 percent reduction in weight compared with stock parts.

An X-Kone can be fitted without the need for a change to the ECU settings or the addition of an ECU module.

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**ARROW SPECIAL PARTS**  
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www.arrow.it



## GIVI accessories for R1200GS

GIVI has created a range of accessories designed specifically for use on the latest generation BMW R1200GS, which features the liquid cooled Boxer engine.

Givi's Trekker Outback side cases are two aluminium side bags with covers that can be removed if they interfere with a top case. The Outbacks are available in two volumes: 37 and 48 litres.

To allow the Outback cases to be fitted to the GS, Givi makes specific mounts, which feature the Monokey-Cam Side fitting system. Built using 18mm diameter tubular steel, they are said to offer a wide support area and increase the case stability.

The screen from Givi for the 2013 GS is 17cm higher than the OEM piece and fits using the original mounts. A second lower tinted sports style screen is also available.

The High Visibility Roller Bag is a new 30-litre waterproof bag, which is equipped with a shoulder strap and two elastic straps to fasten it to the R1200GS. It can be secured further by using Givi's Trekker Straps. The Trekkers are sold in pairs and are 1,700mm in length, have a maximum traction load of 100Kg, and metal safety buckles.

For riders of the latest GS who want to use a Givi Monkey top case, the company is making a bike-

specific rack, which is finished in brushed anodised aluminium.

The final 2013 R1200GS specific piece being introduced by Givi is the Flange, which fastens to the fuel tank cap and allows the use of Givi bags equipped with the Tanklock system.

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# Protech Edition chain protector

NEW from Fechter Drive is this PROTECH Edition high quality and solid chain protection made from stainless steel and black powder-coated. Features include a filigree design and

elegant lines, and Fechter Drive says it represents a good price/value ratio. Shown here on BMW F800R, Honda NC700 X/S and Integra and Yamaha FZ-1.

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# Öhlins S3 selective steering damper

ÖHLINS has created its S3 Selective Steering Stabilizer for use on Motocross and Enduro bikes where steering off-road can be challenging.

Öhlins says that its S3 stabilises the ride through the use of patented technology that selects when and if the rider needs assistance. As long as the rider is in charge of the handle bars and with all the force derived from there, the Steering Stabilizer provides no damping at all. The rider controls the bike and the front



wheel, allowing for a natural feel of the bike and free movement of the front end. It is also tuned to not affect the rider's movement of the bike while jumping. However, when an outside force like a stone or another object puts force to the front wheel, the system activates instantly.

A torsion bar on top of the fork bridge recognises when torque occurs from an outside force hitting the front wheel, and this activates the valves in the Selective Steering

Stabilizer, keeping the steering controlled.

The Selective Steering Stabilizer, which is integrated into an Öhlins upper triple clamp, is said to be easy to use, and no adjustments are needed as the system adapts to the forces affecting the front wheel, and is available for all major MX and Enduro models.

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## OFF THE SHELF PERFORMANCE UPGRADE

# Screen and hugger for CB500X

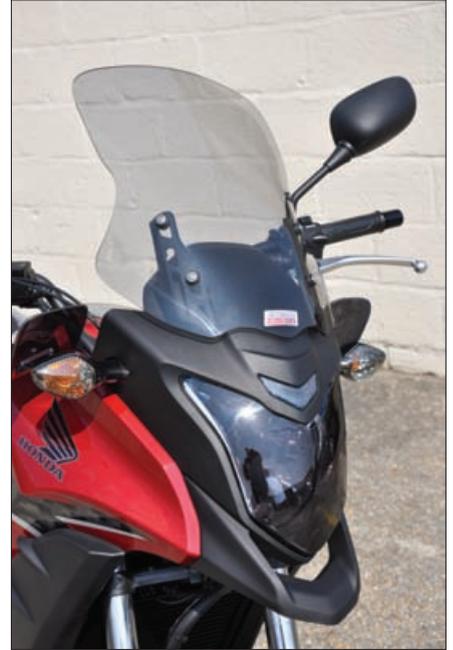
SKIDMARX has launched a range of bodywork accessories for the new CB500X from Honda. Manufactured in Skidmarx' factory, the tall screen, headlight cover and aerofoils are designed specifically for the CB500X, while the rear hugger will also fit the CB500F and CBR500R.

The 10cm taller than standard screen is made from 3mm acrylic and is said to offer additional protection from wind and weather. The screen is available in clear and light or dark grey tints, and uses the existing mounting points and fasteners, so the height adjustment function is retained.

A matching headlight cover is also available, which fits using 3M Dual Lock fixing pads (supplied). It is produced in clear (the only option legal for street use) with other tints and colours available on request.

Designed to fill the gap between the screen and bodywork, aerofoils are said to deflect wind and weather away from the rider, and Skidmarx offers a choice of clear, light and dark tinted versions, supplied complete with a fitting kit.

Created to offer under-body, shock and linkage protection, the Skidmarx rear hugger is produced in a choice GRP (Glass Reinforced Plastic) or carbon fibre. It is supplied with a tailor-made fitting kit that bolts directly to the existing mounting points.



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# Giannelli slip-ons for Kawasaki Z 800



GIANNELLI has introduced four slip-on muffler options for the latest Kawasaki Z800, all of which can be used with the original head pipes.

The Ipersport slip-on silencer is being offered in the choice of titanium with a carbon end cap, or aluminium with stainless steel end cap, or black anodized aluminium. There is also the stainless steel Gx-One slip-on and a racing 4:2:1 collector kit in stainless steel, which removes the catalytic converter.

All of the slip-on options are street legal, and the weight ranges from 2.8kg to 4.3kg (while the original silencer weighs around 7.5kg). They come with a removable dB-killer and power gain is claimed to be around 3hp, while torque is increased up to 0.5kgm.

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# Crash protection for Ninja 300

R&G Racing has created a range of styling products and crash protection parts for the Kawasaki Ninja 300. The styling range of parts is made up of mirror blanking plates, rear footrest blanking plates, exhaust hanger, frame plugs, steering head nut and the popular R&G tail tidy. Crafted from stainless steel and complete with a plug-and-play connector and bungee hook mounts, the tail tidy replaces the standard number plate hanger and light.

A full complement of protection is also offered for the Ninja 300 by R&G, starting with its signature crash protectors, which are fitted to the frame and are designed to keep as much of the bike off the ground as possible in the event of a fall. The teardrop-shaped protectors are made from high-density Polyethylene (HDPE), which has been developed to wear and not shatter. R&G also utilises a particular grade of steel bolts to help absorb an impact by bending, rather than snapping or twisting its mounting point on the bike. The addition of bar end sliders helps prevent the levers and tank from making contact with the ground, while fork protectors, cotton reels, rear spindle sliders and exhaust protector perform a similar job for the brakes, suspension, swingarm and silencer.



R&G also offers an aluminium radiator guard and downpipe grill to prevent damage caused by stones and debris. All of the products for the Ninja 300 will also fit the 2013 Ninja 250R.



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# TMax parts from Ermax

FOR its latest release of parts for Yamaha's TMax, Ermax has worked with Ludovic Lazareth. He has now developed a kit of parts for the TMax 530 based on the design of his Hyper Modified TMax. The parts can be bought as a kit or individually.

The range of parts includes the Hypermodified windshield, which is available in a choice of light or dark black or satin black finishes.

A right-hand side air intake is supplied ready to fit in a choice of unpainted or painted finishes.

Like the intake the three-piece thermoformed ABS front mud guard can be delivered in a rough or finish painted state. For the rear of the scooter there is a hugger, license plate light, reflector and electric beam. The hugger is made from thermoformed ABS, a fitting kit is included and the whole package is painted ready to fit. A second rear end option is an undertray and LED taillight and support, which has to be fitted in conjunction with the hugger. Completing the options for the TMax 530 is an exhaust kit by Lazareth.



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**www.ermax-design.com**



# Ilmberger carbon for Diavel

BAVARIAN carbon fibre specialist Ilmberger has now turned its attention to Ducati's Diavel. The company is stating that using its parts Diavel owners can make their bikes look identical to an AMG - spec Ducati Diavel Carbon for less than €1,000. In order to achieve this Ilmberger is offering a five-piece conversion kit containing a tank cover, side panels, seat cover and front fender. All the pieces are certified street legal with type approval documentation and plastic coated. Matching the original, the normally high gloss polymer coat receives a semi-gloss finish on the Diavel parts. The same finish is applied to the 23 individual carbon parts that comprise the complete Ilmberger Diavel product line.



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# motorcycle FASHION

ISSN 1476-8747  
JULY 2013  
TM

## Nexx X40



THE newest helmet introduction from Nexx is the X40 MaxiJet. The design of the helmet is the result of a collaboration between Linkinova automobile and aeronautics technology and Rufo Design.

By means of a set of quick change accessories the helmet can be converted from an open-face Jet style helmet to a full-face type.

Carbon fibre is used to construct the shell of the X40, which can be converted to a full-face when fitted with the removable chin guard that also features a built-in breath guard. The shell also features an integrated tinted visor that operates via an ergonomic button. The Xpress-Change Face Shield System external visor can be used with or without the chin guard.

Ventilation on the shell is taken care of by the Air Dynamic System, which is

made up of two inlets and four outlets.

The fully removable and washable lining uses CoolMax material for wearer comfort.

Nexx is offering the X40 in sizes XS to XXL (54cm to 64cm).



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## Amira ladies jacket and Talura gloves

THIS elegant ladies jacket from the iXS Spirit of '79 collection combines timeless style with high quality soft cow's nappa leather.

Features include CE protectors at elbows and shoulders, connecting zipper, antiseptic 3D mesh lining at back and front. The sleeves have a polyester net lining, which is also antiseptic, and a detachable CYNIX thermal vest and ergonomically formed arms as well as adjustment at the hips, two outer and three inner pockets and back protectors certified to EN 1621-2, Level 2 add further comfort. Available either in white/black or white/black with blue and red.

Talura is a leather glove with

holes, which still offers good protection and is made from 100% goatskin leather. A double leather layer on the inner hand and a break-resistant PU part with iXS Air-Intake-System above the knuckles ensure fresh air and safety. The light inner lining is said to be comfortable to wear even on hot days, and thanks to adjustable cuffs on the wrists the gloves' fit can be further optimised. Available colours are black or white/black.

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# Caberg Duke

THE flip-front helmet in the Caberg range is the Duke, which is being made available with dual homologation P/J, which allows users to ride with the chin guard open, guaranteeing safety thanks to the lever P/J on the left-hand side of the helmet. When in the J position, the lever locks the chin guard in the fully open position avoiding accidental closure.

The Duke is equipped with the 'Double Visor Tech' system, which features an easy to use inner sun visor. This visor is anti-scratch treated, while the outer clear visor not only has an anti-scratch coating, but also offers anti-fogging through the use of the Pinlock system.

Ventilation is taken care of by two vents, one positioned on the chin guard and one on top of the shell, with the air channelled through grooves on the inner liner. The lining itself is completely removable and washable, and made from breathable and hypo-allergenic fabric.

Inside the polycarbonate shell of



the Duke helmet there is a space to accommodate Caberg's Bluetooth communication system 'Just Speak Easy', which allows communication not only with the wearer's mobile

phone and the passenger, but also connection to a GPS system, or an MP3 player.

Caberg is offering the Duke in four single colour versions: metallic white, metallic black, matt black and gunmetal as well as the Smart version, which is not painted. Duke is also available in Booster with the graphic under varnish on a white base;

Legend, a black base and white stripes; Legend Italy with the Italian flag colours, or the Hi Vizion yellow fluo finish. Size options are XS - XL.

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# Limited edition Shoei GT-Air

MICHAEL Dunlop's win at the NW200 road race meet is being celebrated by Shoei with the introduction of a limited edition GT-Air helmet. Shoei sponsored rider Dunlop took the victory at this year's race while wearing a GT-Air helmet.

Shoei uses an AIM shell fitted with an EPS liner system made up of multiple densities, and the 3D-centerpad is detachable and washable, as are the cheek pads, while integral ear pads are also said to reduce ride noise levels. Externally, the GT-Air has an integrated spoiler for optimised aerodynamics, and for rider

comfort multiple vents deliver fresh air through the brow area, while rear outlets provide an exhaust for warm air. The QSV-1 sun visor is DIN EN1836 approved and has a mist-retardent CNS-1 Pinlock system.



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[www.shoei-europe.com](http://www.shoei-europe.com)



# Caroline jacket and Collins trousers

GERMAS offers the Caroline ladies jacket in three different designs and the Collins ladies trousers in various sizes.

Caroline is a touring jacket for all weathers, and thanks to a climate membrane is watertight, and during hotter weather the Air-Vent System offers cooling, supported by the breathable PU membrane, and DuPont

Cordura ensures safety.

The jacket is water and windtight and breathable due to a HUMAX membrane and has a detachable thermal lining and FunktionsMesh inner lining made from 100 Polyester, as well as various outer and inner pockets, can be adjusted at arms, waist and bottom and has a comfortable collar. Stretch inserts ensure freedom



suitable for any weather, also made from DuPont Cordura 500D, with crash-sensitive parts also being reinforced with DuPont Cordura 1000D.

YF detachable knee protectors, foam protectors at the hips and reflective stripes also ensure passive safety.

Comfort is enhanced by a detachable thermal lining and KomfortMesh inner lining, as well as the AirVent System, various pockets, a waist belt, an anti-slide insert, stretch inserts at waist and thighs and a short connection zipper.

of movement, and it comes with a short and a long connecting zipper.

Crash endangered places are reinforced with DuPont Cordura 1000D and it features YF-protectors at elbows and shoulders, which are CE-certified and detachable. Further features include a detachable Temperfoam back protector and Scotchlite reflective stripes for passive safety.

The Collins ladies trousers are

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# Spada Gear ankle boot

SPADA has created its Gear boot to incorporate sports styling while remaining comfortable and easily wearable. The ankle high boot uses leather in its construction and features PU moulded ankle deflectors, removable and replaceable toe sliders, and moulded

gear change overlay. Available in sizes 41 – 47 and black or black and white colour options, the boot uses Velcro straps for adjustable fastening.



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# Kabuto FF-5V

KABUTO classifies its FF-5V as an aerodynamic racing helmet. The helmet, which uses three different shells to provide sizes XS – XXL, meets ECE Reg 22-05 standards, and uses Advanced Composite Technology (ACT) for the construction of the shell.

rear of the helmet.

A dual density impact absorption liner is fitted to the helmet along with a detachable and washable interior (inner pad, cheek pads and chinstrap covers). The visor of the FF-5V offers UV protection and has Pinlock as standard.

A feature on the outside of the FF-5V is the patented Wake stabiliser, designed to stabilise air flow over the helmet and reduce wind buffeting of the wearer's head at high speeds. The shell also has vents on the chin bar, above the visor opening and at the

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The K47 Manta top case was designed for scooters but works perfectly on smaller bikes too. It features the Monolock mounting system and allows to change the top cover, among the four available colors: black, metallic grey, white and metallic red.

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In any case.

# Forcefield new counter top POS stand

FORCEFIELD Body Armour has released new in-store POS units, which it has designed to accommodate three different

product lines. This option to display different products allows the unit to be used throughout the year.

The stand is available free of

charge to all dealers in three kit options when they purchase the appropriate stock levels.

Measuring 34cm x 21cm and standing 50cm high, the POS display has been designed to sit on a counter top making customer aware of the Forcefield products stocked and encouraging impulse purchases.



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



# Alpinestars S-MX Plus road racing boot

ALPINESTARS' S-MX Plus racing boot offers all-round protection for the wearer with its contoured shin plate protector injected with high modulus PU for superior impact and abrasion resistance. The U-shaped calf protector is claimed to be impact resistant and protects the internal/external ankle and rear calf areas. In addition, the internal patented Ankle Brace with shock absorbing material prevents over-extension of the ankle and protects against impacts, and the asymmetrical heel protection is an external and replaceable impact-

absorbing plate and slider to allow the boot to slide and absorb impacts during falls. For wearer comfort the synthetic forefoot lining is laminated with open cell foam and a highly breathable lining on the ankle and leg areas, and the sole has been designed for improved feeling between the rider's foot and the pegs of the motorcycle. A vented version of the S-MX Plus boot in black comes with the additional feature of heat reducing perforations. The regular S-MX Plus boot is available in black, blue, red and white, and sizes 36-48.



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# Premier Dragon Evo Titanium

PREMIER has created its new Dragon Evo Titanium helmet using the knowledge it has acquired through years of sponsoring racers like Andrew Pitt (two times Supersport World Champion) and Troy Bayliss (three times Superbike World Champion).

The development on race circuits has resulted in the shell of the Dragon Evo being made from TVC (Titanium-Vectran-Carbon), a material which is exclusive in motorcycle helmet manufacture to Premier. The company claims that independent tests have shown TVC shell to perform 35 percent better in shock tests than carbon or tri-composite helmet shells. The Dragon Evo's shell is moulded using a 'bag moulding' system with epossydic resin, a process that is said to allow the Dragon Titanium to weigh just 1,100g making it one of the lightest helmets available.

The main aerodynamic shape of the shell has been designed to include

reinforcement to shock resistance as well as reducing vibrations caused by wind turbulence.

Inside the Dragon Evo Titanium a

multiple density EPS liner is used that has holes and channels to help with ventilation. The ventilation system itself is made up of an air vent on the

top part of the shell and another one on the mouth piece, both adjustable, that allow air into the shell, and out through the internal channels to holes under the rear air extractor. Parts of the liner are removable and washable, and they're made with special anti-sweating fabrics to avoid any allergic problem.

The 2.2mm thick polycarbonate visor has an anti-scratch treatment, is Pinlock ready and the helmet is supplied with a Pinlock insert free of charge. The visor mechanism is based on Premier's QRS (Quick Release System) to allow easy and quick changes without tools.

The Dragon Evo is available in sizes XS - XXL.



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

# Moto leather jacket

MOTO is the latest retro styled leather jacket to be launched under the RST brand by Moto Direct.

Throughout the jacket grade A cowhide in 1.1mm and 1.2mm thickness is used and it is either triple or double stitched on the seams with 40 grade bonded nylon for maximum burst strength.

Rider protection is taken care of by RST Contour Plus CE armour

at the shoulders and elbows, and there is a pocket for an optional RST Contour Plus CE back protector. The fixed lining in the Moto jacket is brushed cotton and there is a 360 heavy duty zip to connect the jacket to suitable trousers. Moto is available in a colour combination of black, white and red and sizes 38 -50.

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# Sun jacket from Stadler

THE Sun jacket is a summer jacket made from Cordura AFT, Cordura 500 and Cordura 2000 with an inner net lining.

It has CE approved protectors at shoulders and elbows and comes ready to accept a back protector in an existing pocket. In addition to two outer and one inner pocket, the jacket has excellent air intake at front and back due to Cordura Air Flow Technology (AFT), can be seamlessly adjusted at the waist and features Cordura 2000 material at shoulders and elbows.

Furthermore it comes with Distance Control, tank protection and connecting zipper. Colourway is grey/white in a large range of men's and ladies' sizes.

Trousers Shine are recommend for combining with this jacket.



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# INTERNATIONAL DEALER NEWS

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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## NEWS BRIEFS

**Dutch Market**

IN the first three months of 2013, new motorcycle sales in the Netherlands fell by -15.6 percent to 2,667 from 3,159 during the first quarter of 2012. The three best selling brands in the Netherlands were Honda with 18.1 percent market share, followed by BMW (15 percent) and Yamaha (11.9 percent). Moped sales fell by 21.1 percent.

**SUZUKI**

SUZUKI Motor Corp reported that its worldwide net motorcycle sales dropped by 9.6 percent to 230.30 billion Yen in the financial year ended March 31st, with an operating loss of 11.9 billion Yen for 2012, which is up from the 2.4 Billion Yen loss they report for fiscal year 2011. The company says they sold 1.4 million motorcycles in 2012, 51,000 of which were sold in the United States (3,000 less than 2011).

**CIMAMOTOR 2013**

THE 12th China International Motorcycle Trade Exhibition (CIMA) will be held October 24th to 27th at the Chongqing International Expo Centre. Said to feature 55,000 m2 of exhibition space in 2012, featuring 60+ exhibiting motorcycle factories and some 13,000 spare parts companies, Chongqing is said to be "the most influential motorcycle city in China". Of the 27m motorcycles produced in China in 2012, some 10.2m were produced in Chongqing. [www.chinamotor.com](http://www.chinamotor.com)

**BMW sales up**

BMW Motorrad saw sales up by 14.2 percent in May to 13,081 units. In the first five months of this year BMW sales are up by 7.1 percent to 52,400.

**Suzuki return to MotoGP**

SUZUKI Motor has announced that it plans to return to MotoGP racing in 2015. The company says that is now developing a new GP bike powered by a 1000cc in-line four.

# BIG BIKE EUROPE to be held in April 2014

**I**NTERNATIONAL Dealer News is pleased to confirm that the acclaimed Big Bike Europe hall at Messe Essen in Germany is now available for the expo date originally intended for the show.

The three-day trade and consumer show is slated for April 11th, 12th and 13th 2014, with the addition of a second hall expected to be confirmed in July, when the first draft show floorplan is unveiled.

AMD Magazine publisher and Big Bike Europe expo organiser Robin Bradley said that "the issue of when a concept such as Big Bike Europe would be best held was always one of the most important factors. By the time the original launch announcement was made in August 2011, we had already spent two years taking industry feedback.

"The first issue to resolve was whether to stage the show late in the year or to go for a Spring timing. There are still plenty of good reasons why something like a November or December date would be worth considering, but the weather and crowded calendar at that time of the year definitely make a Spring date, one that is close to the buy/sell cash cycle

of the market, the better option.

"We had originally looked at dates between February and May, and the one that we always favoured was the second weekend of April. That date avoids any other major show commitments for dealers or exhibitors, and is one on which Easter very rarely falls.

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"However, for this first year we were constrained by venue availability. Once we had seen the hall 10, 11 and 12 complex at Messe Essen (Messe Ost) we were hugely impressed by the nature of the space, but were forced into taking a risk with a May date that coincided with a public holiday in that region of Germany and various other industry and consumer distractions.

"Three weeks before this year's first annual Big Bike Europe we were informed that the date we originally wanted had become available for 2014 and on a moving forward basis.

"While there are a slew of reasons

why first year attendance was at the lower end of our expectations, not least the late start to the season meaning that dealerships had only just started to get busy, we have to assume that the date we chose must have had something to do with it.

"Either way, there is no question that our new date will make it easier for authorised/franchised dealers and independent shop owners to spare the time for a show visit, and although only four weeks earlier, those four weeks punch above their weight in terms of the buying and selling cycle of the market."

Altogether some 1,000 plus industry professionals attended Big Bike Europe this year, and based on the pre-registration scheme, at least 187 franchised dealers and independent motorcycle shops were represented.

Added to that, some 40 or 50 of the World Championship bike building competitor community were dealers, and with some exhibitors directly inviting their dealers, and a handful who paid to get in, total "dealer attendance" for the first Big Bike Europe expo is being put at around 250 shops – plus a dozen or so international parts and accessory importers/distributors.



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