

INTERNATIONAL DEALER NEWS

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ARP/MAY 2014
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European motorcycle registrations up by nearly 15 percent for the first two months of this year

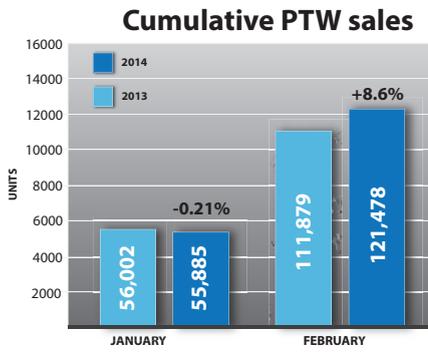
ACCORDING to the latest registration figures released by ACEM, the Brussels based motorcycle industry trade association, a total of 121,478 powered two wheelers (PTWs) were sold in Europe in January and February 2014 - an increase of 8.6 percent compared with the 111,879 units sold in January and February of 2013.

ACEM is reporting that "most of the largest European markets performed well on a year-to-year basis. Sales increased in key markets, including Germany (+24.1%), Spain (+8.7%), UK (+4.2%) and France (+1.8%). The Italian market for PTWs, however, contracted by 3%" - though by the recent standards of the Italian market this actually represents a better start to the year than has been seen there for a long time.

When analysed without sales of small cc models, the motorcycle segment did even better - it grew by 14.8 percent during the first two months of the year,

representing good news for dealerships as it would appear that the selection of more expensive machines available to consumers are the primary drivers of growth at this stage.

This year 85,742 motorcycles were sold



in January and February in the EU, whilst 74,673 were sold during the same period of the previous year.

Key European markets for motorcycles have performed well during the first two months of the year. Year-on-year sales have increased in Germany (+47.8%),

Spain (+14.8%), France (+10%), UK (6.6%) and Italy (0.5%), with other European markets also experiencing growth - the only two exceptions being Ireland and Rumania.

The small cc sectors continue to be under pressure - during the first two months of 2014 registrations fell by 4.3 percent compared to the same period in 2013. This figure, however, represents a substantial improvement compared to the January results on a year-on-year basis (-15.2%).

ACEM say that "it is clear that the small cc sectors continue to be the most affected by the economic downturn. All key markets for small cc models contracted during the first two months of the year".

Registrations in Germany decreased by 28.5%, in Italy by 18.9%, in Spain by 16.1%, in France by 12% and in the UK by 4.6%.

See also this edition's 'Comment' on Page 4, and our key markets 'StatZone' round-up (including Germany, UK, Spain, Italy) on pages 16 and 17.

PROGUIDE



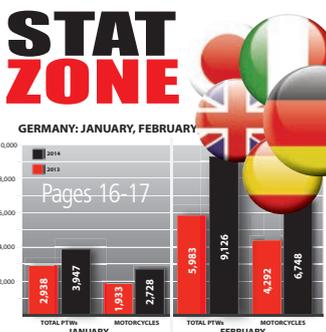
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PUBLISHERS & MANAGING EDITORS

ROBIN BRADLEY

robin@dealer-world.com

SONJA WALLACE

sonja@dealer-world.com

INFORMATION EDITOR

SARA VINEY

sara@dealer-world.com

DESIGN & PRODUCTION MANAGER

BEN OAG

ben@dealer-world.com

STAFF WRITER

DUNCAN MOORE

duncan@dealer-world.com

SHOW & DATA MANAGER

NEIL BLABER

neil@dealer-world.com

CHAPMAN HOUSE,
CHAPMAN WAY,
TUNBRIDGE WELLS
KENT TN2 3EF, GB

TEL: 0044 (0)1892 511516
FAX: 0044 (0)1892 511517

TOLL FREE...
FROM USA/CANADA:
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FAX: 1-866 521 0099

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Congratulations - you are a survivor!

If you are a motorcycle dealer (franchised or independent), a performance/tuning centre, a repair shop, a specials/customs builder, a parts and accessory distributor/importer, a designer or brand owner, or a manufacturer of anything that sells in the motorcycle market, from parts through to bikes, who is still in business - congratulations! You survived!!

There have been plenty of false dawns in the past few years, plenty of moments when it appeared that the apparently endless spiral of downturn may have appeared to be about to reverse, but so far all of them have proven to be just exactly that - false.

Personally I thought that we were turning the corner in 2010, and that in that context the two or three years of downturn we'd seen by then was probably not such a bad result - given the terrible prophecies that accompanied the 2008 banking crisis and so-called 'credit-crunch'.

It wasn't to be though - the trend just continued inexorably down. Month after month, quarter after quarter, year after year, the sequence of bad motorcycle sales news, contracting shows, closing shops and bankrupt parts, accessory and apparel brands (and media for that matter) just kept on spiralling ever further south.

However, at the end of 2011, it appeared that a lot of parts and accessory vendors had started to get to a point where they had house-kept their way towards business stability. While parts and accessory sales overall had only stabilised (at best), some businesses were seeing modest single digit growth, and most had managed to get back into profit simply by adopting a strategy that allowed them to make the best out of whatever was available to them.

By the end of 2012 most vendors were facing the future with an all-new lean, mean, svelte, slimmed down, improved version of themselves, and while one man's growth was still another man's loss last year, the better businesses did indeed see growth and make money. Indeed 2013 was pretty good, overall, for many parts and accessory businesses, and by the time that the industry gathered for the Milan Show last November, further depleted though that expo may have been in vendor numbers, there was at last a better 'vibe' among the exhibitor community and many, maybe even the majority, reported having had a good week.

At that stage the gradual 'decline in the rate of decline' of new motorcycle registrations that industry association ACEM had predicted (at their industry presentation at INTERMOT in 2012) had translated into the first signs of a stabilisation in the downward trend, with some markets returning to growth in the final quarter of last year, and others (such as the UK and Germany) arriving at a position where they could point to 24 months of very modest decline or modest growth - namely stability.

There were exceptions of course, there still are - Italy for example. But even there the statistics for the first two months of 2014 (published elsewhere in this edition of International Dealer News) do point to stabilisation ahead, while in other important markets rebound does appear to be in-play.

After what we have all been through since the last peak in European PTW registrations (at around 2.7m in 2006 and 2007), the current apparent growth is clearly nothing to get excited about as such. Last year closed out at around 1.3m registrations, a greater than 50 percent haemorrhage in just 6 years, but the decline having been so long and so deep, and the so-called growth still so fragile and fresh,

that the best we really hope for is the aforementioned stabilisation.

As I said, of itself, if this year's market performance so far is no 'biggie' in statistical terms, it would appear to suggest that if the present trend is sustained, and the market has seen some 200,000 or so more sales than last year, then by the end of this year we will be able to look at 2013 and 2014 as a 24 month period of stability - a period that saw a largely flat trend overall compared to the prior years, and this would be the important first step on the road towards recovery.

At this stage the primary motivator isn't yet the statistics as such, but it is an underlying significance what continued stats such as those we are currently seeing mean for the market in the long-term.

Regardless of the numbers we see, and how soon we see them, what we have already seen provides important reassurance in terms of suggesting that post 2007 market atrophy has been primarily driven by macro-economics and consumer confidence, rather than the more worrying strategic issues that have been frightening many market analysts.

'dealer sales have a higher net value'

The current positive stats are showing a much more rapid recovery in motorcycle sales than in small cc units. That means the sales that dealers are making have a higher net value, which is a good thing, and that the units concerned are destined for higher mileage - another good thing.

Europe-wide statistics on the number of miles being ridden are difficult to arrive at. In those countries where such numbers are available the decline in annual two-wheel mileage (where there has been decline) has been nothing in percentage terms compared to the decline in new model registrations.

This is reflected in the change in vendor parts and accessory sales patterns, which has seen top ticket spending fall away and the growing dependency on workshop/service and parts counter revenues and product volumes.

It is also reflected in estimates concerning the aging of Europe's 'fleet' (which has been substantial as riders have delayed replacement spending), and on the decline in the 'bike park' - the total number of PTWs actually registered for road use.

There has been 'bike park' decline (an estimated 35.5m units by the end of 2012 from a peak of around 37.7m units in 2011), but the decline has come late in the downturn/recovery cycle (the 'bike park' actually continued to grow right through to 2011), and it has been modest (in percentage terms) when compared to the decline in new registrations.

This all points to one of the biggest fears that many have been voicing being a ducked-bullet - namely that demographics, regulatory, licensing and training changes had eaten away terminally at the preparedness of 21st century citizens to embrace two wheels, regardless whether their motivation is lifestyle, commuting or leisure.

While keeping the 'sport' cool and managing access are of huge importance, the evidence appears to suggest that the loss of new sales volume has been due to economic rather than image factors. 'Pheeeuuu' to that I say!



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Lotus prototype



KODEWA Performance Motorcycles, the company licensed by Lotus to produce the first motorcycle to officially bear their name (the C-01), has announced that the first prototype of the design is now road registered and ready for testing. Having been in development for

two years, the C-01 is the first motorcycle in the world to bear the Lotus name. The machine features bodywork designed by Daniel Simon, who was responsible for the 'Lightcycles' in the 2010 Disney film 'Tron: Legacy' and the 'Bubbleship' used by Tom Cruise in 'Oblivion'. The bike is built in titanium,

carbon fibre and aerospace grade steel, with a 1,200cc, 75-degree V-twin engine, and what is claimed to be a "unique" air intake. The C-01 will be available in a range of liveries, and a customisation service will also be available, "limited only by the imagination of the buyer". It is said that production of the C-01 will be limited to just 100 units.



Growth and records for Vespa and Guzzi, but Piaggio Group sales, turnover and profits down

ITALIAN giant Piaggio has posted reduced profits, turnover and sales for 2013, but says that its results in the two-wheeler sector represent a "solid performance in terms of product success, market strength and profitability".

Highlights of the Group's performance last year included record global sales for Moto Guzzi models (up 2.4 percent with some 6,800 units - a third consecutive year of growth) and Vespa scooters (up 14 percent worldwide at 188,600 units), and "consolidation" of Piaggio's position as Europe's market leading PTW manufacturer, at 17.6 percent total PTW market share overall and a 26.1 percent share of the scooter market.

European PTW sales (EMEA) were down -22.9 percent at 195,800 units, with turnover down by -17.8 percent at €67.4m. In Italy specifically the company sold 38,900 units (-43 percent), worth €124.6m (-35.5 percent).

Worldwide Piaggio sold 351,600 PTW units (-13.4 percent), with turnover of €52.6m (-14.2 percent); of that volume motorcycles were down 18.1 percent, scooters down -13 percent.

Inclusive of the Group's light commercial vehicle activities, what it describes as "significant cost



PIAGGIO

efficiencies achieved during the period", meant Piaggio was able to sustain its net margin for 2013 (29.5 percent compared to 29.7 percent in 2012) despite seeing gross profits down at €57.5m from €117.9m in 2012.

Consolidated net sales for the Group were €1,212.5m (€1,406.2m in 2012) on total vehicle sales of 555,600 (PTWs and commercial vehicles - down from 615,500 in 2012), with a negative exchange rate effect of €3m. Adjusted net profit was €18.1m, down from €2.1m in 2012; however, a one-times tax adjustment from prior year filings resulted in a net loss of €6.5m.

In its Group Business Plan for the financial years to 2017 Piaggio says it "foresees a small upturn on the European PTW market, from 1.1m units in 2013 to 1.3m shipments by 2017.



The Primavera has replaced the LX, Vespa's top selling model during its record breaking year

After six consecutive years of overall market decline the focus [for Piaggio] will be on the premium two-wheeler segments, in both the scooter business (with Vespa, the Mp3 three-wheeler range and the GT scooters) and the motorcycle business (with Moto Guzzi and the development of the Aprilia sports brand). The Group will also be aiming to penetrate new customer segments, with the development of an e-bike project".



Piaggio Chairman/CEO Roberto Colaninno unveiled a strategic plan that calls for the company to focus on "premium two-wheeler segments"



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2Wheel-Distribution rebrands as O'Neal Europe

AS of April 1, 2014 UK and Germany based distributor 2Wheel-Distribution (2WD) changed its name to O'Neal Europe GmbH & Co. KG, and will be responsible for all O'Neal international sales and marketing outside of USA, Australia, and New Zealand.

The company says that it has grown European sales of the O'Neal brand 700% since its inception in 2006 - success that Thomas Schwarz, 2Wheel-Distribution's President, attributes "to satisfied B2B channel partners". "The basics are always the most important. Being able to deliver a quality product, on time, to your customers is where their satisfaction begins".

2WD (O'Neal Europe) say that their success can also be attributed to "familiarity with different European cultures, languages, and the individual requirements for each market." Their multi-lingual sales team consists of 28 agents, four country managers, one export manager, and six in-house sales agents.



Schwarz says that the logistics and sales network the business has built serves 18 distributors and some 2,000 dealers across Europe, and that it is a "truly global" brand boasting 46 distributors and manufacturing plants in five countries across the globe.



MV Agusta denies sale rumours, first quarter up 22 percent

AFTER seeing a 2013 full-year increase in sales of 20 percent, Varese, Italy based MV Agusta has followed that up with 22 percent growth for the first three months of 2014.

The company says that new motorcycle registrations in Italy "have also taken off, with MV Agusta taking a market share of over 10 percent. Growth is being driven by the new Rivale 800 and Brutale 800 Dragster models, as their sales performance continues to outstrip expectations".

MV Agusta's President, Giovanni Castiglioni, said that "I'm extremely satisfied with the results of the first quarter. I'm confident that the second quarter will see a continuation of this trend.

"I'd like to take this opportunity to deny rumours circulated by the media over the last few days concerning supposed negotiations with regard to the sale of a



Giovanni Castiglioni categorically denies that any negotiations are taking place for a sale of a share of MV Agusta to the Fiat-Chrysler Group

share of MV Agusta to the Fiat-Chrysler group.

"No such negotiations are taking place, nor have we ever done so. My goal is to ensure MV Agusta maintains significant levels of growth while remaining a family business that draws on the incredible passion my father passed on to me and my collaborators; it is a passion that still inspires us to design and build genuine two-wheeled gems".

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LeoVince back into new product activity

MORE good news for the Italian LeoVince exhaust brand following their widely reported difficulties this past winter, with a return to new product introduction activity.

The LeoVince NERO is a new exhaust system "especially dedicated to motorcycles and maxi

scooters. This new product combines a modern design with an aggressive look" and is "perfect to give a special touch of power and style", according to the company.

Features include a new stainless steel sleeve in a ceramic based black metallic finish that is said to give



Available for selected motorcycles and maxi scooters, the TIG welded stainless steel LeoVince 'NERO' line of exhausts is available as slip-ons or full systems and features a high-tech heat and stress resistant ceramic based coating and carbon fibre end caps

LeoVince

improved high temperature resistance and thermal and mechanical stress tolerance.

The company says that "the silencer's shape is the result of a development that redefines the LV ONE line through a precision design study that combines style, finish and performance in full accordance with regulations."

Available in two different sizes, according to the motorcycle model, it has durable and versatile easy-fit AISI stainless steel brackets, is TIG



welded, and has "asymmetric and aggressive cut" carbon fibre end caps for long life good looks and weight saving.

The company says that all the silencers in their NERO line are EVO II homologated with an extractable dB-killer, and available as slip-ons or full systems for a wide range of selected models and years, including the T-Max 530, X-Max 400, Burgman 650, KTM 1190 RAdventure, Triumph Tiger/ Explorers, Piaggio MP3 400/500, Kawasaki 750/800, Honda Integra and Suzuki GST 750.

www.leovince.com

KISKA-designed KTM Rally Replica



FOLLOWING their 1-2 finish in the Dakar Rally, KTM has announced upcoming availability for what it is describing as an "all new" KTM 450 Rally Replica bike.

The new model made its debut at the Morocco Rally in October last year, and then went on to complete the 9,000km Dakar Rally with Marc Coma taking KTM's 13th consecutive win.

KTM's previous rally motorcycle was constructed in the 690cc era, and KTM CEO Stefan Pierer said of the new model: "The success this year in the Dakar Rally has highlighted the experience and hard work of our KTM people who worked closely with KISKA's team on the new rally bike project".

The new model is slated to be available through KTM dealers at €4,000 plus tax.

Not to be confused with the Canadian Pacific Island occupied by the Japanese during WW2, Kiska is a leading Salzburg, Austria based industrial and commercial design consultancy founded in 1990 by

Gerald Kiska. Their work for KTM is headed up by Piers Spencer-Phillips and recently also won acclaim for the final production version of the 1290 SUPER DUKE R when it was unveiled at EICMA in November 2013.



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Ducati close 2013 with record sales

DUCATI closed-out 2013 with strong results, with the company saying that their sales network of 817 dealers across 88 countries delivered 44,287 motorcycles to customers, an increase over the 2012 total of 44,102.

The company, which increased its workforce by 83 to a total of 1,281 employees in 2013, sees 51% of its sales recorded in Europe, 24% in North America, with the remaining 25% in Asia and South America. Not surprisingly Italy and Germany are Ducati's strongest markets in Europe; the company says it sells in over 80 countries worldwide in total.

"We are very proud and satisfied with our results in 2013", commented Claudio Domenicali, CEO of Ducati.

"Despite market uncertainties, especially in Southern Europe, Ducati has achieved positive results, confirming the strength of our products and the appreciation of our brand. For the second year running we have achieved record results, selling over 44,000 motorcycles, helped by the introduction of new models such as the Hypermotard and 899 Panigale.

"Results for 2013 also confirm

positive sales trends in emerging markets such as Asia, which grew by 26% compared to 2012 (with 5,200 motorcycles sold) and Brazil, where Ducati only started sales activities in the second half of 2013 and already delivered 700 motorcycles in that period of time.

"The United States, accounting for 24% of sales, continues to be our largest market, followed by Italy with 11.3% and Germany with 10.7%. Continuous development of the product range and the success in new markets makes us confident that 2014 will see further growth for our company.

"These results allow us to continue our commitment to new product development plans and, in line with our main shareholder - the Audi Group - continuous technological and design innovation remains the cornerstone of our industrial strategy".

The company says that the arrival of new models for 2014, such as the



Claudio Domenicali, CEO of Ducati

new Monster 1200 and the 1199 Superleggera (a limited edition of just 500 units, which was already 90% sold out before its official presentation at the Milan show) "enable Ducati to look ahead with confidence and optimism, confirming the company's prestigious role for "Made in Italy" excellence in terms of technology, design and performance".

www.ducati.com

DUCATI

Karl Viktor Schaller to head BMW Motorrad Development



PROF. Dr. Karl Viktor Schaller is taking over from Dr. Christian Landerl as Head of BMW Motorrad Development.

Landerl headed up the motorcycle development team from November 2008. His replacement studied mechanical engineering at the Technical University of Munich from 1979 to 1985, and following his studies he continued there as a scientific assistant at the research institute for gear wheels and gear manufacturing, obtaining his doctorate in the process.



His professional career then began at MAN Nutzfahrzeuge AG (commercial vehicles) in Munich, where he became the board member responsible for technology and purchasing. In 2009 he founded kvs consulting, which specialises in the automotive sector. He remains managing director of kvs, and BMW say he has been an enthusiastic motorcycle rider for 35 years.

Global Honda sales up for fiscal third quarter

FOR the third quarter of its 2013/2014 (October, November and December 2013), Honda reported worldwide motorcycle unit sales of 4,251,000 units, which is up by 0.44 percent over the same period in 2012; for the nine months to December 31st 2013 sales are reported at 12,521,000 units, up 1 percent over

 **HONDA**

the first 9 months of its 2012/2013 financial year.

The company is forecasting full year unit sales of 17,095,000, which will be up by 1.6 percent over the prior full year, but is down by 0.23 percent over its previously announced FY14 forecast.

In Europe Honda reports third quarter sales were down at around 27,000 units compared to 29,000 units in the previous third quarter.

The company is reporting a small year on year increase in North America (at 63,000 units from 62,000 units) and Japan (up to 52,000 units from 51,000), but its strongest growth is in Asia where Honda reports 3.68 million unit sales, which is up by 14 percent from 3.23 million sold in the same quarter of 2012 – with India and Indonesia reported as delivering strong increases in demand for the company's products.



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BMW has record March and 1st Quarter

BMW Motorrad say that they had just had their best ever first quarter, with worldwide sales up by 16.1 percent (at 28,719 units compared to 24,732 in the first three months of 2013. March saw the company sell

15,183 units, up by 16.2% (motorcycles and maxi scooters) over the 13,067 sold in March 2013 - making March this year the best ever monthly sales performance in the history of the company.

Heiner Faust, Head of Sales and Marketing at BMW Motorrad, said: "We got off to an excellent start to the new motorcycle season. In the first three months of this year we have supplied more motorcycles and maxi scooters than ever before in a first quarter. What is more, last month was the most successful in the company's history. Never before have we sold as many vehicles in March." Though the positive result had a lot to do with worldwide demand, not least in the United States. The company



Heiner Faust - "March was the most successful in the company's history"

KTM sales up 15.6 percent in 2013

KTM achieved its highest sales numbers in 2013, with 123,859 bikes sold worldwide, including those sold by Bajaj, KTM's partner in India.

Unit sales were up 15.6 percent in 2013, helping the company achieve a turnover of €16.4 million (up 17.1 percent from 2012).

Among the highlights for KTM in 2013 were the launch of the 1190 Adventure and the 390 Duke. Despite the continuing market decline for most of last year KTM say they achieved an 8.5 percent market share in Europe.

For 2013, EBIT increased 49.5 percent to €54.9 million; EBIT margin grew to 7.7 percent, up from 6.0 percent in 2012. The company increased headcount last year, by 147 additional personnel (up 8.6 percent),

BMW's R 1200 GS is their top selling model in Europe

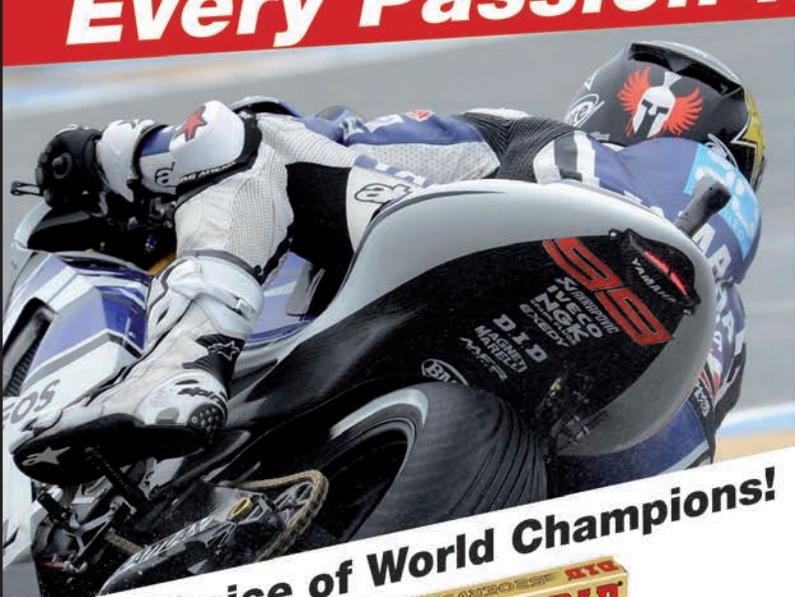


says that "the first quarter was pleasing in Europe too. Southern European markets are seeing significant growth compared to the previous year. The strongest individual market for BMW Motorrad continues to be Germany, followed by the US, France, Italy, Brazil and Spain."

KTM are targeting an annual capacity of over 100,000 units for their Mattighofen, Austria factory this year



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for a total for 1,849 employees by the end of 2013.

KTM say they expect further increases in sales, turnover and market share in 2014, and plan to invest €8 million on new development projects and the expansion of buildings and capacity. The production capacity at KTM headquarters in Mattighofen, Austria, is planned to increase to more than 100,000 units this year.

www.ktm.com



Gone are the days of overweight/underpowered adventure bikes - KTM's 1190 is radically different to the 990 it replaced, is one of a number of bikes from a number of manufacturers that have reignited consumer enthusiasm for the class, and one of a number of product launches that have been powering KTM sales in the past few years and reinventing the meaning and reach of the brand

EBR stages successful debut at MotoDays in Rome

ERIK Buell Racing (EBR), the US manufacturer of supersport motorcycles, made their first public appearance in Europe at MotoDays in Rome on 6-9 March. The EBR 1190RX was launched in October 2013; EBR Europe was founded a short time later with head office in Alkmaar (The Netherlands), headed up by former Triumph and Zero Motorcycles man Edwin Belonje.

"Following an initial get-acquainted tour of selected motorcycle dealers in several European countries, MotoDays in Rome was the official public opening of EBR in Europe. Two main reasons for choosing MotoDays were the strong tradition of sport bikes in Italy and the timing, just before the start of the motorcycle season," commented Belonje.

"Since then we have had many constructive conversations with interested dealers, and I expect



Edwin Belonje

to be able to officially designate several EBR dealers in the near future. This means we are making great progress in setting up our European dealer network."

The EBR 1190RX weighs just 190 kg, and its 1190-cc V-twin engine delivers an impressive 185 HP with 138 Nm of torque, and remarkably low emissions.

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THE AMERICAN REPORT

By IDN founder Robin Bradley

robin@dealer-world.com

POWERSPORTS INSIDERS

Former Tucker Rocky President Steve Johnson has retired from his position as Chair of the Aftermarket Committee of the Motorcycle Industry Council (MIC), and from the MIC Board of Directors. Johnson was the President and Chief Operating Officer of Tucker Rocky Distributing for 12 years before retiring at the end of 2012.

The MIC is to stage its annual meeting in Washington, D.C., on May 19-20 2014. The decision to host their event in the US capital is designed to give its membership (which now includes dealers as well as motorcycle manufacturers and aftermarket vendors) the opportunity to join the MICs ongoing mission to maintain a high profile for motorcycle industry concerns.

BMW of North America has recalled 4,453 motorcycles and scooters to replace the side stand switch - models affected include C 600/650, F 700/800 and R 1200 variants. BMW said the problem was traced to a tooling change at the supplier, Toyo Jiann Tsang Electric Co. Ltd. in Taiwan.

The MIC has launched what it calls its 'MAX database', a "New Model Attribute Matrix" designed to help improve product compatibility by providing information that can help manufacturers improve product capability by compiling, into one database, model specifications for motorcycles, scooters, ATVs and ROVs. The database is said to include more than 40 attributes for nearly all models from leading brands dating back to 2004.

American Honda has had to recall some 7,000 2013 CB/CBR 500s for replacement of rocker arm shaft retaining bolts that may have been manufactured incorrectly, allowing them to loosen during engine operation.

Motorsport Aftermarket Group (MAG) merges with distribution giant Tucker Rocky



J A Lacy is the fourth generation of his family to head up Indianapolis based Lacy Diversified Industries (LDI) and will become CEO of the combined company, which will operate under the Motorsport Aftermarket Group name (MAG)



Following the retirement of Steve Johnson at the end of 2012 Dan Courtney became President of Tucker Rocky and will continue in that role following the merger



Brian Etter continues in his role as President of Motorsport Aftermarket Group (MAG), the parent company of well known parts and accessories brands such as Vance & Hines, KuryAkyn, Performance Machine, Progressive Suspension, J&P Cycles, Mustang Seats and UK based off-road specialist Renthall

<<< Continued from back page

generation of the family as CEO and President.

Lacy say theirs is a "build and hold" business ownership strategy, and points to their 25 year ownership of Tucker Rocky/Biker's Choice as testimony to their long-term investment approach.

Tucker Rocky owes its origins to Texan Ed Tucker's 1967 wholesale motorcycle oil business and the subsequent expansion and diversification following Bob Nickell's purchase of the business in 1972.

The business became Tucker Rocky (TR) in 1986 following the purchase of Rocky Cycle, and was acquired by Lacy Diversified Industries in 1989. Tucker Rocky is a strictly wholesale operation

that claims it sells over 100,000 products to all sectors of the motorcycle and wider powersports market, through seven domestic US distribution centres.

MAG was founded in 2000 by Arnie Ackerman and his partners and the San Francisco based equity investor Duff Ackerman and Goodrich (DAG), with the specific intention of acquiring, financing and developing leading motorcycle aftermarket parts and accessory brands and manufacturers.

As the man who had largely guided the acquisition strategy and driven development of the Group, Arnie Ackerman retained a shareholding in MAG in 2006 when DAGs interest was acquired by Leonard Green & Partners - the Los Angeles based equity investor with current involvements in well known American consumer brands such

as Petco, The Sports Authority, J Crew, Lucky Brand Jeans, the Palms Casino Resort in Las Vegas, and the London based fashion retailer Top Shop.

Although details are confidential, it would appear that the structure of the deal will mean that Ackerman, and several of the former principals of the businesses that MAG has acquired, will now, effectively, also have a stake in Tucker Rocky/Biker's Choice. The deal is subject to regulatory scrutiny but is expected to close in the second quarter of 2014.

www.ldiltd.com
www.magggroup.com
www.tuckerrocky.com
www.bikerschoice.com

Polaris adds Wisconsin based Kolpin to its off-road vehicle and accessory line-up

POLARIS Industries continues on the acquisition trail, buying Kolpin Outdoors, Inc., a privately owned, Wisconsin-based company that is best known for its off-road vehicle (ORV) accessories, and branded and private label powersports accessories and outdoor lifestyle products. This acquisition adds further to Polaris' growing parts, garments and accessories (PG&A) business.

"Acquiring Kolpin Outdoors, Inc. creates a multitude of



growth opportunities for our PG&A business, which is a key contributor to Polaris' top-line growth and profitability," said Steve Eastman, Polaris' Vice President

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

of PG&A. "Kolpin is a trusted brand among ORV riders, hunters, outdoorsmen and landowners who value the quality and reliability Kolpin builds into their powersports accessories.

"Their line-up of exceptional products and deep consumer and retail relationships will help Polaris expand their aftermarket accessories portfolio and enhance their traditional and online distribution channels."

Founded in 1943, Kolpin products will continue to be sold under the Kolpin and Cycle Country brands, with customised private label products available through its Premier O.E.M. business.

Speaking for Kolpin, President and CEO Tom Lutes said that "it gives all of us at Kolpin great pride to



become part of the Polaris family. Although different in size, we share many of the same values...small town roots, quality products, lifestyle brand focus and a rich heritage in product innovation."

In 2013 Polaris posted sales of \$3.8 billion. Polaris specialises in snowmobiles and off-road vehicles, and having established a presence in the heavyweight cruiser and touring motorcycle market with Victory, the company added the Indian Motorcycle brand two years ago and launched the

first models in a new range at EICMA in November last year.

This isn't the company's first play on the utility off-road vehicle sector, having bought the French Aixam Mega business four years ago, and having made a play for the on-road small electric/hybrid powered vehicle industry with the acquisition of American "neighbourhood electric vehicle" (NEV) manufacturer Global Electric Motorcars (GEM), and Bourran, France-based specialist Goupil Industrie SA, a manufacturer of on-road, commercial electric vehicles. Other strategic investments by Polaris in recent years have included acquisition of the Klim apparel brand.

www.polaris.com

Industry veteran JJ Handfield opens international consultancy

FORMER Bel-Ray Oils veteran JJ Handfield used the recent V-Twin Expo at Cincinnati to debut his own new company – JJ Sells PowerSports, LLC. Handfield is leveraging his considerable long-term international distribution experience to offer American parts and accessory manufacturers (V-Twin and 'metric') a consultancy service to increase worldwide sales for their aftermarket products. Handfield has four decades of



powersports industry sales and marketing experience,

domestically as well as internationally, and says that "my focus will be international. Many top selling North American companies and innovative American powersports industry products are not known or present outside the USA. JJ Sells PowerSports can open the door to the world market for these companies and their products. "It begins with introductions to experienced and known players in the regions and countries of interest. We have

distributor/buyer and industry contacts at all levels and channels on all six continents." No stranger to the international motorcycle industry show scene, Handfield has represented Bel-Ray and Spectro as International Sales Manager. "I've worked with distributors and been in motorcycle shops all over the world. I know these markets and what is required to generate sales, and can also leverage expo and media contacts to help develop brand awareness".

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Sito/LeoVince exhaust manufacturer in strategic partnership with Adler S.p.A.

PROMET sp zoo, the Polish manufacturer who is to continue to make and market Sito/LeoVince brand exhausts following the bankruptcy of the Italian company late last year, has announced that it has negotiated a "strategic partnership" with respected and well known Italian parts designer and manufacturer Adler.

Established in 1958, the Adler Group is best known for their OE and aftermarket transmission products, frames, gears and engine parts (some of which are sold under the Adige brand), Adler S.p.A. will "support the future development of the LeoVince and Sito brands".

Promet has been the manufacturing company responsible for production of all the Sito product lines for more than 15 years, and they say that in partnership with Adler they

Adler
Motorcycle Components

LeoVince

will "continue to serve the international markets with LeoVince and Sito products". The company goes on to say that the partnership "will guarantee the continuation of industrial operations with a number of improvements: the objective is to boost the international presence of the brand by implementing the research and development and reactivating production at full speed".

Suzuki profits up, sales down

SUZUKI has reported a 13.1 percent decrease in motorcycle sales volume for the first nine months of its 2013-14 fiscal year, but managed a 17.8 percent increase in net sales revenue from its motorcycle division as a result of favourable exchange rate changes.

The company says that it sold 1,544,000 motorcycles over the nine-month period, down from 1,776,000 units during the first nine months of their prior financial year, with the bulk of those sales decreases in the Asian market – in China alone, Suzuki sales decreased by 180,000 units.

Their sales in North America were

about level with the year ago period, and at 55,000 units their domestic Japanese sales have also been holding broadly steady. In Europe, they're reporting sales are down 1,000 units from the 38,000 sold previously. Overall Suzuki's motorcycle business is still operating at a loss, albeit reduced from the 10 billion yen seen a year ago to 4.6 billion yen for the nine months to Dec 2013; this despite a total overall corporate profit of 82.5 billion yen (up from 48.4 billion yen last year).

Suzuki is forecasting sales of 2,037,000 motorcycles by the end of this fiscal year, down 11.9 percent from 2,312,000 for the 2012-13 fiscal year.



SAE International adopts E-bike top speed test

IN the search for an accepted test model SAE International, recognised worldwide for developing motor vehicle standards, has adopted a new top speed test based on the protocol developed by the California based Motorcycle Industry Council's Electric Vehicle Subcommittee.

"Prior to the development of this standardised test procedure, electric motorcycle manufacturers used different methods to calculate top speed, which presented a challenge for consumers interested in comparing various electric motorcycles", according to the MIC.

"With several brands of electric motorcycles on the market, having standardised testing protocol is vital", said Abe Askenazi, Chair of the MIC's Electric Vehicle Subcommittee and Chief Technology Officer at Zero Motorcycles.

"It allows manufacturers to be able to present consistent information to consumers for product comparison. The MIC's Electric Vehicle Subcommittee is honoured that SAE has chosen to adopt our key recommendations".

SAE J3007, Recommended Practice, Top Speed Test Procedure

for Electric Motorcycles, is based on the European Union test procedure and sets standards for the many variables involved in determining top speed, such as vehicle equipment, battery charge-discharge cycle, test roadway conditions, and the rider's weight, attire and riding position.

Additionally it considers atmospheric conditions, such as wind speed, temperature and atmospheric pressure.

The MIC's Electric Vehicle Subcommittee includes representatives of on-highway electric motorcycle makers who currently market or are developing electric motorcycles, as well as

other industry participants. In addition to developing test procedures for the top speed and riding range, the subcommittee addresses a broad scope of issues related to electric vehicles, including public information/education and government legislation. SAE J3007 can be purchased from SAE at: http://standards.sae.org/j3007_201402/.

The Motorcycle Industry Council exists to preserve, protect and promote motorcycling through government relations, communications and media relations, statistics and research, aftermarket programmes, development of data communications standards, and activities surrounding technical and regulatory issues. As a not-for-profit national industry association, the MIC seeks to support motorcyclists by representing manufacturers, distributors, dealers and retailers of motorcycles, scooters, ATVs, ROVs, motorcycle/ATV/ROV parts, accessories and related goods and services, and members of allied trades such as insurance, finance and investment companies, media companies and consultants.

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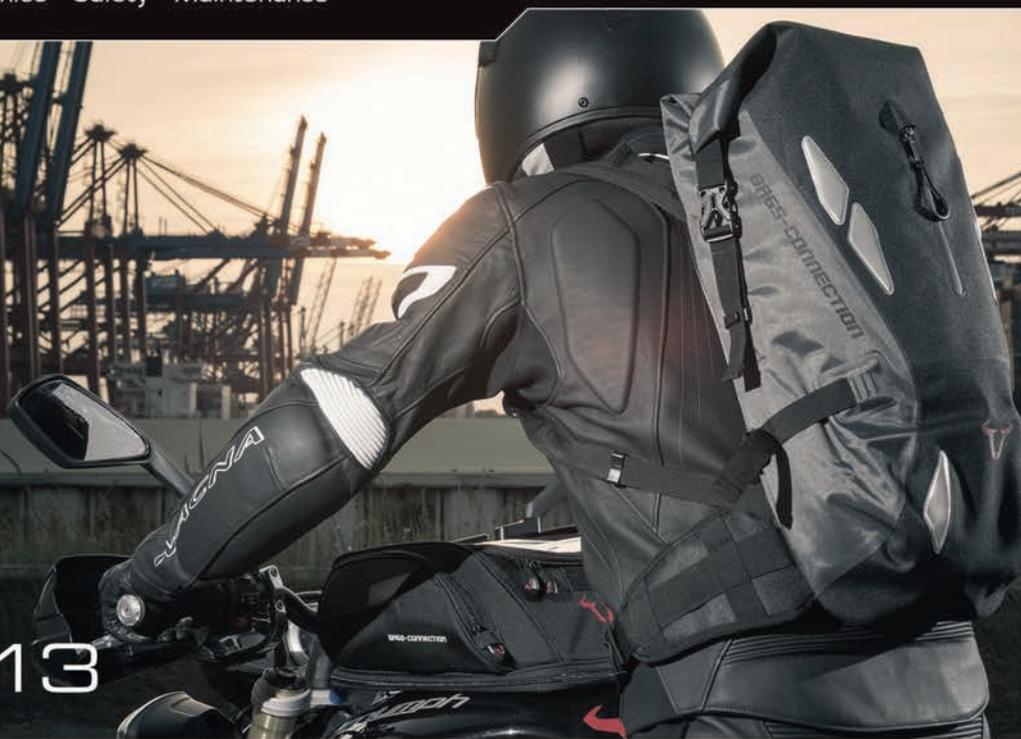


Zero Motorcycles' Chief Technology Officer and MIC Electric Vehicle Chair Abe Askenazi says that "having a standardised protocol is vital to developing consumer confidence and understanding when making E-bike performance comparisons"

The MIC is headquartered in Irvine, California, with a government relations office in metropolitan Washington, D.C. First called the MIC in 1970, the organisation has been in operation since 1914. Visit the MIC at:

www.mic.org

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Growth in Spanish market



FURTHER good news is emerging from the Spanish market – as this edition of IDN was going to press the trade association there (ANESDOR) released registration data for March which shows that the positive trend seen there in recent months has continued as the peak selling season approaches.

Total PTW registrations for Spain in March were 9,571 units, which added to the 6,749 seen in February and 7,123 seen in January puts the market at 23,443 total PTWs for the first three months of the year.

This is up from the 19,346 units being reported for the equivalent year-ago period, putting the total PTW

market in Spain at +21.1 percent for the first quarter of 2014.

ACEM data shows that the ANESDOR figures for total PTW registrations in Spain last year of 107,303 units represented a 9 year low.

However, with growth having returned in September 2013 (compared to September 2012) the Spanish market has now posted 7 consecutive months of growth, meaning that 2014 should see an annual improvement by the end of this year for the first time since ACEM show the market peaking at 395,815 units in 2006.

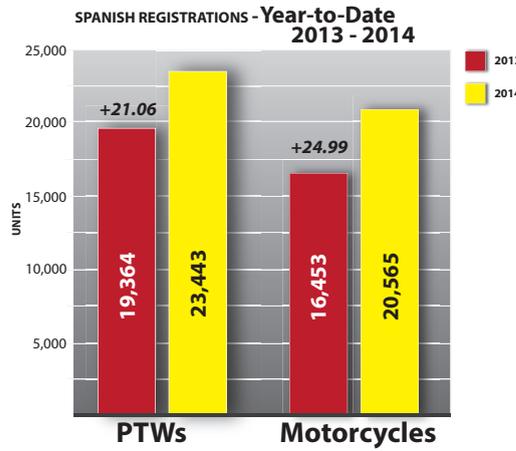
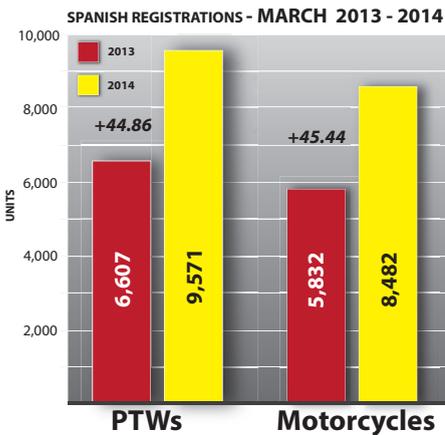
Motorcycle registrations far exceed small cc PTW registrations in Spain (at a ratio of 6:1 in 2013) and to the surprise of most international industry observers always have done. For the first quarter of this year the Spanish market was worth 20,565 motorcycles, up 24.9 percent on the first quarter of 2013.

Having been down by 33.3 percent in 2013 (compared to 2012), March motorcycle sales in Spain were up by 45.4 percent (8,482 units versus 5,832 in March 2013), though compared to Northern Europe the peak selling months in Spain tend to be in the summer rather than the spring.

NEWS FLASH

Germany +16.5% in March?

As this edition of IDN went to press, German dealer magazine *Bike & Business* was reporting data from The Federal Motor Transport Authority in Germany (KBA) suggesting that March 2014 registrations for machines greater than 125cc were 26,311 units, up 16.5 percent on their 2013 data. Cumulative data for the first three months of this year put the German market up by 24.1 percent at 40,165 units. Furthermore, the KBA says that there were 66,430 total registered motorcycle title transfers in March, up 43.8 percent, and 116,350 in the first three months of 2014, also an increase of 43 percent. The new 48 hp license category is said to be booming in Germany.



Europe's Japanese 'big-four' dealers receiving increased inventory as growth kicks in?



FOLLOWING nine consecutive years of annual decline in the number of Powered Two-Wheelers (PTWs) exported to Europe by the 'big-four' Japanese motorcycle manufacturers, data for the first two months of this year suggests that their dealers may finally be about to see a turn in their fortunes.

Whilst two months of data aren't enough to establish robust trend conclusions, and while the extent of decline will under any circumstances require many years of growth in order for sales to approach historic levels,

when taken in conjunction with the national sales data that has been emerging so far this year, industry analysts are pointing to these latest figures as suggesting that the bottom of the European motorcycle industry's very broad 'U-curve' may finally have been transitioned.

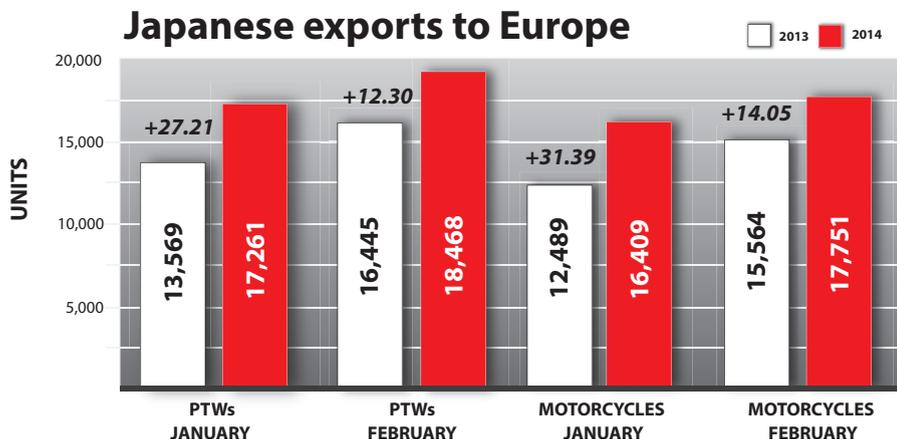
Total PTW exports to Europe from Japan stood at 17,261 units (+27.21 percent) in January and 18,468 (+12.3) in February, or a year to date total of 35,729 units, which is 19.04 percent up on the first two months of 2013.

This follows a month on month reduction in the rate of decline since February 2013 and the return to export growth in the final quarter of 2013 – total Japanese manufacturer PTW exports to Europe were down by -9.52 percent (147,965 units) for last year.

To put these figures into context, Japanese exports to Europe had declined by -6.1 percent in 2012 and -23.58 percent in 2011, having peaked in recent-cycle terms at 481,427 units in 2004. Prior to that, the market has seen several spikes in cycles over the years – reaching 690,629 in 1998 with an all-time high of 921,593 in 1981.

In 250cc+ motorcycle terms, the picture is similar (the huge majority of Japanese unit exports to Europe are motorcycles), with the January and February year-to-date data closing out at 17,751 units for those two months, which is up +14.05 percent over the first two months of 2013.

Total Japanese manufacturer 250cc+ motorcycle exports to Europe were 130,455 for 2013 (-11.48 percent) and 147,377 (-5.63 percent) in 2012, following a -22.66 decline in 2011 (156,166 units).



German market motorcycle registrations up over 50% for first two months of 2014



FOLLOWING a strong January on low volumes, data released by German motorcycle industry

association IVM shows that the positive trend of motorcycle and total PTW registrations in Germany

continued in February.

Total PTW sales in Germany were up +52.5 percent in February (+24.3 percent in January), leaving the market up +46.5 percent cumulatively for the first two months of 2014.

Total PTW registrations in January were 3,947 with 9,126 in February, making 13,073 in total for the year to date.

Of those registrations, 6,748 in February were motorcycles (2,728 in January), meaning that the German market has so far been worth 9,476 new motorcycle registrations for the year to date, which is up +52.2 percent over the first two months of 2013 (6,225).

For the full twelve months of 2013, 87,423 new motorcycle registrations left the market up +2.7 percent, with total PTWs up +1.3

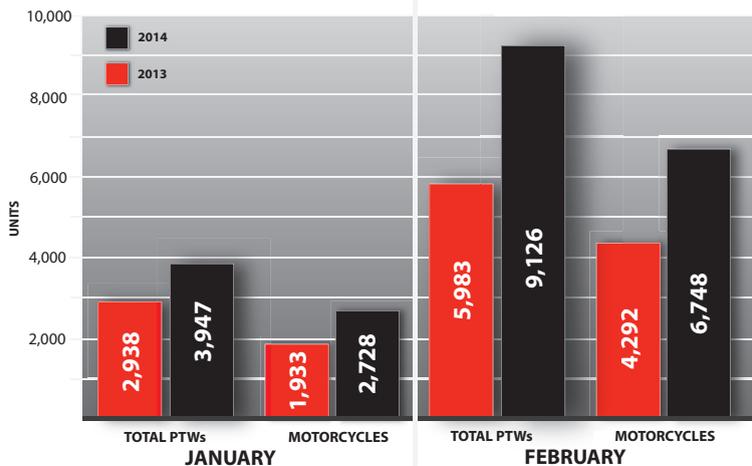
percent at 129,357. February 2013 represents the eighth straight month of total PTW registration growth in Germany, with 15 of the past 26 months (since January 2012) showing increases.

In motorcycle terms, February this year represented the 11th straight month of growth, with 20 of the 26 months being positive.

With the crucial March and April sales months now well underway, industry analysts are watching closely to see if the positive trend continues.

Last year, March and April were worth 32,715 new motorcycle registrations, which was over 37 percent of the annual total.

GERMANY: JANUARY, FEBRUARY 2014



Italian PTW registrations up for first time in 18 months

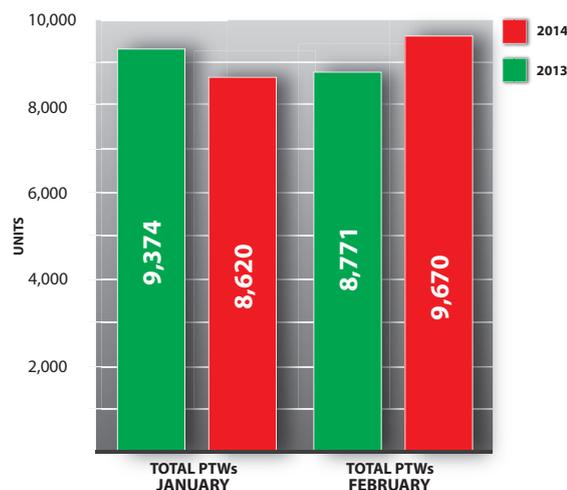
FOR the first time in 18 months, and only the third time since January 2012, total PTW registrations in Italy were up by +10.3 percent in February 2014 at 9,670 units, according to figures released by the Italian motorcycle trade association ANCM. After a disappointing January (-8 percent / 8,620 units), this means that the Italian market is up for the two months of the year to date by 0.8 percent over the same period last year, at 18,290 units. For the full 12 months of 2013,



total PTW registrations were down by -25.5 percent (153,853 units), compared to 2012, which itself saw a decline of -19.04 percent on the previous year (306,522 units compared to the 255,102 registrations seen in 2011).

As elsewhere in Europe, the largest months for sales in Italy are traditionally March, April, May and June, and with the peak sales period already well underway, industry analysts are hoping that March doesn't see a repeat of the -47.6 percent collapse in sales seen in March 2013.

ITALY JANUARY, FEBRUARY 2014



UK market hit by bad weather in February

THE latest new PTW and motorcycle registration data released by British motorcycle industry trade

association MCIA shows that despite a promising start to the year in January sales were down in

February, and in a parallel to wider consumer purchasing data for the UK, this is being attributed to the extremely wet and stormy weather seen there.

Total PTW sales in February were -3.6 percent (at 3,527 units), after having been up by 10.4 percent (4,517 units) in January. That leaves the UK market up 3.8 percent for the year to date at 8,044 units.

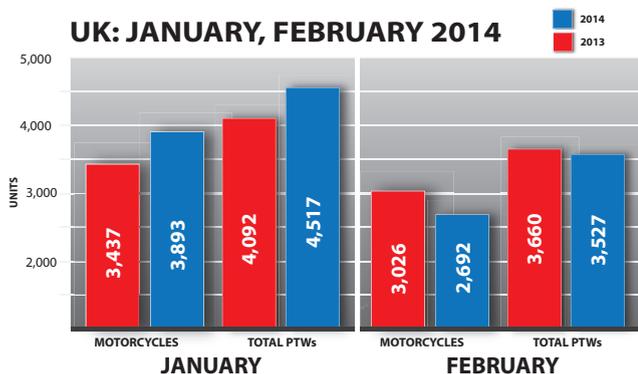
In motorcycle terms, February was down by -11 percent (2,692 units) after having been up +13.3 percent in January (3,893 units). For the year to date, the UK motorcycle market is up +6.1 percent (6,855 units)

compared to the first two months of 2013.

In the 26 months since January 2012, new motorcycle registrations in the UK have been positive for 15 months, with total new PTW registrations up in only 12 of those months.



UK: JANUARY, FEBRUARY 2014



OptiMate 3

TECMATE'S latest battery charger is the OptiMate 3; an all-in-one tool for use with 12v batteries. Like the company's other chargers, the OptiMate 3 is easy-to-use and fully automatic. However, it is also now microprocessor-controlled, lighter, more efficient, and comes with global input (100-240V). TecMate says the OptiMate3 is 33 percent more powerful than the unit it replaces and is capable of recovering a battery from deep discharge and optimally recharging it. It can also check that the charge delivered is the best possible before then checking how well the battery can retain the charge, and display the battery's status. The OptiMate3 is available in dual and quad-bank formats as well as the single option, with the two and four outputs being independent, meaning they can handle up to four different batteries completely independently.

All versions of the OptiMate3 have been listed by the California Energy Commission as approved for sale in California, verifying that they meet strict energy use requirements, especially when the charger is idling (no battery connected) and during long-term maintenance charging.



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Women's touring boots

A new women's cruising boot in Gianni Falco's urban line is the 'Dany', made from full grain oil-treated leather, featuring a High-tex membrane as its lining.

It has reinforced toe and heel areas and foam backed ankle cups for protection and a slip-in quick entry, as well as a total grip oil-proof rubber sole.

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www.giannifalco.com



Clutch discs for BMW R80/850-R1000

SURFLEX is now able to offer clutch discs for BMW R 80/850-1000 R models in two different versions: single clutch with gasket, or single clutch with sintered gasket.

The Italian made clutch kit contains 11 discs of 165mm diameter featuring friction material that mixes fibres and new organic resins already used in other highly technological sectors, and ten steel discs. The friction material is said to offer excellent resistance to temperature and abrasion, providing better clutch performance, even under heavy use. The sintered disc kit uses fine metallic dusts, which are pressed and sintered in specific ovens at high temperature to create the friction material.

SURFLEX
Tradate (VA), ITALY
Tel: +39 0331 811795
surfex@iol.it
www.surfex.it



Modular 'Tourer' updates

THE most popular and distinct Givi modular helmet made from technopolymer is now available in new colours and eye-catching graphics.

Launched a few months ago, the C.01 Tourer now has the Black Fluo and the Yellow Fluo in the range, with the combination of matt black and neon yellow helping active safety on the road.

The helmet also has a new black interior, which is fully removable (including cheek pads) and made of hypoallergenic material.

Being a modular helmet, it is equipped with a removable chin bar to transform it into a jet helmet.

Weight is 1,600gr and it has dual homologation for both full face and jet helmet.

Ventilation is by two chin and two front upper intakes and two rear extractors.



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Big Bike synthetic features MC technology



Mitas adds 'Sport Force' sizes

MITAS is preparing to extend its range of Sport Force radial motorcycle tyre sizes with the introduction of one new rear and two new front tyres. Mitas first introduced the Sport Force in September 2013 and currently offers three rear sizes and one front size.

The new rear is a 190/55 ZR17 (75W) TL; the two new fronts are a 110/70 ZR17 (54W) TL a 120/60 ZR17 (55W) TL.

"The Mitas Sport Force tyre line are the first radial motorcycle tyres made by Mitas. It is the result of an intensive four years of complete in-house development work. They are produced at the Savatech plant in Slovenia", said Ksenija Bitenc, Managing Director, Mitas Moto.



MITAS
Prague, CZECH REPUBLIC
Tel: +420 267 111 522
info-moto@mitas-tyres.com
www.mitas-moto-radial.com

Ladies jacket features SoltoTEX Z-liner

WITH "feminine and sporty design, the Eveline jacket is a stylish choice for fashion-conscious female bikers", according to iXS.

The SoltoTEX Z-liner membrane and detachable inner layer ensure warmth stays near the body, while moisture is wicked outside. The detachable inner layer can be worn as a separate jacket. A sewn-in zipper allows the jacket to be attached to motorcycle trousers. Two exterior and four interior pockets offer storage space. Available in four colour combinations.



iXS MOTORCYCLE FASHION
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info@hostettler.com
www.ixs.com



MOTOREX has added an SAE 5W/40 viscosity oil to its successful Top Speed 4T range of synthetic performance oils.

The oil is certified to JASO MA2 standard, meaning it fulfils "even the strictest requirements of the motorcycle industry". Top Speed 4T is a high-performance oil specially developed by Motorex for use in large displacement, high powered, wet clutch motorcycles whose manufacturers do not specifically require fully synthetic oils. In Top Speed 4T, base oils are chemically refined and raised to the performance levels of fully synthetic oils by using MC (molecular converted) technology.

Due to its wide viscosity range, the new Motorex Top Speed 4T SAE 5W/40 is said to ensure a stable film of lubricant over a wide temperature range, optimising friction to effectively minimise wear. Tested for catalyst compatibility, it is also said to significantly lower oil consumption and ensure smooth clutch operation and shifting. Its suitability for engines with wet clutches is documented by an official MA2 certification of the Japanese Automotive Standards Organisation (JASO). The requirements of the API classifications SN, SL and SJ are also fulfilled. Top Speed 4T SAE 5W/40 is available in one-litre packages with a practical integral spout, and in a four-litre package and in several sizes of containers for workshop use.

MOTOREX
Langenthal, SWITZERLAND
Tel: +41 (0)62 91975 75
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www.motorex.com

Replacement Burgman 125 screens

FRENCH manufacturer Ermax has two new aftermarket screen options for the 2014 Burgman 125 from Suzuki.

At 70cm tall, the 'High Protection' screen is 7cm higher than stock and offers improved protection. It can be ordered in a choice of four colours and with 16 screen printed designs.

Ermax's Sport screen for the Burgman 125 is 50cm high and available in seven colours and 16 screen printed designs.

ERMAX

Roquefort la Bedoule, FRANCE

Tel: +33 (0)4 42 73 67 91/92

accueil@ermax.fr

www.ermamax.fr



The Ermax 'High Protection' screen is 70cm tall and offers improved hand protection



The Ermax Sport screen for the Burgman 125 is 50cm high and offered in a range of colourways and screen printed designs



Bluetooth ready Phantom' flip-up



PHANTOM represents the latest evolution of Airoh helmets and is characterised by advanced technical solutions that redefine the new reference standards in polycarbonate flip-up helmets, according to Airoh.

Particular attention has been paid to the development of "Airoh Combined Ventilation Systems", that allows to obtain an optimal internal climate in all weather conditions. The aerodynamics have also been the subject of intense studies, and the rear adjustable spoiler allows to improve the stability of the helmet, even at high speeds.

The dual Homologation with P-J control, the safety chin guard system, the extra wide visor, the inner sun visor and Pinlock original lens all contribute to completely equipped helmet.

The helmet is Bluetooth-ready and comes in sizes XS to XXL. Available colourways are black matt, white pearl gloss, black metal, anthracite matt and yellow high visibility. Weight is 1,550 +/- 50 gr.

The helmet is entirely produced in Italy.



LOCATELLI S.p.A.

Almenno San Bartolomeo (BG), ITALY

Tel. +39 035 553101

info@airoh.com

www.airoh.com

Hi-Speed TMax variator

POLINI has released a new version of its Hi-Speed variator, for use on the Yamaha TMax. Featuring eight rollers and a patented lubrication system (to allow improved acceleration), the bush is made of special case-hardened tempered and ground chromed-nickel steel.

A large internal pocket contains the grease,

and inside this is a special spring that allows constant distribution of the grease onto the pin, even during hard use. The inside area of the roller sliding surfaces have a new polishing treatment to improve sliding, and the rollers themselves have a new nylon and aramid fibre mix coating. Each kit includes two sets of rollers; 15g for touring riding and 13g for sports riding. The rollers can be mixed for varied riding using four of each weight.



POLINI MOTORI

Alzano Lombardo (BG), ITALY

Tel: +39 035 2275 111

news@polini.com

www.polini.com



Terra 650 brake pedal

GPR has expanded its product range with the introduction of a brake pedal kit. Manufactured in high strength, reduced weight Ergal, the new brake pedal has been designed for use on the Husqvarna Terra 650, offering increased ground clearance.

Features include shielded 2RS bearings, high tensile screws, and an AISI 316 stainless steel brake pump shaft.



GPR

Cerro al Lambro (MI), ITALY

Tel: +39 02 98112058

info@gpr.it

www.gpr.it



Italian made Zandona back protectors



Esatech Back Pro

ZANDONA has introduced a new version of its Italian made Spine EVC back protector that is finished in high-visibility fluorescent yellow on the outside. The Spine EVC uses a high-tech, deformable structure composed of splinter-proof plastic materials and EVC (Evolved Viscoelastic Cells) in its construction. This is claimed by Zandona to offer protection for the wearer's back in the event of a collision, while offering good lumbar support. The plates in the protector are joined by a drop wire system, which is said to guarantee impact distribution throughout the whole of the protector's surface. Additionally, the Spine EVC has an 'Anti-Torsion System' which limits rearward twisting. The Spine EVC reaches Level 2 performance according to the EN1621-2/03 normative. A second back protector produced by Zandona is its Esatech Back Pro. The external plate of the Esatech Back Pro is a hexagonal nitrile anti-shock structure (Esatech System), which has been formulated to absorb high impact energies and to dissipate the



energy over the whole protector surface. The internal padding is composed of EVC (Evolved Viscoelastic Cells) and waterproof anti-shock material with a high performance/weight/thickness ratio, which is perforated to help perspiration travel from the contact area to the outside. The waist closure has a double elastic regulation system, the back protector itself is said to follow the natural forward movement of the spinal column, and is also foldable for easy storage. The Esatech Back Pro reaches Level 2 performance (4.6 kN average result) in EN1621-2/03 tests.

ZANDONA
Caerano di San Marco (TV), ITALY
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The picture represents the article HRS103, a 100% waterproof rain suit consisting of separate jacket and trousers with inserts in fluorescent and reflective materials.

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CNC Racing RPS product line

CNC Racing has equipped the Althea Racing Team's Ducati 1199 SBK Evo (which will be raced by Niccolò Canepa in the 2014 SBK World Championship), with PE400 rearsets that are the forerunners of its new RPS product line.

CNC owner Luca Fornaini says that his Racing



Producing System (RPS) parts will feature technical details based on experience CNC Racing has gained by working with the top-performing teams and riders from the SBK series in recent years, and the first of these parts are its PE400 rearsets for the Ducati 1199 Panigale.

Lightweight 7075-T6 aluminium is combined with steel hardware and carbon accessories in the reverse shift set-up rearsets. The controls also offer five footrest positions, and the brake and gear levers pivot on double ball bearings.

Luca Fornaini says that his new RPS (Racing Product System) product line is a programme of "race-bred precision-machined, high strength, light weight designs in which ergonomics and reliability have been the priorities"

The tip of the brake lever is knurled and foldable, while the gear lever tip turns and folds. To provide even more opportunity for customising, additional brake and gear lever adjustments are possible along precision-machined slides. The knurled footpeg folds up and can be locked in place with a steel spring pin.

The heel guards on the PE400 rearsets are made from carbon fibre, and the RPS line of controls also have mounts for attaching brake light sensors and workshop stand.

CNC RACING
Arezzo, ITALY
Tel: +39 0575 342010
info@cncracing.it
www.cncracing.it



High-tech aerodynamics

LS2's most technologically advanced helmet is said to be the 396, available in three different versions.

The CR1 and CT2 versions have a carbon external shell, reinforced with special fiberglass and polymeric resins, while the FT2 has a fiberglass shell. The external shell, with its particularly aerodynamic shape, copes with every type of turbulence and is made in two different sizes with the bag moulding system.

The internal shell is in EPS with different densities for the best energy absorption that can be created following an impact. The new visor mechanism does not require any tools and is equipped with a small lever that activates a mechanism to block the visor in a closed position.

The visor is anti-scratch and anti-UV. Moulded in polycarbonate Lexan, LS2 says there is no image distortion (3D optically

correct) and it is also suitable for use with the internal Pinlock lens that comes with the helmet.

The CT2 and FT2 versions are equipped with TSS (Twin Shield System) that activates an internal sunshade screen through a lever positioned on the lower left of the helmet. Comfort inside the 396 is guaranteed by the "In&Out Air Control System", which has two adjustable upper air intake vents, one air intake vent in the centre of the chinguard, and a rear extractor.

The internal liners form the Advanced Air-go Perfect Fitting system that is said to guarantee a comfortable fit even over prolonged use.

The sponges are laser-cut foam, removable and washable and made from hypoallergenic, anti-odour, anti-bacterial and breathable fabrics. The strap has a double D-ring fastening, and a practical nose guard completes the range of standard features.

The helmet just weighs 1,350 gr in case of the CR1 and CT2 versions, while the FT2 has a total weight of 1,450 gr.

As with all LS2 helmets, the 396 is homologated in accordance with current legislation ECE 22-05 and available in sizes



from XS to XXL.

The 396 CR1 has a carbon shell, equipped with a new type of open woven carbon. It is available in Carbon, Trix or Diablo versions, as well as the new Magneto version, with open woven carbon coated with an opaque transparent varnish. The 396 CT2 is available in two versions, the Carbon and Carbon TT with graphics. The 396 FT2 with fiberglass shell comes in three colours and five graphic versions in a total of ten options.



LS2 HELMETS/TECH DESIGN TEAM
Barcelona, SPAIN
Tel. +34 937 869 684
www.ls2helmets.es



Explorer-R Modular all-year ladies outfit

THE Explorer-R from Shark is both a full-face and an off-road helmet. It has a full screen panoramic view and can be turned into a trail helmet by adding a visor and goggles.

Made from carbon aramid fibre and multi-axial glass fibre, it has an Autoseal System, which provides a better insulation, and a Rapid Antifog System, as well as an integrated, retractable windshield within the chin cover. The outside has anti-scratch and the inside anti-fog visor treatment and an integrated UV380 anti-scratch sun visor with a quick release visor system. It is said to give optimal comfort for riders wearing glasses and comes in two shell sizes. The helmet is ready for the SHARKTOOTH communication system.



SHARK
HELMETS

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HOT 100
PARTS AND ACCESSORIES**

SHARK
Marseille, FRANCE
Tel. +33 (0)4 91 18 23 23
contact@shark-helmets.com
www.shark-helmets.com

THE 'Sand' ladies jacket comes fully equipped with specific CE-approved armour for women.

The robust yet very comfortable and figure-hugging outer shell features ample reflective panels and ventilation zippers that are nicely integrated into the design.

Thanks to the jacket's detachable thermal liner and separate waterproof membrane it can be used all-year round.

The adjustment straps allow for a precise fit, and as the straps are also height-adjustable, each rider can adjust it to her own requirements.

The Sand ladies trousers are equipped with knee and hip protectors, a double textile seat and laminated reflection panels. The thermal liner and waterproof membrane can be removed individually to allow the ventilation zippers to do a better job while riding in warm climates.

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MT-09 gets the Powerbronze treatment

CELEBRATING their 30th anniversary this year, British specialist Powerbronze has released an extensive range of parts for the Yamaha MT-09. The new product line includes an aftermarket screen in a choice of three heights and 22 colour choices, including iridium finish.

Powerbronze's headlight protectors are manufactured from thermo-formed acrylic and designed to protect the headlamp lens. Supplied with 3M Dual Lock fixings, which allow easy removal for cleaning.

To give the MT-09 a more aerodynamic racing profile, Powerbronze manufactures a seat cowl, which fits over the existing seat with no modification needed to the bike's existing bodywork. The cowl is available in a choice of black, white or carbon look.

The rear hugger from Powerbronze for the MT-09 is supplied pre-drilled with all mountings. Made from a high impact plastic for a smooth internal finish, it uses steel-sleeved rubber mounting points to dampen vibration and avoid cracking. It is available

in black, white, carbon look and carbon fibre with either gold or silver coloured meshed vents (replacement mesh kits are available as a separate item in blue, red and black).

Their MT-09 cooler grill is designed to enhance the machine's appearance and protect the radiator from debris. Made from polished stainless steel, the cooler grills require no modification to fit.

Swingarm and fork protector kits in injection moulded high impact plastic are supplied with the necessary high tensile studs (de-embrittled) and hardware.

Accident protection options also include CNC machined high impact plastic and aluminium crash posts that fit in a choice of locations.



POWERBRONZE
Littlehampton, UK
Tel: +44 (0)1903 783222
sales@powerbronze.co.uk
www.powerbronze.co.uk



The 380mm option is the highest of the three screens made by Powerbronze for the MT-09



Fork and swingarm protector kits are supplied with all necessary fittings



CNC-machined crash posts can be mounted in a choice of positions



Blue mesh inserts and optional colourways for their pre-drilled rear hugger



MT-09 seat cowl in black, white or carbon look



Polished stainless steel cooler grill



Thermo-formed acrylic headlamp protectors



Schuberth expands SR1 helmet line



SCHUBERTH has expanded its SR1 helmet line with the introduction of new graphics and colourways. The SR1 Stealth is now being offered with red, orange or blue colour graphic options.

Though the Stealth is a primarily matt black, 360 degrees of coloured reflectivity and accents enhance rider visibility and safety.

Borrowing technology from their SF1

Formula 1 helmets, Schuberth built the SR1 to bring the precision of F1 to motorcycle racing, and engineered it specifically for sport riders and professional racers.

SCHUBERTH
Magdeburg, GERMANY
Tel: +49 (0)391 8106 0
info@schuberth.de
www.schuberth.com



BMW R 1200 GS and Ninja 300 brake upgrades

SPANISH manufacturer Galfer has a range of front and rear brake components for the '13-'14 Kawasaki Ninja 300, including brake pads, 'Wave' style rotors, and steel-braided brake lines.

Brake pads for the Ninja 300 are available in semi-metallic/organic, Sintered Advanced Ceramic, and organic/Kevlar compounds.

The Galfer Disc Wave rotors are said to maintain a cooler braking system during street and track use, offering "the best friction surface of any stainless steel rotor" for predictable, consistent braking. The rear rotor is for Ninja 300/300 SE's only, and is not compatible with ABS models.

To complete the bike's brake upgrades Galfer is offering steel-braided brake lines, which are designed to prevent brake fade, and include pre-positioned banjo fittings.

For the BMW R 1200 GS, Galfer is offering front or front/rear combo kits that include two or three laser cut high carbon stainless steel 'Wave' rotors (which are said to be up to 30 percent lighter than stock) and matched sintered brake pads. Items can be purchased individually and are TÜV-approved.

The Galfer Disc Wave rotors are said to maintain a cooler braking system during street and track use, offering "the best friction surface of any stainless steel rotor" for predictable, consistent braking

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BMW R 1200 GS brake kits are available as front or front/rear combo packs featuring two or three TÜV-approved laser cut high carbon stainless steel 'Wave' rotors and matched sintered brake pads

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Richa 'Rebel' suit

RICHA'S 2014 clothing line includes the two-piece, sports styled leather riding suit Rebel. Both the jacket and trousers are constructed from a combination of cow and goat skin leather with stretch nylon panels for improved comfort and ease of movement. The jacket includes a removable thermal lining.

Rider protection is offered by D30 protectors at the back, shoulders, elbows and knees. There are also removable knee sliders on the trousers, and a long zip to connect the trousers to the jacket.

RICHA NV
 Brakel, BELGIUM
 Tel: +32 (0)55 423435
info@richa.be
www.richa.be



NIX' technology cartridge kits for adventure bikes

ÖHLINS has based its fork cartridge kits for adventure bikes on its existing 'NIX' cartridge technology for road bikes.

The FKA cartridge kit features a compact design to make it easy to fit in the USD forks most adventures bikes are equipped with. Once installed the bike has a fully adjustable front end. Rebound damping is on one leg and compression within the other, with adjustable spring preload in both. Different springs are available for riders' individual demands and there is an effective hydraulic stop inside the kit to prevent 'bottoming'.

Robert Brinkmark, Öhlins Product Manager



ADVANCED SUSPENSION TECHNOLOGY



Motorcycles, said: "The FKA Cartridge kit is a very easy way to upgrade adventure bike suspension, offering great quality, durability and easy adjustment.

"This market has grown massively over the past decade and interest is still increasing for this segment. Here at Öhlins we also know adventure bike riders demands a lot from their bikes in general and suspension in particular, so we look forward to continued development in this area."

The new FKA range is available for BMW F800GS '08-'12 and '13-'14, Ducati Multistrada 1200 '09-'12, Triumph Tiger 800 '11-'14, and Triumph Tiger XC '11-'14 models.

ÖHLINS RACING
 Upplands Vaesby, SWEDEN
 Tel: +46 (0)8 590 025 00
info@ohlins.se
www.ohlins.com

Scorpion Exo 1000 Air 'Airline'

SCORPION has refreshed its range-topping Exo 1000 Air helmet with the launch of the Airline version, which features new graphics for 2014.

The Exo 1000 Airline features thermo-dynamical composite technology in the shell, which is made in two sizes, and is said to deform progressively to absorb a greater amount of energy in the event of an accident. It has an EPS composite liner made up of two levels of density. Covering the EPS are three layers of foam and Kwikwick2 fabric, which is said to be breathable and hypoallergenic. The lining is removable and machine washable.

The visor, which can be removed without tools, is supplied with a Pinlock insert and can be locked to three different positions, closed, open, or slightly open. The helmet also has an internal retractable sun visor behind the main visor.

The Airline helmet is available in a choice of red/white/blue or black/white in sizes XS to XXL.

SCORPION SPORTS EUROPE
 Strasbourg-Schiltigheim, FRANCE
 Tel: +33 (0)3 90 22 22 99
info@scorpionsports.eu
www.scorpionsports.eu



Spidi team up with Aether Apparel

INSPIRED by Spidi's renowned custom MotoGP gear and a "shared appreciation for both technical performance and design", Los Angeles based Aether Apparel teamed up with the Italian motorsport brand to create the Eclipse motorcycle jacket.

Designed by Aether and made by Spidi, the collaboration has resulted in a jacket that is said to "combine a refined modern aesthetic with the finest in old-world leatherwork". Made with a premium leather shell and yarn-dyed cotton lining, the Eclipse uses hand-selected natural materials that have been prepared in "traditional Italian fashion". Box quilting on the upper torso and arms offer a subtle nod to "vintage styles of the past, while the clean lines and piecing underline the jacket's distinct modern look".

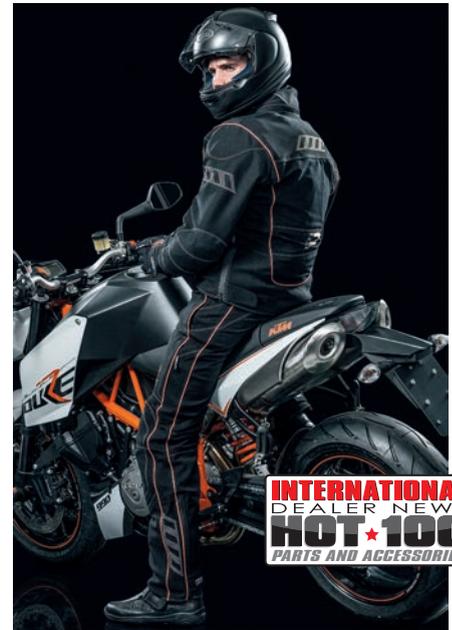
Aether incorporated Spidi CE-certified armour into the elbows, shoulders and back and removable shock-absorbing pads that have a multi-layer construction to progressively dampen and diffuse the force of impact.



SPIDI SPORT
Sarego (VI), ITALY
 Tel. +39 0444 436411
info@spidi.it
www.spidi.com
www.aetherapparel.com



Gore-Tex textile suit



THIS new textile suit from Rukka combines all the ground breaking features the Finnish manufacturer is well known for.

The outer material is an elastic Gore-Tex three-layer laminate. Abrasion resistant Armacor fabric is used to reinforce it in exposed areas, and the jacket has a waterproof AquaSeal YKK front zipper - a technology that Rukka claims it is bringing into motorcycling for the first time.

Other features include a soft Neoprene collar, a detachable neck warmer made from elastic Gore-Tex three-layer laminate and water and windproof sleeve ends with elastic cuffs and zippers.

Ventilation zippers at the shoulders, in the back and on the thighs allow entry of fresh air whenever desired. Nine pockets offer plenty of storage space, most of them being waterproof, and the upper chest pockets feature tear-proof magnetic closures.

The air-permeable Rukka D30 Air protectors at the joints and in the back combine optimum comfort with maximum protection thanks to their soft, flexible material that instantly multiplies crash damping in case of an impact.

The 'Premium' suit has detachable thermal linings with temperature-regulating Outlast, a long connecting zipper, numerous adjusters on the sleeves, waist and hips, and the trousers have the climate regulating Rukka AirCushion System and Antiglide-Keptotec.

Sinisalo MX 'Battery' outfit

SINISALO is marking its continued partnership with Finnish energy drink Battery by introducing the MX Battery outfit and RaceCult Battery MX helmet for the 2014 season.

A raglan style cut is used for the polyester Battery jersey, which features stretch collar and cuffs, armpit ventilation and a long back. Sinisalo is making it available in sizes S to 3XL. The matching pants are made from polyamide and have reinforcement at the seat and knees, YKK zipper, mesh lining and pre-formed legs. The Battery pants are available in sizes 28 to 44.

The matching Sinisalo RaceCult Battery MX helmet is made of fiberglass reinforced plastic and features a large face opening, integrated chin guard,



adjustable shade, ventilation, double D-ring fastening, removable cheek pads and a breathable interior that can be removed for washing. The CE -approved helmet, which weighs a claimed 1,150g (medium size), is available in sizes XS (53 /54) to XXL (63).

SINISALO SPORT
Lahti, FINLAND
 Tel: +358 (0)3 822 2313
info@sinisalo.com
www.sinisalo.com



L-FASHION GROUP
Lahti, FINLAND
 Tel. +358 (0)3 822 111
info@rukka.com
www.rukka.com

Touring boots feature 3D laminated Outdry

THE FORMA range for 2014 includes four new high-end touring boots equipped with the patented 3d laminated Outdry membrane.

Fuji Outdry is a comfortable technical boot featuring a full-grain upper, polyurethane personalised gear pad protection, rear reflex insert, PU injection ankle protection system and padded front and rear collars.

The Outdry membrane is waterproof and breathable and 3D laminated to the upper. Other features include a Forma outsole made from double density rubber, an anti-bacterial replaceable footbed

Fuji Outdry for short/medium distance



La Paz Outdry for long journeys

with Air Pump System (APS), plus a special Dual Flex midsole in TPU with EVA (anti-shock/anti-vibration) covering.

The other boots in the range all have the same or similar features with the **Cortina Outdry** also featuring internal moulded and injected TPU plastic protections in the ankle and shin area, plus memory foam padding.

The **La Paz Outdry** is made especially for long journeys and the **Aspen Outdry** is said to be an extremely comfortable multi-purpose boot.

All Forma boots in the range are CE approved, designed and developed in Italy and manufactured in the European Community.



Cortina Outdry for long distance riding

SDE MOTORSPORT
Altivole (TV), ITALY
Tel. +39 0423 915335
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Burgman accessories

GERMAN manufacturer Fehling has created a range of parts for fitment to the 2013 and up Suzuki AN 650 Z Burgman Executive, including a twin rail tubular steel fender protector/guard that mounts directly to the front fork to help prevent damage to the outside edge of the scooter's fairing and running boards.

Accident damage coverage for the side of the scooter is offered with a footboard protector that mounts along the edge of the pillion footboards, a

rear protection guard to cover the rear panels of the scooter, and covers that can be used with the rear protection guards or, as seen here, Fehling's side case holders.

The side case and matching top case holders work with luggage from **Givi, Kappa, Hepco & Becker** and **SW-Motech**.

Fehling's 'Quarter Turn' fastener can be retro-fitted to the side case carriers for quick mounting.



Rear protection guard can be used when the footboard protectors are installed



Pillion footboards protectors

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FZ-09 suspension upgrades

HYPERPRO has released shock and fork upgrades for Yamaha's FZ-09.

Their 461 shock has a 45-click range of settings for rebound damping, the capability to fine-tune high- and low-speed compression damping, and a threaded preload collar.

It is also equipped with a high-performance remote reservoir and can be ordered with an optional length adjuster that will raise or lower the bike by a 1/2in.

The more economical 466 is a DeCarbon style shock with adjustable preload and rebound, with separate chambers for gas and oil to prevent cavitation in the FZ-09's near-horizontal mounting position.



Both can be fitted with convenient, hydraulically operated preload adjusters.

Hyperpro also offers rising-rate fork springs and progressively wound replacement shock springs - an alternative option to replacement of the entire shock absorber.

HYPERPRO SALES
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info@hyperpro.com
www.hyperpro.com



Kevlar reinforced jeans with removable protectors



NEW Italian motorcycle clothing manufacturer Hevik, which is a part of the GIVI group, has a pair of riding jeans in its range. The Street jeans are a classic five-pocket design made from denim with Kevlar reinforcement at the back and knees. CE-approved knee armour is included at the knees, which is held in place with Velcro to allow adjustment of the position. Removable hip protectors are also included. Currently available in men's sizes 46-57, women's cut Street jeans are in development.



HEVIK
Brescia, ITALY
Tel: +39 030 2680374
info@hevik.com
www.hevik.com

V-Strom 1000 accessories

SW-MOTECH has responded to the launch of the new Suzuki V-Strom 1000 by creating an extensive range of products for the new model.

The range includes luggage options such as the Tailbag range or Rearbag, Slipstream, Rackpack, Jetpack and other soft luggage

options such as their Strap tank bag Enduro LT, Strap tank bag Enduro, and Strap tank bag ION four.

For riders looking for hard luggage there are steel or aluminium racks, Quick-Lock Evo side carriers, Aero ABS side case systems and Dakar pannier set.

For protection there is a choice of BBStorm or Kobra hand guard kits, SW-Motech crash bars, brake pump and reservoir guards and a front axle slider kit.

General accessories include a side stand foot, chain guard, mirror extenders, footrest kit, gear lever, centre stand and Quick-Lock GPS mount.

SW-MOTECH
Rauschenberg, GERMANY
Tel: +49 (0)6425 816800
info@sw-motech.com
www.sw-motech.com



'Belleville' clutch spring



BARNETT has launched a heavy duty Belleville type clutch spring for select '12-'14 KTM models. Made of high-treated high carbon spring steel, it is a direct stock replacement that is said to be 20 percent stiffer.

BARNETT CLUTCHES & CABLES
Ventura, California, USA
Tel. 001 805 642 9435
info@barnettclutches.com
www.barnettclutches.com

Five-star SHARP rating for AGV GT Veloce

AGV'S GT Veloce helmet has achieved five stars in the Safety Helmet and Assessment Rating Programme (SHARP) rating system, making it one of the 310 safest helmets in the world. The SHARP programme was started in 2007 by the UK Department of Transport, aiming to provide all motorcyclists with an independent safety assessment of the helmets available on the market. One of the key factors of the GT Veloce achieving the five-star rating is the company's use of an innovative construction system based on the 'Human Engineering' concept and applying a new design process, which starts from the inner components that are in direct contact with the head and gradually moves to the outer shell. This process results in the helmet being designed around the rider's head providing maximum comfort, ergonomics, safety and aerodynamics. Designed for GT and Sport Touring purposes, the GT Veloce features an outer shell made in four sizes made from laminated SSL (fibreglass and aramid), and an inner shell in EPS in four



sizes. The IVS (Integrated Ventilation System) was designed and optimised in a wind tunnel, consisting of four front vents (three at the front and one on the chin guard) and two rear exhaust vents. The total surface area of air vents is 193 percent greater than on the GP-Tech helmet. A new metal visor mechanism with two-stage pivot closure is used on the GT Veloce, and a quick release system allows for tool-free removal and replacement of the visor in seconds. The scratch-resistant visor with a wide field of vision is suitable for Pinlock inserts and tear-offs, and offers 100 percent UV protection.

AGV SPA
Rivalta Scrivia (AL), ITALY
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"Garda" range is conceived for off road bike owners and consists of KGR33, KGR46 and the brand new KGR52 top case. The top case ranks on top of the range for its internal capacity and it can contain up to two helmets. "Garda" range adopts Monokey, the most widespread binding system in the world. Manifold options are also available: for instance the backrest, the top rack, the storage net and the "Security Lock" key system to improve security.

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Seats and tank bags for R 1200 GS / Adventure

TOURATECH'S "Comfort" seats for the latest generation of BMW R 1200 GS and Adventure models are made of "high-end material specially adjusted to the ergonomic requirements of long-distance

riding". Features include a tailbone relief channel, shaping of the seating surface and careful seam positioning. The seats use a slip-proof and bi-elastic anti-perspiration effect material.

The 'Comfort Rider' seat for the R 1200 GS and GS Adventure can be ordered in four height configurations, along with a pillion fitting.

The Breathable Comfort Rider is based on an open-pore foam core with interval fabrics. Said to provide riding comfort, even in hot and humid conditions, it comes in two heights and pillion styles. Touratech also offers a single-piece sports seat.

Also seen here is Touratech's new "Compañero Edition" tank bag for the 2013 and up BMW R 1200 GS and new 2014 Adventure model. Colour-matched to the Compañero riding suit, Touratech say that a "specially tailored base plate

provides a perfect fit" and that it has been designed and made in Germany (by KAHEDO) for "durability and from extreme endurance treated and coated Cordura"; the multi-pocket 14 litre volume expands to 22 litres.



'Comfort Rider' seat



Single-piece sports seat



'Compañero Edition' tank bag

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From the experience in World Supersport and Superstock the exclusive Andreani Factory Closed Cartridge for all Superbikes and Sportbikes. Adjusters on the top cap that allow you to move the length by 25mm. Adjustable in compression, rebound and springs preload.

X-1003 composite flip-front helmet from Nolan

NOLAN has used composite fibre construction for its new X-1003 flip-front helmet to bring the weight down to a claimed 1,500g for a medium-sized shell.

Available in three outer shell sizes (XXS-XS-S-M1/M2-L/XL-XXL-XXXL), the X-1003 features a removable and washable lining, with new shape cheek pads, which are said to offer improved helmet stability and comfort for spectacle wearers thanks to the 'Eyewear Adaptive System'. A removable neck roll is also featured in the X-1003.

NOLAN

Nolan's Touring ventilation system uses air intakes on the chin guard and on the shell as well as a rear hot air extractor.

The flip-front of the X-1003 has a dual action opening system positioned in the centre of the chin guard to allow for easy, one-handed opening. The dual action opening mechanism is said to reduce the risk of accidental opening to a minimum and assures maximum safety. The chin guard rotation movement with elliptical trajectory makes it possible to keep the total size of the helmet's front section to a minimum when the chin guard is open.

The visor is equipped with a tool-free quick release mechanism and also features a double action mechanism allowing the visor lock to prevent accidental visor opening at high speeds, or visor demisting at low speeds or stops by a minimum visor opening. The visor itself is scratch and fog-resistant and a Pinlock anti-fog insert is included.



NOLAN GROUP
Brembate di Sopra (BG), ITALY
Tel: +39 035 602111
info@nolan.it
www.nolan.it



WATERPROOF RANGE

The waterproof range expands its catalogue with 3 new products: the 30 Ltrs WP407 roll-bag, the 25 Ltr WP405 side bags and the 20 Ltr WP406 tank/saddle bag, all designed in PVC 500D Tarpaulin material hi-lighted by high frequency stitch less seams. Also with the roll down closing system to ensure fully waterproof functionality. All the materials are developed in accordance with Reach regulations.

- 100% waterproof warranty
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- Fastening belts included



EXHAUST PROGUIDE

Arrow exhausts for Benelli bikes

ARROW has new exhaust options for the Benelli BN600 and the TRE-K 1130.

For the TRE-K Arrow offers a version of its Maxi Race-Tech silencer with titanium body and a carbon fibre end cap.

Options for the BN600 include Thunder silencers

with carbon end caps (clear or black anodised finishes), Thunder silencers in titanium with carbon fibre end caps, a racing collector kit, and a centre mid-pipe, which removes the OEM catalytic converter.

ARROW SPECIAL PARTS
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'Urban' scooter exhaust range



AS a part of its focus on scooter products, MIVV has followed the launch earlier this year of its Sports range of exhausts for scooter applications with the introduction of a new 'Urban' line of exhausts. The company already has 50 versions available, including an option for the new Kawasaki J300.

The Urban systems feature a brushed stainless steel manifold, specifically designed for individual scooters, and the system mounts at three non-critical points. The street legal exhausts are offered with a catalytic converter to comply with EU regulation, and are finished with a black heat shield in lightweight alloy and a

specific contour for the outlet cup, which is made of a heat-resistant polymer. Urban exhausts are available for the most popular scooters on the market; from the Scarabeo 500 to the SH300, to Burgman, Majesty Xmax 400 and more.

MIVV
Sant' Omero (TE), ITALY
Tel: +39 0861 8120 237
moto@mivv.it
www.mivv.it



J300 performance exhaust

KAWASAKI's first scooter (the J300) can now be fitted with a performance exhaust thanks to this new product from Giannelli.

The company has developed a full system, based on its Iperscooter silencer, for the Kawasaki scooter. The system is said to offer improvements to both power and peak power.



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Zard for Triumph Scrambler

ZARD has released Scrambler 900 exhaust options that include fitments for carburettor and fuel injected models in racing, street legal and street legal with cat versions. There is a high fitting full kit for carburetted models, and '08-'09

injection models in steel in racing and street legal versions. The muffler weighs just 4.4kg compared to the stock 11.6kg and comes in optional high temperature ceramic finishes (black, white or cream). A low mount kit in street legal (catalyser) or racing versions (for fuel injected and normally aspirated models) has optional laser customising on the muffler body.

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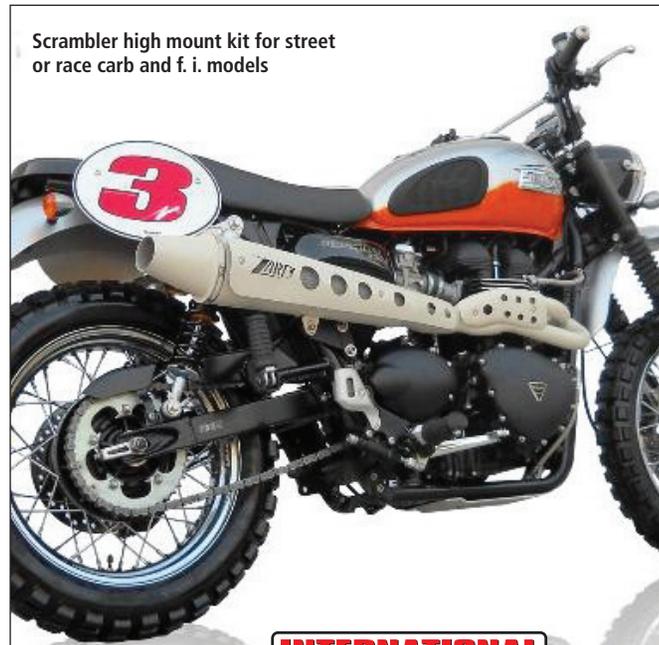
Low mount kit in street legal or race version



Zard steel full sport carb and f. i. and removable db-killer race kits also fit the Bonneville



Zard claim a 2hp plus power gain with their Cross racing system kit on carb and f. i. models



Scrambler high mount kit for street or race carb and f. i. models



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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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Massimo Tamburini

LEADING motorcycle designer Massimo Tamburini has died at the age of 70. For over 13 years Tamburini was Head of the MV Agusta Design and Engineering Division at CRC (Centro Ricerche Castiglioni) in San Marino, designing Cagiva, Ducati and MV Agusta motorcycles with Claudio Castiglioni. Regarded as one of the greatest motorcycle chassis engineers of the 20th century, with the self-made frame of the MV Agusta 750 Sport launching him onto the international stage in the early 1970s, he was one of the founders of Bimota. In a career that made him the 'go-to-guy' of the Italian motorcycle industry his design credentials include the Ducati Paso 750, the hugely admired Ducati 916, the MV Agusta F4, and the current Brutale models. Giovanni Castiglioni, President of MV Agusta, said that "Massimo was one of the legends of the motorcycle industry. He was a great designer, but above all he was truly passionate about motorcycles. He left our company a precious heritage and will always occupy a place of honour in the industry".



Massimo Tamburini, seen here right, with Claudio Castiglioni

Motorsport Aftermarket Group (MAG) merges with distribution giant Tucker Rocky

THE owner of Fort Worth, Texas based distributor Tucker Rocky (Lacy Diversified Industries/LDI of Indianapolis) has announced that it has acquired a majority ownership position in the Irvine, California headquartered Motorsport Aftermarket Group (MAG).

The deal to acquire a majority ownership position in MAG is being described as a "merger" between MAG and the Tucker Rocky operation.

MAG is best known as the owner of Vance & Hines, Performance Machine, Kuryakyn, Progressive Suspension, J&P Cycles, Mustang Seats, UK based off-road specialist Renthal and a number of other high profile specialist motorcycle industry parts and accessory brands and manufacturers.

Tucker Rocky is one of the largest motorcycle parts, accessory and apparel distributors in the United States, often cited as being second only in sales revenue and volume terms to the LeMans Group (Parts Unlimited/Europe).

Although their 'third-party' product portfolio is substantial and involves them in all the primary powersports industry sectors in the United States, here in Europe Tucker Rocky is probably best known for own-brand product lines such as the MSR (Malcolm Smith

Racing) off-road apparel and parts programmes, Answer Racing off-road gear, apparel and accessories, and their ProTaper hard parts and accessories range, which includes the top-selling ProTaper handlebars programme.

According to the text of a March 27 statement released by all three parties, LDI "will become the majority shareholder of the combined company", with Leonard Green & Partners, (L.P. - the current majority shareholder of MAG) and other existing MAG shareholders (which includes the former owners of many of the group's subsidiary brands) retaining "a significant minority interest in the combined company".

LDI states that it "has been a major participant in the powersports industry for 25 years through its ownership of Tucker Rocky/Biker's Choice", and the company says that "when the deal is finalised J.A. Lacy, President and CEO of LDI, will become Chief Executive Officer of the combined company", and that the new entity "will operate under the Motorsport Aftermarket Group name".

Brian Etter will continue in his role as President of MAG's "branded product, media and online retail operations", with Dan Courtney continuing as President of Tucker Rocky.

MAG Chairman, shareholder and original founding partner Arnie



Ackerman is quoted as saying that "the strategic merit for this combination stems from the highly complementary product and service offerings of each of these businesses".

For the new parent company, J.A. Lacy is quoted as saying that "long-term success for the company will be built by bringing enhanced selection, service and solutions to powersports dealers in order to drive retail sales growth".

Lacy Diversified is an American institution, specifically an Indianapolis institution, owing its origins to a business founded there in 1912 by Howard Lacy. The Lacy Diversified name was adopted in 1972 to reflect the evolution of the group and now, 102 years since it was founded, it is still owned and operated by the Lacy family, with Andre Lacy as Chairman and his son, J.A. Lacy, representing the fourth

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RICK'S MOTORCYCLE ELECTRICS
30 Owens Ct. #2 - Hampstead - NH 03841 USA - Tel: (603) 329-99901 - Fax: (603) 329-9904
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