

INTERNATIONAL DEALER NEWS

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DEC '17/JAN '18
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STATZONE 6-7 

Registrations in the EU down -1.6% during the first 9 months of 2017

According to the most recent data released by ACEM (the Brussels based international motorcycle industry trade association), combined registrations of motorcycles and mopeds in the EU reached 1,051,606 units during the first nine months of 2017, representing a decrease of -1.6% compared to the same period of the previous year.

Registrations increased in some of the largest European markets, including France (206,596 units, +4.1%) and Italy (197,159 units, +5.7%), but decreased in Germany (149,334 units, -11.3%), Spain (120,302 units, -5.8%) and the UK (85,505 units, -15.7%). In motorcycle terms, EU registrations were down by -5.1% at 771,327 units during the first 9 months of the year. With 177,336 units (+6.4%), Italy remains the largest European motorcycle market, followed by France (132,950 motorcycles, +2.4%), Germany (126,592 motorcycles, -11.7%), Spain

(105,184 motorcycles, -8.5%) and the UK (80,222 motorcycles, -15.4%).

Registrations in the moped segment reached 280,279 units (+9.3%) during the first 9 months of 2017, although this is partially due to the Slovenian government mandating all owners of unregistered mopeds to register them in order to update its motor vehicle database.

“ the figures are only part of the story ”

The largest moped market in Europe is France (73,646 units, +7.2%), followed by the Netherlands (58,672 units, +5.9%), Germany (22,742 units, -9.2%), Poland (20,550 units, -4.1%) and Italy (19,823 units, -0.3%).

However, following three years of growth since the market started to recover in the second half of 2013, the official figures for 2017 are misleading, the underlying reality of

the situation is much more in line with recent trends.

The Euro 3 pre-registration issue artificially inflated registration numbers at the start of 2016 and, most dramatically, in the final quarter of the year. The apparent decreases in sales in the first four or five months of 2017 take no account of the pre-registered units that dealers were still able to sell, even if they have been increasingly heavily incentivised as the year has gone on.

There is widespread industry consensus, including among the trade associations that, in fact, sales in 2017 will probably actually be 'flat', if not up by one or two percent.

This is further evidenced by the cycle of Japanese made motorcycle exports to Europe seen since January 2016. With Honda, Yamaha, Kawasaki and Suzuki +250cc exports running at +26.64 percent through September (the strongest first nine months performance seen since 2010) and accelerating markedly in the third quarter, the market is viewed as having greater strength than the official registration statistics suggest.

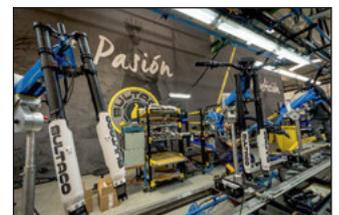


SHOW REVIEW

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Comment 4

Great Show... don't be fooled by the market stats -

Robin Bradley says that the new registration statistics are misleading and that based on EICMA and product development trends our industry is headed in the right direction



Bultaco 12-13

IDN presents its first in a new series of 'Moto Future' profiles as the Bultaco brand comeback pioneers a new market opportunity for dealers



EICMA 2017 review 16-32

The 75th EICMA could well have been a watershed, finally drawing a line under a decade of uncertainty - IDN presents 17 pages of exhibitor and show news

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Optimate

Great Show...don't be fooled by the market stats!

This year's EICMA was the best 'Milan Show' experience we here at IDN have had for at least a decade. To judge by the smiles on the faces among the exhibiting vendor community, we are not alone in that opinion. The show was busy and, compared to recent years full, with a lot less open spaces in the halls. Some of that may be a result of better show floor planning but, mostly it has to do with a larger exhibitor count.

While there are still a growing number of once regular exhibitors who are staying away, and while there still is turnover with more regulars leaving the show again this year, returnees and a slew of new businesses meant there was plenty for dealers to see – and that included a major outbreak of new motorcycle models and new parts and accessory product introductions, more than I can remember for a long time.

While it is the new bike launches by the major manufacturers that are the "sexy headline" from the organiser's perspective, in motorcycle terms it was the higher than ever number of new, comeback and start-up brands that is the real story in terms of industry (and show) health. There are an ever-increasing number of Asian manufacturers making an ever more convincing play for a place in the European motorcycle market, an ever-increasing number of three and four-wheel vehicle projects (European and otherwise) and an ever-increasing number of E-vehicle brands, all adding to an increased critical mass.

New products mean increased investments in marketing and R&D. These have always been the twin pillars of downturn survival, and of prospering, once better times return. The relativities of business performances can be very precisely calibrated against investments in brand profile and new product initiatives through any soft market, and in the more favourable economic conditions we see in the Euro currency zone in particular now.

There is no question that the vendors we now see "shaking trees" at industry events such as EICMA and INTERMOT are those who have been, and now are consistently, making those investments.

The same is just as true in parts, accessory and apparel terms, and in case anyone thinks that shapes and colourways are the only new product options left for a mature industry, think again. We may think that we have seen it all before, that there is only so much left to be invented, but capitalism and the history and evolution of commerce doesn't work like that.

Advances in manufacturing techniques and efficiencies, materials developments and use and, above all, the impact that the electronics industry is having on the transport industry, are all conspiring to create what

eventually will be judged to have been a fundamental re-boot.

One fuelled almost entirely by the expectations that the emerging generations of consumers who know only a digital world are having on riding and ownership expectations. Their transition from screen potatoes to gainful employ to consumers, and therefore to fully functioning citizens, is as assured as that of any generation. As usual it will be their values that will pave the way to a mid-21st century motorcycle industry that in its own way will be just as radically different to the one that those same processes shaped in the 20th century.

They will make their own experiences, and a fair proportion of them will buy into doing so on two wheels, provided we give them the equipment that meets their expectations, which we now are starting to do. As consumers, and

nobody must overlook the fact that they are going to be not just the largest consumer cohort ever to emerge, in numerical terms, but also the most "savvy" in terms of what their money is buying them.

For our future generations of customers, premium will be the new entry level and experience the new buying hot button. However, they will be the ones deciding what that experience is, what it looks, feels, tastes and smells like, not the vendor.

The only limitations they will be prepared to buy

into is that of their own imaginations, not that of the factory's kit. Inspiring those imaginations is the "new black" where marketing is concerned, and their visions of what lies beyond product purchase will define new product features.

Impressive though the developments taking place right now are in the context of the past 30, 40 and 50 years, and equally impressive though those currently being talked about for the near to mid-term future also are, we are still only at the start of this story. So, I think that much of the speculation about where transport policy will take us in the next 30, 40 and 50 years is misplaced. A more meaningful analysis would be of where consumers will want to take their transport policy – if we have one then, it is 'V-to-V', that is our new black!

'V to V' is our new black

Robin Bradley
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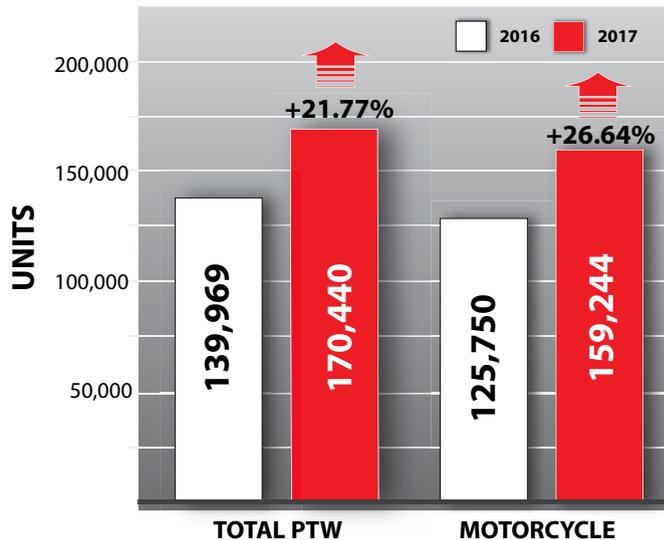
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Japanese exports to Europe +65% to Q3

The latest data released by JAMA (the automotive trade association in Japan, which includes representation of motorcycle manufacturers among its membership) shows exports of 250cc+ Japanese made motorcycles to Europe up by 64.97 percent in September 2017 (11,985 units), having been up by +31.71 percent in June, +36.05 percent in July and +37.99 percent in August. They are running at +26.64 percent for the first nine months of 2017 at 159,244 units, the best first nine months since 2010. This gives credibility to the widespread view that sales in Europe this year are better than the registration statistics suggest as Japanese exports reflect a production wind-down towards the end of 2016 as Euro 3 2016 inventory became an issue. For the full year 2016, exports of 250+cc motorcycles to Europe were +18.83 percent at 180,290 units – the best full year performance experienced by the

Japanese factories in Europe since the 201,000 exported in 2010, but still a long way south of the 420,000 exported in 2007 and 461,000 in 2000. Motorcycle shipments from Japan to the USA were +8.40 percent for September at 5,564 units (+1.79 percent in July and +28.27 percent in August) and are running at +1.55 percent for the first nine months of the year (51,689 units), reflecting the ongoing decline in domestic U.S. "metric" registrations. Worldwide Japanese manufactured 250cc+ motorcycle exports were +46.72 percent in October (25,530 units), having been +31.87 percent in July and +28.88 percent in August. At the end of September, they were running at +19.26 percent YTD (272,089 units), the best first nine months figure since the 308,751 units recorded in 2009. Total Japanese made PTW exports to Europe were +41.25 percent in

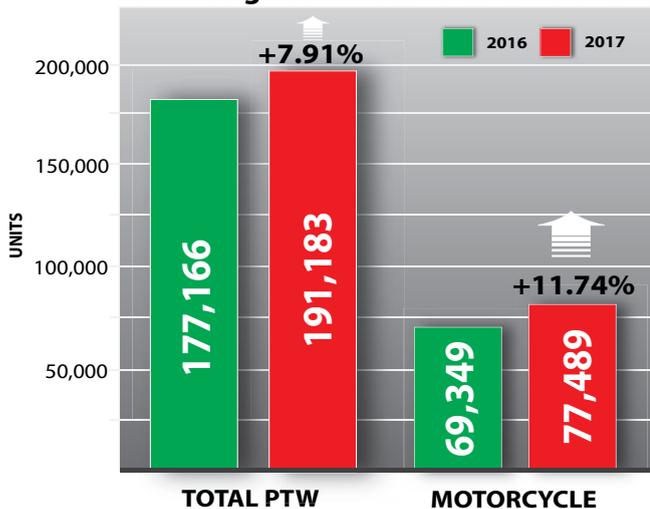
Japanese Exports to Europe - Year-to-date 2017



September (+21.50 percent in July, +22.14 percent in August) at 13,015 units, and are running at +21.77 percent YTD (170,440 units – the best first nine months since 2010 (189,319 units).

Italian motorcycle registrations +11.7% to October

Italian registrations - Year-to-date 2017



According to the latest data released by ANCM (the Milan based motorcycle industry trade association for Italy), the Italian motorcycle market is bucking the trend seen in much of Europe, with new motorcycle registrations up by +34.59 percent in October (5,194 units), having been +35.14 percent in August 2017 (4,311 units) and +13.40 percent in September (5,898 units). They are running at +11.74 percent for the year-to-date at 77,489 units so far in 2017. Allowing for mopeds and low cc scooters, overall PTW registrations in Italy were

+22.59 percent in October (13,909 units, having been -0.51 percent/16,371 units in September and +13.49 percent/11,729 percent in August). They are running at +7.91 percent for the year-to-date at 191,183 units for the first ten months of 2017. Scooter sales in Italy are +5.45 percent for the period January to October at 113,694 units; Honda's SH 150/300/125 variants are the top-sellers (28,742 units YTD between them); followed by Piaggio's Beverly 300 ABS (6,938 units), the Yamaha XMax 300 (5,031 units) and the TMAX 500 (4,011 units).

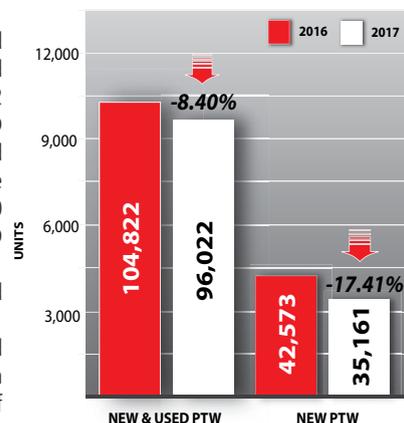
Poland new motorcycles -17.3%

According to the latest statistics released by the motorcycle industry trade association in Poland (PZPM), the bad year there continues with the number of new motorcycles registered in October down by -17.31 percent (on small volumes of 645 units) and are running down by -33.39 percent (13,408 units) for the year-to-date. New moped registrations were down by -16.02 percent in October (1,195 units) and are down for 2017 so far by -3.08 percent (21,753 units). In overall new PTW registration terms, the Polish market was +1.66 percent in October (1,840 units) and is -17.41 percent YTD (35,161 units). However, new model registrations are

only ever part of the story where the Polish market is concerned. Poland is an important market for pre-owned vehicles from elsewhere in Europe, receiving their first domestic Polish registration – providing valuable service, maintenance and PG&A income for Poland's franchised and independent motorcycle shops and the vendors they buy from. Used motorcycle sales were up in October by +19.39 percent and exceeded new motorcycle registrations at 2,857 units, and are -0.69 percent YTD (52,489 units); used moped sales were -4.41 percent in October and are -10.89 percent YTD (8,372 units); total used PTW sales

were +15.44 percent in October (3,312 units) and are running at -2.23 percent YTD (60,861 units). In total, overall new and used motorcycle registrations combined were -10.37 percent in October (3,502 units) and are -9.71 percent YTD (65,897 units); new and pre-owned mopeds combined in Poland were +9.56 percent in September (1,650 units) and are -5.38 percent YTD (30,125 units). Total combined new and pre-owned PTW registrations were +10.11 percent in October (5,152 units) and were -8.40 percent (96,022 units) in Poland for the first ten months of 2017.

Polish motorcycle registrations - Year-to-date 2017



Germany: motorcycle sales down eight percent for the first 10 months

The latest statistics released by the German motorcycle industry trade association (IVM) for the period to the end of October 2017 may still be showing some evidence of the effects of the rush to pre-register Euro 3 inventory before the December 31st 2016 deadline, but the degree of statistical lag caused for the year is now becoming clear.

In motorcycle registration terms, the market was down by -14.18 percent in October (4,085 units), having been up by +5.82 percent in July (10,593 units) and down by -3.40 percent in August and -22.46 percent in September.

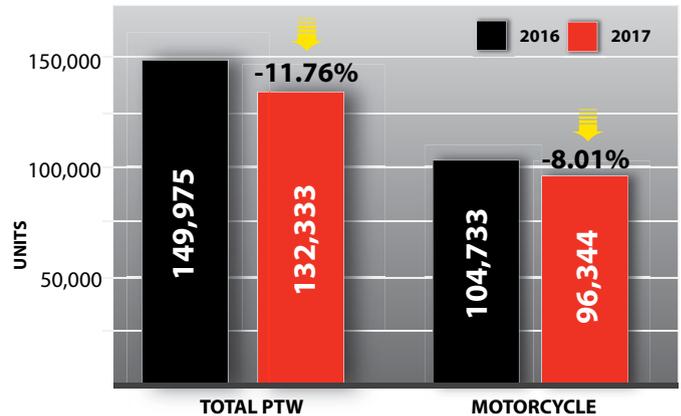
New registrations in Germany are said to be running at -8.01 percent for the first ten months of the year, but allowing for the Euro 3 pre-registrations and other factors affecting dealer inventory and unit sales for 2017, the market is, in all probability, broadly 'flat' for 2017 so far, in the region between -2.5 and +2.5 percent in motorcycle sales terms. Though heavily incentivised units, the

Euro 3 models that were pre-registered in the final quarter of 2016 will still have been "new" machines as far as consumers are concerned and will have been sold during the first half of this year, artificially reducing the apparent market performance. The pre-registrations pushed the German 2016 statistics to show an artificially high +15.01 percent, German new motorcycle registrations having been +5.59 percent and +10.75 percent for 2015 and 2014 respectively.

In total PTW registration terms, October 2017 was down by -16.30 percent (6,392 units), having been only marginally down in July at -0.90 percent (15,304 units), -9.22 percent in August and -21.87 percent in September. For the first ten months of 2017 registrations were -11.76 percent at 132,333 units.

As usual these days, BMW's R 1200 GS continues its inexorable march towards global domination, having sold 7,973 units so far in 2017, leaving Yamaha's

German registrations - Year-to-date 2017



MT-07 eating its dust in second with 3,397 units sold, followed by the Kawasaki Z 650 (2,590 units), Honda's CRF 1000 'Africa Twin' (2,454 units) and Kawasaki's Z 900 (2,125 units).

With 7 models in the top 20 selling list, it is again no surprise that BMW is motorcycle and total PTW market share leader so far this year in Germany, with

24,255 units sold so far for an 18.33 percent increased market share. Honda is second (16,984 units sold for a 12.83 percent market share), with Yamaha third (16,022 units sold for a 12.11 percent market share), followed by KTM, Kawasaki, Piaggio, Harley-Davidson, Ducati, Suzuki and Triumph tenth.

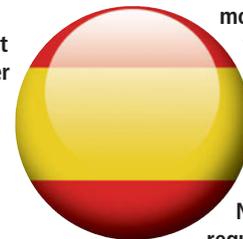
Spain: motorcycle registrations -3.8 percent YTD through October

According to the latest data available from ANESDOR, the motorcycle industry trade association in Spain, new motorcycle registrations were up by 0.7 percent in October (12,259 units) and are -7.2 percent for the first ten months of 2017 (117,489 YTD). Because of the statistical effects of Euro 3 pre-registrations at

the end of 2016, ANESDOR has revised down its full-year 2017 forecast to -12.7 percent, but that doesn't take into account the fact that, from a dealer and consumer point of view, and regardless of how heavily incentivised the Euro 3 carry-over inventory will have represented additional showroom sales, which the 2017

registration figures can't include.

The moped market in Spain in October was up by +31.6 percent (2,002 units) and at 17,606 units YTD the sector is +23 percent through October. As elsewhere in Europe,



it should be noted though that mopeds are now going through a similar (if statistically smaller) pre-registration issue to that experienced in motorcycle sales at the end of 2016. New EU emissions regulations for mopeds come into effect on January 1st 2018.

UK motorcycle registrations -15.3%

The latest data released by the MCIA (Motorcycle Industry Association) in the UK shows new motorcycle registrations in September down by -13.65 percent (6,686 units), following -18.54 percent in August and -24.04 percent in September (11,276 units). On a year to date basis, the UK market is -15.25 percent (86,291 units).

Moped sales were -17.39 percent in October and are running at -19.86 percent year-to-date (5,902 units). In total PTW terms the UK was down -13.99 percent in October (7,332 units in total) and running at -15.56 percent YTD (92,193 units).

However, as elsewhere in Europe, the statistics are misleading due to the Euro 3 inventory pre-registration issue. British Dealer News recently reported MCIA CEO Tony Campbell as saying that when

the Euro 3/Euro 4 impacts are taken into consideration, then he thinks the real picture for the UK market this year will be 'flat', if not slightly up on 2016, at around 107,000 to 110,000 units.

'Naked' style bikes remain the most popular in the UK (27,631 units YTD), which is relative growth compared to other styles of bikes at -10.0 percent in a motorcycle market that is down -15.25 percent overall, followed by Adventure Sport models (16,510 units YTD, up by +1.4 percent). The UK scooter market has seen sales drop by -28.8 percent YTD (16,270 units) and the historically dominant Supersport market is down -25.8 percent (8,589 units YTD).

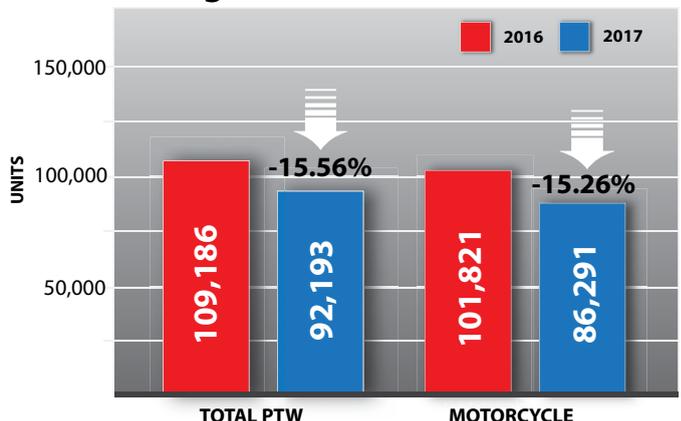
Honda was overall market share leader in October (motorcycles and scooters), having sold 1,554 units, followed by

Yamaha (1,003), BMW (522) and Triumph (504).

The MCIA reports that the total number of road registered motorcycles in use

has continued to grow, with the latest available figures putting the number of "regular users of PTWs" at 1.445 million units in total, a nine-year high.

UK registrations - Year-to-date 2017



TR/MAG in Chapter 11 Bankruptcy Protection Filings; has new owners

Three and a half years after the owners of Texas based distributor Tucker Rocky merged the business with MAG, the group has filed for Chapter 11 bankruptcy protection in the U.S. courts.

One of the two largest parts and accessory distributors in the United States, in Europe Tucker Rocky is best known for its ownership of brands such as MSR (Malcolm Smith Racing), Answer, ProTaper, QuadBoss, Biker's Choice, Firstgear, Speed and Strength, BikeMaster and more.

MAG, with whom Tucker Rocky merged in early 2014, is the owner of internationally recognised manufacturers and brands such as Vance & Hines, Performance Machine, Roland Sands Design (RSD), Kuryakyn, Progressive Suspension, Mustang, J&P Cycles and UK based Rental, best known for their off-road handlebars and sprockets.

In what the company describes as implementation of a "comprehensive, consensual recapitalisation" (aka a "Pre-Pack"), the "leading independent manufacturer and distributor of branded aftermarket products and



online retailer for the powersports industry" seeks to "eliminate approximately \$300 million in debt through a debt for equity exchange supported by in excess of 90 percent of the principal amount of the Company's prepetition first lien secured lenders and its asset-backed lenders".

The remaining debt burden the group is carrying (said to be in the region of \$100m to \$150m) is being recapitalised by a consortium of new owners that will be led by equity investors Monomoy Capital Partners, BlueMountain Capital and Contrarian Partners.

Andy Graves, CEO, said that the new owners "have deep experience in consumer products and lifestyle companies including distribution, retail and manufacturing. We are encouraged to have access to the resources the new owners bring, by their passion for the

powersports industry, and for their shared vision for MAG's future. Looking forward, MAG will be able to more aggressively capitalise on market and growth opportunities given our strong balance sheet post recapitalisation." Speaking about the group's emergence from its protection filings, what led the business to this point and what this means for the future of the group, Graves said: "Through this process, we will deliver a balance sheet that will allow us to more effectively compete in today's evolving powersports market."

"MAG's businesses will continue to operate unaffected, and the company has sufficient liquidity to fund operations. Customer service and sales will continue, employees will receive wages and benefits as before, and vendors and suppliers will be paid in the ordinary course of business going forward."

"The company expects to move through this process quickly, and emerge in the first quarter of 2018 as a stronger, better capitalised and competitive company." To support operations through this process, MAG has secured up to \$135 million in debtor-in-possession (DIP) financing from certain of its current secured lenders.

"The U.S. powersports market has been in persistent decline for the past few years," said Graves. "In response, MAG has been working diligently to adjust to the changing landscape and has implemented many initiatives to parallel today's market. Unfortunately,



MAG CEO Andrew Graves: "Through this process we will deliver a balance sheet that allows us to more effectively compete in today's evolving powersports market. MAG's businesses will continue to operate unaffected and the company has sufficient liquidity to fund operations"

the company's long-term debt continues to be an impediment to success.

"As such, we believe that by availing the company of the chapter 11 process, MAG has chosen the most efficient and expeditious way to right-size its balance sheet for the long term, so that we remain an industry leader for many years to come. We and our key creditors are committed to what will hopefully be a short bankruptcy case."



When Indianapolis based Tucker Rocky owner Lacey Diversified merged the business with MAG (April 2014), it created one of the largest parts and accessory manufacturing and distribution groupings the motorcycle industry has ever seen

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Business as usual as Touratech eyes new investment options



The news that German adventure tour specialist Touratech had to file for bankruptcy protection in August sent shockwaves around the European parts and accessory market.

However, it has emerged that the Black Forest-based specialist has mostly been a victim of its own success and of the kind of expansion and new building issues, especially software traumas, that can be hiding around the corner for any successful enterprise.

In speaking with founder and Adventure Tour visionary Herbert Schwarz at EICMA he confirmed the stories that had been appearing on the internet about the reasons they ran out of money and the really still very positive prospects for the business moving forward.

Schwarz started the business in 1990 at a time when the Adventure Touring sector was an unheard of niche within a niche. Fast forward to 2017 and it is responsible for 20 percent of new model sales in Germany and is one of the fastest growing motorcycle industry sectors worldwide.

"Yes, when we started we were doing something new, but even we couldn't have imagined just how far the market would evolve - we were sure that we couldn't be the only ones who had the same ideas about riding and enjoyed the same kind of experiences.

"It turns out we were right, and just look how far the market has come. Our growth has always been carefully managed, and I have to say that even following the banking crisis in 2008 we continued to grow. Space had long been an issue for us and having not been able to buy the land adjacent to our existing building we broke ground on a new site 400 m away from the old building in late 2015. The warehouse

itself went up very quickly, the fabric of the construction was completed by July 2016 and the logistics and software issues we encountered as we commissioned the building really set us back."

The new space is an 8,000 sq m warehouse, logistics, product planning and offices complex with a 1,000 sq m retail shop on a 20,000 sq m site. The next step was then to move and consolidate manufacturing into space made available in the old building shop space, and that is when the problems really escalated.

"We bought new machinery, such as laser cutters and automated welders and encountered massive production software issues. It meant production slowed up, inventory ran down and sales followed on a downward cycle, down 25 to 30 percent by this summer.

"Rather than making sales, our sales people were having to explain why we couldn't fulfill orders and we had to tell our OE customers, BMW, KTM and Ducati, that we couldn't keep up with their supply schedules. It was a really bad position to be in.

"Inevitably, the inability to make enough product soon enough resulted in us running out of money, and the August filing was the only way for us to protect the business, our employees and our customers."

Asked about the employees Schwarz said "we haven't had to lay anyone off as a result of the bankruptcy. Some people have left through the natural course of things and from around 380 people we are now at 360, but the restructuring plan that the insolvency

specialists have implemented will see that grow back towards 400 quite quickly in 2018."

In terms of the capital injections needed to continue trading and resolve the issues, especially the production software problems, Schwarz says that "we have now been in a position to be able to build production back up again during the insolvency process and once a deal is done for new capital and ownership the company will be able to start meeting new orders again."

Schwarz says that the interest in investing in or acquiring Touratech was massive. "We very quickly had some 150 or so expressions of interest from investors. That was reduced to 40 serious candidates, and that in turn was down to about 10 bidders as we headed for EICMA."

By the end of the show it was expected to reduce this further to a short list of five offers, and with due diligence underway he expects the process to be concluded by the end of the year.

"I think it is quite certain that the details will be finalised by the end of December and that Touratech will be able to exit the insolvency process and start to grow again by the start of 2018."

Asked about the company's OE contracts, in terms of how robust the backing from them was Schwarz said: "They have all been very supportive and will stay with us. Our aftermarket distributors have also been very positive, pledging in the region 50 m euro of orders over the next three years."

www.touratech.com



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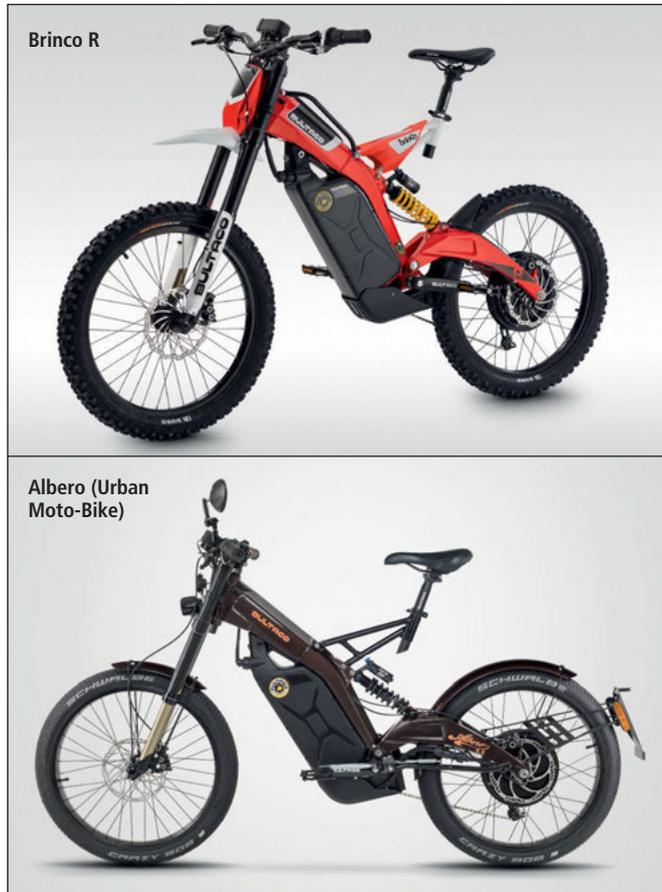


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Back again - Bultaco signing dealers for new breed of crossover bikes

The legendary Spanish off-road motorcycle brand Bultaco has a storied place in motorcycle history. From humble beginnings by the ex Montesa race team under the ownership of former senior Montesa Director Francesc 'Paco' Bulto, the company was established as a direct response to Montesa's decision to pull out of racing. From 1959 the company made mostly air-cooled two-stroke singles in Barcelona until the factory closed for a second and final time in 1983. The first model was the 125cc Tralla 101 in 1959, and with long distance speed records in the 1960s, World Championships in the 1970s, including eight consecutive World Trials Championships thanks to Sammy Miller's help in developing their lightweight two-strokes to counter the four-stroke dominance in trails riding up to that point, Bultaco built a huge fan base in Europe, the USA and elsewhere – their best known model being the Sherpa T. The name made a comeback in the 1990s, when Marc Tessier bought the rights and sold Bultaco branded bikes



“robust off-road and urban-proof chassis configurations”

dealerships (“Points of Sale”) already established in 24 countries, the new Bultaco company made its expo debut at EICMA this year, showcasing its growing range and successfully meeting new importers and distributors from right across Europe. The new range includes two models, Brinco (off-road) and Albero (urban), in six versions, that demonstrate the same ground-breaking concept: the Moto-Bike. As Jorge describes it, the Moto-Bike sits between conventional motorcycles and bicycles in what he describes as “an entirely new class and sector of the market that is being defined, developed and established by our bikes and engineering. A hybrid solution getting the most out of both the motorcycles and bicycles.” That new class features robust off-road and urban-proof chassis configurations with wheels, components and lithium-ion batteries that can “deliver many years of tough riding. Having proven our designs off road, the most demanding of markets, we are now ‘going downtown’ with the launch of the ‘Albero’, our second planned series production model.” These new models are set to tap into the market’s zeitgeist at a time when mainstream motorcycle dealers are

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built at his Sherco factory in France before retiring the name in 2001. Since then the rights to the brand lay dormant. However, in 2010 an entrepreneurial team including first-rate international professionals, with whom Jorge Bonilla (current General Manager and VP Sales & Marketing) founded an engineering firm specialising in mechanical and electronic design, focused on developing its own patents. Three years later they consolidated the ownership of the rights to form a new Bultaco company, Bultaco Motors S.L., then, on May 17th 2014, Bultaco celebrated an emotional event in London to announce its return to the international motorcycle market. Headquartered in Madrid, the company has established a 2,000 sq m production facility where some 30 plus staff (out of a total company-wide team of 50 people, 20 of whom are engineers) started series production of a new range of the Moto-Bikes, Bultaco Brinco, in November 2015. The company has now sold over 2,000 bikes, mostly in Spain, UK and Benelux. With financing of a stage II business plan also now secured and 116





looking for entry level opportunities to get into light urban mobility, and when an entirely new generation of dealerships are opening up, shops catering specifically to the fast-growing new generation of urban riders.

"Our business model is to appoint importers to manage national distribution and brand support, but also to work directly with shops until we have found the best solutions on a market by market basis. However, we are taking it slowly, this is a serious long-term project, so we are not going to rush into relationships that can't stand the test of time. We are looking for the right partners, not just any partners", said Jorge when IDN met with him at EICMA.

Price-points start at around 3,300 euro for the entry level Brinco R-B (net of taxes etc.), with registration and regulatory requirements generally quite light, depending on the market and the speed rating. Jorge says that the bikes have "class leading range and charge times" and "sufficient charge cycles so that most people will

have replaced the bike before they feel the need to replace the battery."

With an initial stocking commit that depends on the models, market and opportunity, Jorge says their business plan targets having some 1,000 sales outlets right across Europe by 2021.

With an initially cautious approach, production capacity shouldn't be a problem. "Right now, we are just running one shift and one production line and can produce some 6,300 bikes a year on that basis. We can expand production to three shifts if we need to do so, and have the space for a second production line that we can eventually tool for new models and special editions for particular markets or even specific retailers.

"What we have tried to do is to be as faithful as possible to the spirit and values of the original brand, honouring the heritage and recognising the passions of the brand's legions of enthusiasts.

"However, faced with a contemporary market much changed from where that heritage lived, we see our responsibility as creating a new chapter in the Bultaco story, based on the same design and engineering excellence, but anticipating where the demand and opportunities lie as we head towards the mid-21st century" ..

www.bultaco.com

"we are targeting
1,000 sales outlets
by 2021"



Bultaco General Manager/Sales & Marketing VP Jorge Bonilla:
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Orina heated glove technology

New from German apparel specialist Orina are these heating system equipped gloves for men (Drift) and women (Aria).

'Aria', with a slim fit for ladies, features a high-quality Soratex outer shell material, a 100% waterproof, windproof and breathable AquaDry membrane, skin-friendly CareLock Velcro at the wrist and cuff and a wiper at the index finger. Additional features include a highly abrasion resistant Carbolex protector at the edge of the hand and material reinforcements at the small finger and the palm, reflective inserts at fingers and thumb and light padding on the knuckles, supported by very soft and comfortable fleece lining, shock-absorbing gel pad and silicone printing at the palm and

stretch inserts at the back side and the fingers for optimal movement.

'Drift' is also made from Soratex material with an AquaDry membrane with skin-friendly CareLock Velcro straps at cuff and wrist. It has a built-in heating system with three different levels of heat, padding on the fingers and knuckles, small finger reinforcements, reflective inserts at the fingers, extremely abrasion resistant SuperFabric material at the palm and a hard Carbolex protector at the edge of the hand. It also features comfortable fleece lining with PrimaLoft insulation, a wiper at the left index finger, stretch inserts at the fingers and the back hand and silicone printing at the palm.

www.orina.de



Aria



Drift



PPE certified 'Matrix' boot

At EICMA Stylmartin unveiled this new leather touring boot, specifically created for long-range touring and on/off-road use, with a black anodised metal toecap and screw kit for easy attachment to the outer sole. The snug fitting PPE certified 'Matrix' is waterproof with "an excellent level of protection". It has a charcoal grey two-tone effect leather upper, stitched to a Vibram sole, with an anatomic and exchangeable footbed. The boot is closed using two adjustable, self-blocking levers, assisted by an upper hook and eye adjustment. Other features include a waterproof and breathable lining, armour on both sides of the ankle and a protective strip for the shin and calf bone. The brand logo is heat-printed, and the boot complies with the EN 13634:2015 European standard.

www.stylmartin.it



"One of the world's lightest flip fronts"

Based near Nice in southern France, the Sifam Group (founded in 1994 by Pierre Manuel) has a fast-growing own brand apparel range that we have featured in IDN recently (S-Line). They are also one of the largest France based distributors with a wide range of famous name and own brand hard parts available from their 3,900 m sq headquarters warehouse.

The S-Line S550 helmet is described as "setting a new standard for quality and price of flip-up helmets. The S550 is



mechanically and functionally excellent, approaching high-end segment assets, including the super-ergonomic double screen with sun visor and installed

Sifam

Pinlock system". Said to be one of the world's lightest flip fronts and offered at "an unbeatable price", Sifam says "it combines low weight with optimal stability. The special shape of the polycarbonate helmet shell and its aerodynamics make it perfectly stable and give the S550 a perfect acoustic". Additional features include ventilation via frontal intakes and rear extractors; removable and washable liner; micrometric buckle closure system; air and sound chin protector and removable nose protector. Weighing in at 1,550 grams, it is available from XS to XXL.

www.sifam.fr

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REGARDLESS OF THE OFFICIAL FIGURES, THIS YEAR'S EICMA WAS AN EXCELLENT SHOW

This year's EICMA marked a clear turning point of the fortunes and trends in the Italian market, and for EICMA, hopefully, it is a foundation for continued expo and Italian market growth for years to come ...

The attendance statistics issued by EICMA are notoriously "loose", shall we say; indeed, it has been a characteristic of all Italian show organisers for decades.

The trade association does not always issue attendance figures (which is usually a sign that visitor or exhibitor numbers, or both, were down) and when it does, the use of statistics is so selective and so inconsistent that it makes year-to-year comparisons difficult.

In the specific case of EICMA there were next to no statistics issued for 2016, and no more than three or four expo news releases have been made at all in the 12-month cycle since – those that have been made have been 'random' in the content at best! However, after three days at EICMA, this year three facts were obvious.

First, for the first time in a decade the show had a really positive vibe, reflecting the fact that the

domestic Italian market and the vendors who sell there had definitely got smiles on their faces at long last. Ironically in a year that has been a tad 'tricky' elsewhere in Europe, but regardless, the parts, accessory and apparel sectors appear to be in good shape even if there is still oversupply - but when

+24% increase in attendance

haven't there been more vendors than any national market or specialty discipline could realistically support?

Second, either there is someone new planning the use of space, or exhibitor numbers were genuinely up this year. The show occupied most of seven halls, with much less vacant space than has been the case



Words & pictures by Robin Bradley
robin@dealer-world.com

Additional photography by Sonja Wallace,
EICMA press office & Companies exhibiting

for the past six or seven years.

Third, and I guess it is largely because the organisers continue to be hopeless at, and have no interest or incentive in "policing" the theoretically targeted specialist admittance that is supposed to characterise the Tuesday and Wednesday, the attendance during the first three days was certainly up. Reports suggest that the show was full on Friday, Saturday and Sunday too.

It therefore came as no surprise that a full attendance news release was made within 48 hours of the show closing its doors and one that, for once, backed up the hyperbole with some (still carefully managed) attendance statistics – so in recognition of a successful week for the motorcycle industry in Italy, here are the primary take-aways from their release. This was the 75th EICMA, staged in its 103rd year, and the organisers claim it 'registered' "absolute records" and that it "confirms exponential growth with all the indicators positive. A great success with

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1
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 (Red Bull Rookies Cup - KTM)

1
MARC GARCÍA - WSSP300
 (Halcourier - Yamaha)

1
STEVE HOLCOMBE - EnduroGP
 (Beta Factory)

1
KIARA FONTANESI - WMX
 (Yamaha)

1 1
TONI BOU - X Trial & TrialGP
 (Montesa Honda)

1
EMMA BRISTOW - TrialGP
 (Sherco)

1
LORENZO GANDOLA - Trial125
 (Scorpa)

1
ANDREA VERONA - Enduro Youth
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Rider: Joan Mir © Leopard Racing

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the public, recording a 24% increase in attendance". The release does not associate an attendance number with that percentage, either overall or otherwise. Therefore they are able to avoid breaking cover about last year's number (which patently was way down on 2015) or the downward trend (despite the Italian trade association's assurances to the

+28% international attendance

contrary) that has been underway for anything up to a decade.

Indeed, the often quoted 500,000 plus numbers have long been unreliable - with total attendance likely to be in the region of 300,000 to 350,000, and attendance by people of riding age more probably in the region of 250,000 to 300,000 - which is still a mighty number, no question, but if wrong, then I invite ANCMA/EICMA to follow the example set by INTERMOT, AIMExpo and other national and international motorcycle industry shows around the world to declare and prove their numbers.

The release goes on to declare that 2017 has seen record numbers of visitors, though appear to be saying that the +24 percent is a comparison with 2015 and is therefore a two-show cycle trend.

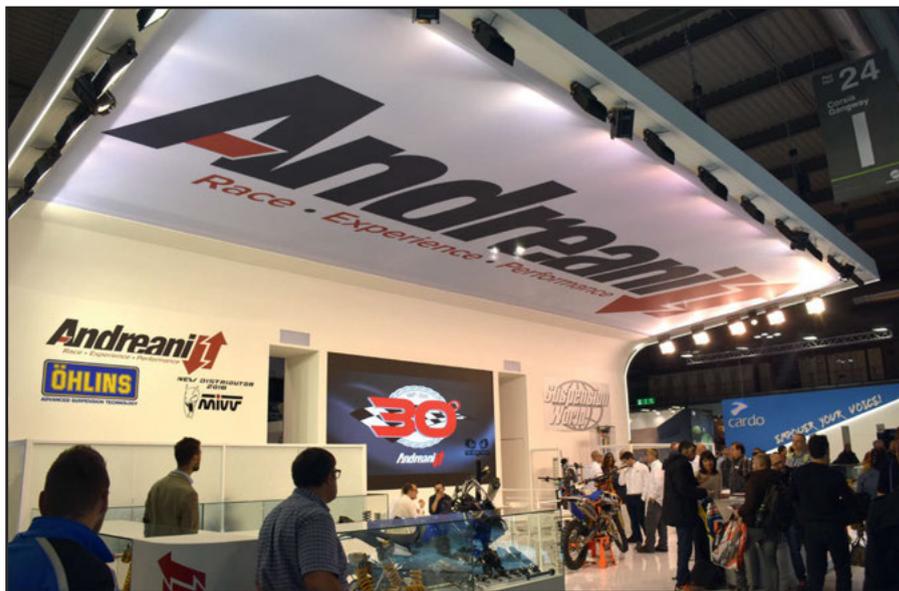
Which, if true, is great, but why the continuing obfuscation ANCMA? Apparently, there were "over 150 innovations and world premieres presented at EICMA this year", which doesn't need to be accurate for anyone doing their job there to be able to confirm that yes, there were a lot of new model launches and a noticeable uptick in new parts, accessory and apparel introductions.

In terms of the increased exhibitor numbers, the statistics continue to be woefully distorted by way of exhibiting own and third party brands catalogued, with EICMA claiming that there were 1,713 "exhibitors present" when both direct and indirect "exhibitors" are (pointlessly) counted. However, EICMA has always been consistent in this idiosyncrasy, so even if the claimed +20% in exhibitor numbers (from 43 countries) over the recorded 2015 number (there they go again) is misleading, there's no question that there were more than in 2016, a year that appeared to mark a nadir

+20% exhibitor numbers

for the show (hence it being airbrushed from their statistical history).

EICMA says that "no less than 61% of the exhibiting companies came from abroad" (really?) and that the "net occupied area" increased by +15% (over 2015 presumably). Personally, I find it hard to believe that the actual number of individual vendor (aftermarket and OE) exhibit decisions can have been much more than a more realistic 700 to 800 (net of own and third-party brands), and if more than half of those exhibit decisions were made by non-Italian companies, then the figure is distorted by the numerically high number of small booths bought by Asian businesses.



Andreani: The company's award-winning DB4 test bench is an advanced "Suspension Dyno" that has been in development for several years. Described as a significant advance on the original DB3 design introduced eight years ago, "we have rebuilt the entire concept," Giuseppe Andreani says. "Our engineers have developed new software and hardware, with the software marking the revolution. We focused on precision, ease of reading, managing and comparing data. The DB4 gives technicians the final tool needed for them to develop and test materials, specifications and performance. It features optimised design, engineering and software." The powerful 4 kW powerful motor, the load cell that allows reading up to 5,000 Newton force, the 800 mm side rods and the simple and versatile software are all said to make the DB4 "easy to use, but very accurate"; www.andreanigroup.com



Venhill Engineering: Max Adams, Managing Director. Recent new products from the British control cables and accessory specialist include a range of smooth action replacement clutch cables for all generations of Yamaha's YZF-R1. Noted for its massive range of cable colour options, all Venhill cables are designed and made in the UK. The light and durable cables feature a smaller conduit to reduce weight, increase flexibility when routing and provide an improved, smoother operation compared to the OE version, without compromising strength or performance. The cables feature the much-needed additional length to route around the R1's starter motor, so that when at rest on full lock, there is no binding/pinching on the starter socket. Each one features high quality Featherlight abling - marine-grade stainless steel inner wire for minimum stretch and a Teflon liner for minimum friction and a lighter action, removing the need for lubrication; www.venhill.co.uk



RD Moto: Martin Drasnar (left) and Petr Holoubek. Latest products from the Czech parts and accessory specialist include crash protectors, levers, crash frames, engine covers, tuning accessories and travel bags for the Yamaha MT-07 and other top-selling street and sports models; www.rdmoto.eu



Cardo Systems: Latest products from the 'Scala Rider' bike communications and entertainment systems specialist include the rugged Q-solo Bluetooth communicator for solo riders, Freecom 4 and Packtalk DMC (Dynamic Mesh Communication) based Bluetooth communication systems; www.cardosystems.com



Galfer: The latest news from the Spanish brake pads and discs manufacturer includes women's MX World Championship success with Kiara Fontanesi and a second consecutive KTM A-Class Supplier Quality Award in recognition of the performance and consistency of the Wave and round discs they supply for several KTM-Husqvarna road and off-road models; www.galfermoto.com

+ 15% exhibit area

component maker booths as on anything else. "These extraordinary results confirm that the strategy outlined by the President of EICMA, by the executives and by all the members and manufacturers of the sector, is successful: based on innovative communication activity which focuses on internationalisation. A journey that began 103 years ago, and which today has made the show a privileged point of reference in the world of two wheels and a model of success to export."

Okay, so now I get it – failure to issue regular news releases and communiques and undertake any advertising (trade or consumer) outside Italy (as far as I could determine) is an innovation. Right, okay, glad we got that cleared up!

"The International Bicycle and Motorcycle Show is confirmed as the most important event in the world for the whole industrial chain of two wheels. An appointment that cannot be missed, a new model characterised, today, by a strong international connotation," said Antonello Montante, President of EICMA S.p.A.

"The records of this 75th edition make it the best in recent decades from all points of view: the number of exhibitors, the surface area occupied, the attendance by professionals and the public. The show confirms Milan as the world capital of the two

61% of exhibitors were 'international'

wheels. A model that is synonymous with excellence, Italian know-how, and which today is a reality and a great asset for the whole country."

Well, with apologies to Antonello Montante, and to Gianluca Mammoliti, the press officer who can only play the cards he's dealt, for my sceptical and less than reverential tone - it is nothing personal, I assure you - regardless of the hyperbole and largely meaningless statistics (you wait years for some and then wonder why!), I will, however, wholeheartedly concur that it was an excellent expo and however the numbers are arrived at, for sure shows the Italian market to be moving in the right direction.

Preston Petty Products: Manufactured by Polisport at its injection moulding facilities in Portugal, this reborn PPP line is available through its worldwide network of importers. Preston Petty was a legendary 1950s/1960s off-road racer and United States AMA Hall of Fame Inductee (1999) who started his own moulded plastic parts business in the late 1960s. A decade later he sold it to Scott, but the brand and product line disappeared quite soon after when Scott filed for bankruptcy. With Preston Petty's consent, current brand owner Paul Stannard (seen here) acquired the rights to the lapsed brand name, and in 2010 brought back a Preston Petty products line of MX fenders, using an injection moulding company in Italy, and now with the backing and collaboration of Polisport, who bring distribution as well as plastics manufacturing technology to the partnership. With Polisport's production quality, many enthusiasts hope the Preston Petty Product line will emerge again as a "go-to" for seemingly indestructible MX fenders and more. For now, the brand's range will comprise two front fenders (MX front fender; Muder front fender), two rear fenders (IT rear fender; MX rear fender – already developed and produced by Polisport), number plates and headlights (halogen and LED units). New products for the growing vintage off-road market will be added soon; www.polisport.com



GIVI: The company's 'Ultima T' luggage range is a "new line of waterproof bags that offer the best performance in terms of protection and comfort, suitable for the most adventurous trips." The range has medium to large capacity options, protective stiffening panels and a modular fixing system. The UT805 saddle bag is a new introduction to the line, and was just one of the many soft bag models presented at EICMA. Others include the versatile Canyon GRT709 side bags from the Gravel-T line, which is waterproof and equipped with a new hooking system. The TanklockED was also presented, a fastening system for tank bags now fitted with a lock; www.givi.it



ESPOSIZIONE INTERNAZIONALE CICLO E MOTOCICLO



Barkbusters Handguards: Owner Matt Phillpott (left) and Operations Manager Rob Veljanoski. Eicma 2017 saw Barkbusters Handguards take the opportunity to showcase to the world the prototype for a new product concept to be released in mid 2018, the "AERO-GP" lever guards. The Australian designed and manufactured range of Barkbusters Handguards is "uniquely designed for trail, adventure and road bikes. Full wrap around aluminium handguards can help protect the bike's levers from crash damage, and the range of impact resistant plastics can be tailored to offer defence from the elements for the rider's hands." There are universal mounts for all standard 22mm (7/8") and tapered handlebars, but further to this the unique area covered by Barkbusters is the extensive range of bike specific hardware kits for the adventure sector. An easy to navigate product finder is available at www.barkbusters.net



Bultaco: Jorge Bonilla, VP Sales & Marketing of Bultaco Motors S.L. The well-known Spanish motorcycle brand has been back to the market since 2014, is now looking for opening new dealers for its robust, own manufactured range of disruptive "Moto-bike" which consists of two models, Brinco and the newest Albero and includes hi-specification options that are as capable off-road as they are coping with the rigours of the demanding urban riding environment; www.bultaco.com



Hevik: The new Hevik range of clothing, combining technical finesse with style, includes the urban jacket 'Antares' and the 4-season, 3-layer 'Titanium' touring jacket. Other recent additions include the 'Rainstop', 'Twister' and 'Dry Light' rain suits - all-condition, one-brand wet weather protection systems for all riders, with the top-of-the-range 'Rainstop' able to withstand a pressure equal to an 8,000 mm water column, with high breathability thanks to the use of polyurethane coating (PVC-free 'Ripstop' Nylon); www.hevik.com



Yoshimura: The legendary MX, sports and street performance exhaust and engine components manufacturer defines the concept of "Race Bred". This year has seen the company celebrating its 40th consecutive 'Suzuka 8 Hours' race and the four wins it achieved in 1978, 1980, 2007 and 2009. Founded as "Yoshimura Motors" in Fukuoka, Japan, by Pop Yoshimura in 1954 as an engine tuning business, the years of experience he built up made "Yoshimura" famous for quality and performance. These days its EU approved full systems, slip-ons and bolt-ons are top-sellers that any dealer would be glad to be able to sell; www.yoshimura-jp.com/en (Japan), www.yoshimura-rd.com (R&D)



Caberg: New products include the addition of the 'EVO' to its ECE approved Drift sport riding full-face helmets range, with a 2-size carbon/Kevlar/GFK tricomposite rear spoiler equipped outer shell; ECE 22.05 'Jackal', a new 2-size polycarbonate shell full-face that features "a sporty and dynamic design combined with the comfort and technical solutions of a touring helmet with an entry level price"; and 'Levante' flip-up that features "innovative design and avantgarde technical solutions developed for the most demanding touring riders"; www.caberg-helm.com



UFO Plast: Celebrating 23-year-old Kiara Fontanesi's fifth women's MX World Championship in six years in 2017, a new product highlight from the Italian MX apparel and hard parts specialist has been its innovative, award-winning 'Diamond' helmet. The outer 'Diamond' shell and its original 'diamond' shape (with stiffening ribs) is designed to optimise shock absorption and impact energy dissipation, and has been built "using the latest technology, made up of a high percentage of carbon (over 60%) and aramid fibre to maximise performance and minimise weight." At the heart of the "revolutionary technology", that the company says characterises the 'Diamond', is a Rotation Impact Absorbing System (RIAS) – in addition to dissipating compression-absorbing shocks like traditional helmets (linear impact), the helmet structure combines "innovative technology that dissipates the energy associated with rotational acceleration (rotational impact), reducing tension and providing additional protection for some types of impact. This is all possible thanks to the combined work of the different layers of materials used"; www.ufoplast.it



David: As a follow-up to the well-received V3 Speedster half helmet upgrade released this time last year, the Liverpool based British helmet manufacturer has entered the full-face helmet market with the race-bred, retro inspired 'KOURA', the smallest dual standard full-face in the world. Described as "exceptionally compact and strikingly bold", the 'KOURA' brings authentic signature Davida styling and quality to a fast-growing part of the market. "An uncompromising fusion of innovative design, exceptional ergonomics and superior comfort," says Davida Managing Director David Fiddaman. "The 'KOURA' is a modern safety product that has been transcended through Davida's unique aesthetics". Available in a choice of ergonomic yet stylish orbital laminated GRP or "finest racing grade" carbon fibre shells with 3 mm F1 performance level visor, removable liner, double-D ring closure and personalised fit. "The Davida 'KOURA' delivers everything you'd demand from a high-performance motorcycle helmet, together with the level of quality and integrity Davida helmets are known for"; www.davida-helmets.com



BC Battery: Manufactured in Italy by Forelettronica, the battery, charger and accessories specialist has broadened its range of lithium ultralight starting batteries, claiming they provide "less weight, more duration and excellent performance". Its BC LiFePO4 range is now said to cover 95 percent of motorcycles on the market, including the new KTM motorcycles and all models from Harley-Davidson. Claimed to be up to 80% lighter than traditional lead-acid batteries, they "guarantee a higher cranking performance and an increased lifespan". They feature an embedded battery management system, which is said to make them ideal for everyday use and for sport applications; www.batterycontroller.it



Tucano Urbano: Recent new products from the Milan based scooter to street bike urban apparel and accessories specialist include the Termoscud Pro – an evolution of the original Termoscud leg cover with a new 4-season system to extend the period of use; www.tucanourbano.com



Heidenau: By repute the world's first ever scooter-specific tyre maker, the new sport-style tread K 80 SR is a medium compound tyre "for outstanding grip, even at low operating temperatures with a wider tread area to increase mileage, performance and feedback"; www.heidenau.com



Airsal: Earlier this year the Spanish small cc motorcycle, scooter and moped engine, cylinder, piston and engine heads manufacturer launched a new range of off-road cylinders for leading brands such as KTM, Honda, Yamaha, Suzuki, Kawasaki and Gas Gas. Founded in 1986, Airsal manufactures some 15,000 to 16,000 cylinders a month at its 3,000 sq m Centelles, Barcelona facility and exports to more than 30 countries worldwide. Made in aluminium with Scanimet interior coating - an extremely hard, durable and heat resistant, high performance nickel silicon carbide (carborundum) proprietary technology - the new cylinder line "will include a huge range of 250cc 4-stroke models and 2-stroke options. We plan to be offering more than 30 different off-road engine cylinder options within the next 2-3 years," says Export Sales Manager Frank Gili. In the more immediate future, the company plans to launch adaptable cylinders for KTM SX50 and SX65 for 2018; www.airsal.com



Supersprox: Seen here (insert), the HRC world rally team meeting with Director General DJ Maughfling for a 2018 Dakar sprockets briefing. Recent new products from the European manufactured sprocket brand of choice for more than 60 World Champions of various disciplines (including 11 Dakar Rally victories – a real sprocket killer!) include a new range of sprockets for Ducati motorcycles. With a claimed weight reduction compared to the OEM steel sprocket of over 30%, Supersprox 'Stealth' racing sprockets have steel teeth for long life and an aluminium core for light weight. The inventor of aluminium and aluminium and steel combination sprockets is currently working with HRC, KTM, Yamaha and Husqvarna factory teams to develop their latest idea of a sprocket that will help extend chain life by more than 40%. "Although this may sound like an exaggeration, we are closer than you may imagine," says DJ Maughfling, whose father Roger founded the company in the 1950s. "The goal is to keep riding affordable for our clients," says DJ. With its 'Stealth' sprockets featuring steel teeth that last up to three times longer than aluminium, and aluminium cores that are 70 percent lighter than steel, if anyone has the credentials to back up ambitions such as these, Supersprox certainly does. DJ says that the company has openings for importers/distributors in certain markets; www.supersprox.com



Paaschburg & Wunderlich: The Hamburg, Germany, distributor and parts designer is well known internationally for own brand parts programmes such as Highsider and Shin Yo lights, covers, mirrors, electrical components and accessories and Takkoni exhausts; www.pwonline.com



Blackstone TEK: Terry Anneck, Operations and Marketing Director. The South Africa based carbon wheel specialist has had a huge response to its new 'Black Mamba' interchangeable 7-spoke rear wheel, and to judge by the crowds at the company's EICMA booth, looks set to repeat the success with the new split spoke design; www.blackstonetek.com



Ilmberger: Latest news from the specialist German carbon fibre parts manufacturer includes styling parts and accessories for the BMW R nineT. So far Ilmberger has completed 12 model-specific parts, with options such as "a street fairing as well as an exclusive version for racing, which works well on the race track, but is also a great basis for customising the bike, as customers often install very small lights. With our race fairing, we pave the way for all fans of the racing look," says Julius Ilmberger, Managing Director. Core to the carbon for the R nineT 'Racer' is the engine spoiler – "a direct adaption from racing, which also looks quite impressive on the street version." The full line-up includes a belly pan, cover behind the headlight, fairing holder, front fender, tank vent holder, pillion seat cover (with or without holders), rear splash guard, rear undertray (without number plate holder), side covers at the seat (left and right), silencer protector (rear) and complete top fairing in choice of race or street style; www.ilmberger-carbon.de



Modeka International: The German apparel specialist celebrated its 70th anniversary last year with the launch of a CE-equipped 'jubilee' retro leather jacket called 'August 70' in honour of August Oberkoenig, who founded the company in 1946; www.modeka.de



Kappa: Experienced in manufacturing motorcycle accessories for over 50 years, Kappa has introduced new features across all its ranges including helmets, soft bags, hard cases and smart accessories. These include the new jet helmet KV28 which comes in 11 colours and features a double shell, the K-Venture and Garda suitcase in "black line", the unusual "Racer Range" of soft bags which is suitable for urban use and travel on all types of motorcycle, and the KS410 universal trolley base for the Monokey range of topcases; www.kappamoto.com



PBR Sprockets: Alessandro Palladino, President. The Bologna based sprockets specialist was among the sponsors who are celebrating 23-year-old Kiara Fontanesi's 5th women's MX World Championship in six years in 2017. Recent new products include C45T steel sprockets for Ducati models that offer the company's dealers an alternative price-point to its Ergal alloy designs. The company says they feature the same quality control and precision CNC-machining, with an advanced induction tempering treatment ensuring improved reliability and increased durability; www.pbr.it



SW-Motech: Recent new products from the Rauschenberg, Germany based manufacturer include its retro styled 'Legend Gear' luggage line for cruisers, additions to its TRAX ADV case system, luggage and protection options for the Ducati Scrambler and accessories for the BMW R1200GS; www.sw-motech.com



Euro Racing: The Italian Yoshimura, K-Tech, Marolo Test, Carrillo and CP Pistons distributor's own brand technical parts programme includes the AVIO 760 battery starter, racing clip-ons, electric starter and EVO 3 push-pull throttle; www.euro-racing.it



Premier Helmets: Recent new products from the Italian manufacturer include the MX 'retro', which is described as "bringing 21st century manufacturing, materials and safety standards to a 1970s style shell shape (and other components) with graphics that recall the earliest days of MX racing. The external shell is moulded using DCA fibre, composed of carbon, Dyneema and aramidic fibre mixed with epoxy resin - a mix that "contributes to creating the strong but comfortable structure of the ECE 22-05 homologated MX"; www.premier.it



Yuasa: Theo den Hoed, Motorcycle Batteries Product Manager. It is always interesting to be reminded about the history of the market's "majors", and while the 2004 merger between Yuasa and GS Battery still feels like recent news to motorcycle industry "lifers", the long-term history of both is being celebrated now as "100 Years of History" with "200 Years of Experience". Japan Storage Battery and Yuasa Corporation, the predecessors of today's GS Yuasa, are celebrating their 100th anniversaries in 2017 and 2018 - established in 1917 and 1918 respectively. That heritage now finds expression in a global corporation of 38 operating sites in 17 countries with 15,000 employees; www.yuasa.com



SHAD: The Barcelona based luggage manufacturer is celebrating its 25th anniversary this year. Founded and still owned by Jaume Xicola, and now operated by his son Jaume Xicola Serrano Jr, (seen here on the right with Bernat Font, Marketing Manager), SHAD has won multiple awards for its designs and respect for the quality of its manufacturing. In the 25 years since the business started with its original first 22 litre top case, more than 1,500 products have been developed. "Design and innovation have been the main values for SHAD," said Jaume Xicola Jr. "With the development of new solutions for motorcycles and the registration of our own patents, three in the last three years alone, we have constantly focussed on R&D, and that commitment to design and technology was recognised this year with our international 2017 Red Dot Award for the SH58X and SH59X 'Expandable Concept'. In addition to its 28,000 sq m Barcelona facility, where it employs some 190 personnel, the company has an extensive commercial network. It currently offers over 500 fitting kits and also has two production centres in China (Shanghai) and Indonesia (Jakarta), which allow it to give local supply and support to the company's international operations – over half of its sales are in Europe, but Xicola says its Asian business is growing rapidly and that they sell in 80 countries in total. As well as selling to the replacement and retro-fit aftermarket through the SHAD trademark, parent company NAD SL is an OE supplier to many leading motorcycle manufacturers, including Yamaha, Honda, BMW, KTM, Piaggio and Kymco; www.shad.es



Newfren: Based near Turin, the company says its recently updated range of brake pads has 20 different compound options available to "guarantee the right quality, efficiency and performance for all braking needs", offering its distributors and dealers access to a comprehensive range with coverage for most popular makes and models of on and off-road motorcycles and scooters; www.newfren.com

Termignoni: Founded in 1969 by Luigi Termignoni, race pedigree is etched into the legendary Italian exhaust manufacturer's DNA. "The R&D department and facilities that designs and creates the racing products for MotoGP, Moto2 and SBK is the same that designs and develops our aftermarket systems, meaning that our distributors and their dealers have access to the same no compromise search for knowledge and quality in the street legal and performance exhausts they can sell that we are able to bring to the track for many of the world's leading race teams"; www.termignoni.it



Innteck: The specialist off-road parts and accessories distributor (exclusive worldwide distributor of the Swedish made SKF two-wheeler sealing solutions), Innteck has had a busy few years with the establishment of a U.S. subsidiary and a move to larger premises at the start of 2017; www.innteck.com





Airoh: 2017 saw the 20th anniversary of Antonio Locatelli's first own brand helmets. Now sold in more than 60 countries, the on and off-road helmet manufacturer's race and safety credentials have seen it become one of the major players in a crowded market at a time when the always cut-throat helmet market became over-supplied and under price pressure like never before. This year saw the company add the Enduro GP and Enduro 2 to its line-up of over 80 World Championships. At EICMA, Airoh added further to its award-winning range with three new high performance composite helmets - the small and lightweight ST 501 dual shell full-face, 'Terminator Open Vision' off-roader and the advanced design 'Commander' on and off-road dual shell modular convertible, with included sun screen and Pinlock visors; www.airoh.com



Schuberth: The latest news from the German helmet manufacturer concerns a link-up with Head Up Display add-on manufacturer NUVIZ. Backed by a \$10m strategic investment from KTM owner Stefan Pierer, the NUVIZ is the first stand-alone HUD unit to come to market, and Schuberth are believed to be the first helmet manufacturer to enter into a joint venture application partnership with the United States/Finland based start-up. The company will be offering the NUVIZ Head Up Display (HUD) as of spring 2018 with a specially designed Schuberth helmet mount and says that "as a result, the HUD needs no cables and is easy to use with the Schuberth C4 and R2 helmets". Jan-Christian Becker, Schuberth CEO, says: "Schuberth stands for innovation and continuous development. We want to offer our customers the best solutions and the latest developments. For this reason, we are very proud to have NUVIZ as a partner, a company that offers the best and currently the only HUD for motorcycle riders worldwide. The HUD sits perfectly on our helmets and can be connected wirelessly with our SC1 communications system. This set-up gives the rider complete freedom"; www.schuberth.com



Ermax: Recently added to the French specialist's extensive range of custom parts and accessories for the widest range of popular current makes and models include styling upgrades for the 2017 Kawasaki Z900, including a 30 cm sport style nose screen made in thermoformed PMMA (Polymethyl Methacrylate), a plastic noted for its high light transmission, extremely long service life, high resistance to UV light and weathering, and what is said to be the greatest surface hardness of all thermoplastics. Another benefit is its ability to take unlimited colouring options - Ermax are offering its nose screen in 16 colours, with 16 optional screen-printed designs available. Also available are model-specific thermoformed ABS two-piece belly pans, seat cowl, an undertail in stock Kawasaki colours, carbon or raw; www.ymax.fr



Rapid Bike: The Italian (DimSport) made range of add-on modules and racing parts is considered one of the most advanced and user friendly available for street, touring and sport bike riders of all levels of experience, with three product levels: Easy, Evo and Racing; www.dimsport.it



Moto-One Europe: Top selling products from the Italian apparel specialist include feature rich 3-layer 'Rider' 360 pants, 'Jackson' 360 3-layer smart jacket, 'Vert' 360 3-layer 4-season jacket with safety LEDs in 520D Cordura Nylon and 'Luke' riding/casual jeans with Kevlar insert; www.moto-one.com



Wunderlich: Felix Wunderlich, Head of Product Management and Development. One of the best-known players in the crowded BMW parts and accessories space, product design and quality have always been a hallmark. One major differentiator for Wunderlich has been its engineering creativity with a track record of customised BMWs, special editions and concepts that have become a highlight of the show calendar; www.wunderlich.de



Rusty Pistons: The Czech Bikers Crown owned and operated apparel brand combines classic Cafe and retro styling in a range of riding and casual apparel that has the contemporary 'Zeitgeist' nailed. "It is easy to take a piece of clothing, have it printed and present it as authentic, however, this is not the case with Rusty Pistons. Authenticity is in our DNA. Our brand is not only based on great design, but we put the accent on the use of advanced techniques and materials. "Good" is not "good enough" for us. We know that our customers deserve more than that, therefore we want to give them perfect fashion clothing spiced with outstanding design ideas that is as great on the road as off it. A line aimed at a specific group of demanding enthusiasts who seek the same values as us"; www.rustypistons.eu



Kriega: The British luggage and accessory specialist's tough, durable and ergonomic off-road luggage range features a new, flexible mounting system – the OS Base – which allows any combination of heavy duty Hypalon construction OS-Packs to be mounted to virtually any Enduro or dual-sport bike without the need for pannier frames; www.kriega.com



Puig/Motoplasic: The award-winning manufacturer is celebrating another WSBK Championship win this year as a 'sportive' and technical partner to KRT (Kawasaki Racing). Following the launch of a new generation of sport and touring windscreens options for naked style bikes such as Yamaha's MT-09, another recent new product is the precise fit, round-finish edge, model-specific Z-Racing screen design for the 2017 Honda CBR1000RR. Available in dark smoke, light smoke, clear, carbon look, black, blue and red, it is made of 3 mm "high impact" acrylic and "optimised for rider protection and airflow" - using the company's virtual wind tunnel - providing 43% improvement on aerodynamic wind protection compared to the OE fitment, but still using the OE hardware for mounting; www.puig.tv



LeoVince: The newly launched LV-10 and Black Edition slip-ons have been developed in collaboration with Moto2 and Moto3 teams. Other recent new products from the Italian exhaust specialist include race-inspired GP One slip-ons for KTM Duke 125/390 and RC 125/390 models. The compact design is made in AISI 304 stainless steel and finished with a high temperature resistant metallic ceramic-based black paint. They are EU-approved and easy to install with the supplied laser-cut connection bracket enhanced with features such as metallic ceramic-based black paint, laser-etched LeoVince logo and modern sandblasted end cap. Other recent new lines include EU-approved AISI 304 stainless steel 'Classic Racer' style exhausts for the 2016-2017 Triumph Bonneville T100 and Thruxtons; www.leovince.com



Magura: The patented technology used in Magura's precision-manufactured master cylinders is said to significantly improve response of brake and clutch systems. Initially developed for the racetrack, its "Advanced Seal Technology" prevents the penetration of air into the hydraulic system - its HCT hydraulic system uses a slotted piston with a stationary primary seal that is fully compatible with all brake systems, with or without ABS, to reduce the internal friction, improving the performance of the brake and clutch and avoiding damage in the case of ABS kickbacks; www.magura.com



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J.Juan: The big news from the Barcelona region based international motorcycle braking systems manufacturer is of the formation of a new division – J.Juan Electronics – to lead research and development in to new generation data capture, connectivity and safety for integration into motorcycle handling systems for the challenges and opportunities that lay ahead with future Powered Two-Wheelers of all kinds. Already a leader in braking technology with manufacturing in Europe, India, China and, soon, North America, the new division will be headed up by Maurizio de Lucia; www.jjuanelectronics.com



Digades: Two years ago, the German manufacturer was the first to market with a retro-fit aftermarket E-Call system. Its award-winning 'dguard' automatic crash detection system with integrated theft alarm function detects an accident and automatically connects the driver with the emergency call center. If he or she is still able to speak, they can inform the call center about their injuries; in case the driver isn't responsive anymore, 'dguard' sends the GPS coordinates to the emergency call center, which will activate the appropriate measures; www.dguard.com



Beringer: The respected French brakes specialist was founded in 1985, and many customisers consider the company's 6-piston radial calipers and Aerotec master cylinders and discs to be a "go-to" choice for high performance braking applications, especially when upgraded suspension systems and controls are being used; www.beringer-brakes.com



TecMate: The manufacturer of the market-leading OptiMate programme of battery chargers, diagnostic and maintenance systems for AGM, GEL and standard lead-acid batteries is on a crusade to educate the market about the advantages and safe and proper use and maintenance of lithium (LiFePo4) batteries for powersports applications; www.tecmate.com



Ferodo: New from the Italian brakes specialist, the FERODO MXR disc range covers most popular motocross bikes, with all MXR discs incorporating Ferodo's unique Dirt Expulsion System (DES). They are manufactured with Ferodo's cross drilled holes design in order to improve braking performance and consistency; in off-road conditions, traditional hole designs tend to act as a collection point for mud, gradually reducing performance and increasing wear. This is further compounded when the mud starts to bake and harden at the high temperatures often experienced during MX use. Ferodo's cross drilled hole pattern expels dirt and mud, maintaining the braking performance, reducing the risk of pad glazing and prolonging the life of the braking parts; www.ferodoracing.com



Stylmartin: "The adventure never ends" with Stylmartin's new 'Matrix' boots, featuring full grain, water-repellent leather uppers, waterproof and breathable lining, gear shift, malleolus, shin and fibula protections and Vibram outer sole; www.stylmartin.it



Vertex Pistons: Celebrating 23-year-old Kiara Fontanesi's 5th women's MX World Championship in six years in 2017, new products this year from the Italian piston and performance specialist included an enlarged range of street pistons. Developed in the World Championship, in collaboration with Team Gresini and several other series, including Superbike and Supersport, the Vertex street range includes 15 models in replica or high compression versions for selected Yamaha, Honda, Suzuki, Kawasaki and BMW and Ducati models. Provided in kits with segments, pins and mounting rings, they feature a minimum limit weight for their category and an increased compression ratio with a "great performance increase without any loss of reliability"; www.vertexpistons.com



Nexx Helmets: Andre Varandas, Marketing Manager. The Portuguese manufacturer's 2018 line-up will be available for dealers in November, and from the highlights teased so far, it looks like Retro is its "new black". As part of the X.GARAGE Collection, there will be the off-road X.G 200 helmet, along with a backpack, a facemask and a complete line of off-road retro-inspired goggles. Also new for the adventure segment is the new X.WED 2 helmet; www.nexx-helmets.com



SBS: A new branding programme is the latest in a series of upgrades to the Danish brake pad manufacturer's market presence that has also included entry into new market sectors, including the brake disc market; www.sbs.dk

Parts Europe: Next year will mark ten years since construction of Parts Europe's giant state-of-the-art distribution centre began at Wasserliesch/Trier, near the German border with Luxembourg. Since then the complex has been commissioned, equipped and a sales force speaking 17 different languages hired. Along with building a wide international dealer network, they are able to sell hundreds of thousands of parts throughout Europe (and beyond) from a massive vendor portfolio. The inventory consists of a combination of market leading and internationally recognised American and European brands, with house brands Thor, ICON, Moose and Drag Specialties leading the way. These are sold and distributed in the States by the parent company, Parts Unlimited; www.partseurope.eu





Sifam: Based near Nice in southern France, the Sifam Group (founded in 1994 by Pierre Manuel) is one of the largest France based distributors. Selling Europe-wide, they stock a wide range of famous name and own brand hard parts available from its 3,900 sq m headquarters warehouse. We featured the fast-growing own brand 'S-Line' apparel range in IDN earlier this year, and recent additions include the S550 flip-up helmet with Pinlock that the company describes as "mechanically and functionally excellent, with many high-end segment features setting a new standard for quality and price". Weighing in at 1,550 grams, it is said to be one of the world's lightest flip front designs, "combining low weight with optimal stability"; www.sifam.fr



Powerbronze: Recent model-specific accessory kits from the British specialist include make-overs for the Honda MSX-125, Suzuki GSX-S750 and a full range of Yamaha MT-09 options that includes light screen, hugger, eliminator (tail tidy), front mudguard, mudguard extender, carbon dash panel, hand guards, seat cowl, cooler grill, swingarm protectors, fork protectors and badged crash posts; www.powerbronze.co.uk



Oxford Products: The British distributor is one of Europe's primary players – in addition to being one of, if not the largest, parts, accessory and apparel distributors in the UK, the company has strong export sales of its ranges of accessories, including security products, rainwear, motorcycle covers, battery care and power accessories, eyewear, handlebar accessories, lighting, paint protection products, styling parts, workshop products, luggage and more; www.oxfordproducts.com



LS2: With an impressive line-up of sponsored riders that includes MOTO GP racers Hector Barbera and Loris Baz, LS2 Helmets was founded in 1990 and steady growth ever since has seen the brand now producing over 3,000,000 helmets a year – all designed at and sold throughout Europe from its Barcelona headquarters; indeed LS2 helmets are now sold in more than 86 countries around the world; www.ls2helmets.com



Forbikes/FK Visors: The Italian importer for HEL hoses, Davida helmets, Scorpion exhausts and R&G crash protectors and accessories from the UK and Barkbusters handguards from Australia (among other notable product lines) is also an international vendor in its own right. Its FK Visors programme make them one of the helmet market's "go to" specialists. Noted for its artisan craftsmanship, precision fit and optics and advanced design capabilities, Forbikes' FK visor is the result of its acquisition of the noted AB S.r.l thermoforming and plastic processing helmet visor business in Reggio Emilia in Italy in 2012; www.fkvisors.com, www.forbikes.it



Mitas: Now under the ownership of Trelleborg, Sweden, Mitas is launching a new scooter tire line TOURING FORCE-SC. This line is ideal for any scooter type and will be progressively available for sale over the next two years in a wide range of sizes from 10 to 16 inches. The company says that "TOURING FORCE-SC provides to all scooter riders and their passengers, safe, dynamic and comfortable riding, whether during a short city trip or for longer journeys as well"; www.mitas-tyres.com

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LightTech: Export Sales Manager Michele Balboni. Recent new products from the top-end Italian parts manufacturer include kits or individual parts for the Honda X-ADV, GSXR 1000-R and Kawasaki Z650 and 900. Earlier this year LightTech parts became available in France from Bihr Distribution; www.lighttech.it



Touratech: Herbert Schwarz, Founder and CEO. The good news for the Niedereschach, Germany based adventure touring specialist is that there has been a massive response from potential investors to the company's recent insolvency filing, with a short list of candidates now entering the final phase of due diligence. Market response to Touratech's well publicised troubles has been almost universally positive, with its distributor community pledging significant forward orders and OE customers confirming their long-term commitment to the market leading specialist; www.touratech.de



Matris: Recent new products include high quality "entry level" suspension options such as its M46KD, an easy to use and adjust rear shock for naked and road bikes, and F15K hydraulic fork cartridge kit that completely replaces all the existing fork internals. Computerised engineering systems are used to design, test and produce all the components, and as with all Matris products, "only materials of high-end technical and mechanical characteristics are used," says co-founder and co-owner Alberto Turcato; www.matrisdampers.com



Polisport: Noted for its brand-specific colour-match accessory kits and replacements, the latest new products from the Portuguese specialist include an exclusive new line of MX kits and spare parts. As a follow-up to its ground-breaking FLO yellow colour programme, nothing could be quite such a contrast with Polisport clear plastics available for selected KTM, Yamaha and Honda models. Other new products for 2018 include a utility can, upper fork protectors, bottom fork disc protectors and a new bike stand; www.polisport.com

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WORLDWIDE LEADER IN WINDSHIELD TECHNOLOGY™

'IceFlow' coolant protects to -26 degrees

Dutch specialist Twin Air has added a high performance, biodegradable coolant to its product line for on and off-road motorcycles and ATVs/UTVs. Known for its filtration products (especially their dual stage pre-oiled foam filters – the range was recently extended to include Adventure bike applications such as the Honda 'Africa Twin') and intake system accessories, 'IceFlow' is a ready-to-use coolant "formulated for long-lasting protection of all metals inside today's motorcycle cooling systems, without harming the water pump seals," says Twin Air's Bart Ghielen.

"Our goal was to create the coolant of choice for extreme off-road conditions as well as on-road usage year-round, in all climates, and make it totally eco-friendly." The new coolant offers the added assurance of an extreme freezing point (-26°C/-14.8°F).

'IceFlow' is Mono Propylene Glycol-based, silicate-free and formulated with demineralised water and

cutting-edge nanotech and organic additive technology. It is non-toxic and biodegradable.

Twin Air filters are OEM-specified for 20+ motorcycle companies, and the company says that they "remain the choice of more world and national champions than all other filters combined", which in a competitive market sector is quite a credential.

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'Canyon' soft side bags



The "Gravel-T" range of soft bags is one of the most popular GIVI products, and at this year's EICMA new additions to the range were introduced, including these GRT709 Canyon large side bags.

Gravel-T is a range of bags designed for off-road riding and particularly suitable for light vehicles such as Enduro (125, 250, 450cc) and Supermoto. The range is versatile as it can also meet the needs of off-road riding with a series of targeted features such as low volume loads and super lightweight, durable, resistant waterproof materials, air vent valves,

removable inner bag and a universal strap and belt mounting system.

The new 35-litre GRT709 Canyon side bags complement the existing 15-litre GTR708 with a new type of extremely robust reinforced thermoplastic and lightweight fibreglass attachment consisting of a plate that can be applied to any lateral frame, either a GIVI or OE product, to which the side bag is directly attached and then secured with a key lock. This system also enables the mounting of soft, waterproof, modular side bags, ideal for off-road use as they are durable, quickly removed and not prone to damage during minor falls.

The material is a high-tenacity polyester 1200D W/R with thermoformed PE side frame Hypalon inserts; the external material has maximum resistance to UV exposure and is waterproof IP65 - resistant to heavy rain and extreme conditions. Other features include a tarpaulin waterproof bag, high frequency welded document pocket in the inner waterproof bag, with M.O.L.L.E. used in both the front and the lower part, enabling the attachment of various accessories.

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F1 and GT rear mirrors



Said to offer a great degree of adjustability through three-axis of rotation, Spanish manufacturer Puig has launched these precision-fit CNC-machined billet aluminium GT (homologated) and F1 (non-homologated) rear mirrors. Available in four different formats, combining black and silver anodised colours, the mirrors fit all bikes' handlebars or fairings (adapters needed for some applications).
 Motoplastica, Spain; www.puig.tv

Ferodo MXR discs feature innovative cross drill pattern

Ferodo's new MXR discs range covers most popular Motocross bikes, with all MXR discs incorporating an innovative Dirt Expulsion System (DES).

"High performance brake discs are manufactured with cross drilled holes in order to improve braking performance and consistency," says Sales Director John Davies. "In off road conditions, traditional cross



drilled hole designs tend to act as a collection point for mud, which gradually reduces performance and increases wear.

"This is further compounded when the mud starts to bake and harden at the high temperatures often experienced during MX use. Our cross drilled hole pattern expels dirt and mud, maintaining braking performance, reducing the risk of pad glazing and prolonging the life of the braking parts".

Manufactured in high carbon stainless steel with precision engineering to guarantee extremely tight tolerances on flatness, thickness and parallelism.

"The Dirt Expulsion System maintains braking



John Davies, Sales Director: "In off road conditions, traditional cross drilled hole designs tend to act as a collection point for mud, which gradually reduces performance and increases wear"

consistency even in the muddiest conditions," says Davies, "the disc profile has been developed to maximise braking performance whilst minimising weight.

A high-quality paint finish on the disc edges enhances the disc's aesthetics.



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Success is Fun!



VP Italy is internationally renowned for its genuinely race bred pistons product lines, but the list of top teams it works with is a truly impressive thing - in MX World Championships the list includes Kawasaki Monster Energy KRT teams, Yamaha Factory Racing, Honda HRC, Fonta Racing and Yamaha Kemea; in Enduro World Championship racing - Honda Redmoto, TM Racing, Beta Factory and Sherco CH racing teams; in Supermoto - TM Racing; in Moto2/Moto 3 - Team Gresini and SIC58 (Moto 3). This season Vertex Pistons products has won the World Enduro GP Championship with Steve Holcombe (Beta Factory team), the World Supermoto Championship S1 class with Thomas Chareyre (TM Racing team) and the World and Italian WMX Championship with Kiara Fontanesi (Team Fonta Racing). Did someone say "credentials"?

For 2018 Vertex has updated its high performance 2 and 4-stroke pistons for off-road bikes, with all their 4-stroke pistons available in four versions - Replica, High Compression, Big Bore and GP-Racers Choice. The forged, highly resistant aeronautic alloy GP-Racers Choice line features an F1 inspired machined T-Bridge – an especially shaped racing profile head that is said to "allow the maximum compression ratio and great performance without any loss of reliability". Coated with molybdenum disulphide to ensure flow and wear resistance, they feature a nitride ring set, DLC coated pin and moly-coated, anti-rotation external hook clips.

The GP-Racers Choice range is available for Honda CRF 250/450, Kawasaki KX250/450F, Yamaha YZ250/450F, Suzuki RM-Z 250/450, KTM SXF250/350/450 and Husqvarna FC 250/450.

For street bike riders, the Vertex range has been enlarged to cover the most popular 2018 models. Developed in the World Championship with the

The forged, highly resistant aeronautic alloy GP-Racers Choice line



2 and 4-stroke Top End Piston Kits



Full range of 2-stroke off-road motorcycle pistons

cooperation of Gresini Team and several Superbike and Supersport teams, the Vertex street range includes 15 models in Replica or High Compression versions for Yamaha, Honda, Suzuki, Kawasaki, BMW and Ducati 600, 1000 and 1200 cc for track use only. The kits come with rings, piston pin and circlips. These street pistons feature a minimum limit weight for their category, and an increased compression ratio with a "great performance increase without any loss of reliability".

First launched for 2017, Vertex has had considerable success with its range of Top End Piston Kits and has expanded the range of options for 2018 model

coverage.

Developed to ease the repairing process on 2 and 4-stroke off-road bikes by saving time and money, the kits include all the required parts to update and renew the thermal section of the engine - piston, top end gaskets kit and wrist pin bearing; for 4-strokers the kits also include a cam chain as a bonus.

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Barnett hydraulic brake and clutch lines



All new genuine Barnett hydraulic brake and clutch lines are now available in Classic Stainless braid, Platinum Series bright silver, black with chrome fittings and Stealth 'black on black', in stock and custom lengths for a wide range of popular ABS and non-ABS makes and models, with custom orders on request and, as with genuine Barnett cables, a rush service is also available on their brake and clutch line kits. Made in the USA.

Barnett Clutches & Cables, USA; www.barnettclutches.com



Premier launch VYRUS; 5-year warranty on all helmets from 2018

Brand new from Premier for 2018, this full-face helmet is for "all those who love long-distance travel but also like to experience the pleasure and spirit of sports riding. High quality for high performance - the result of research by the Premier R&D Department".

Called VYRUS, it boasts a "cutting edge design and offers maximum aerodynamic performance without compromising comfort. Thanks to our detailed study of aerodynamics, VYRUS is as noiseless as it is possible to get – ultra quiet – making it ideal for both touring and sports use".

Made from a thermo-plastic material that is highly resistant to impact, with the ability to dissipate the energy resulting from any kind of impact, the inner shell is moulded in variable density EPS to ensure maximum protection and absorption. The interior is available in two different sizes. The ventilation system involves three adjustable air vents (one on the chin and two on the upper shell) with fresh air channelled around the inside before exiting via the adjustable rear extractor, allowing internal climate (temperature) tuning.

VYRUS comes complete with an accessory that is said to increase safety margins during long trips in the sun



- the dark scratch-proof internal sun shield eliminates the need for sunglasses, but can easily be disabled when entering a tunnel thanks to an ergonomic lever located on the lower left edge of the external shell. The visor can be replaced and adjusted without the use of tools. Injection-moulded in transparent polycarbonate, it is 2.2 mm

thick, anti-scratch treated and suitable for use with the Pinlock anti-fogging system - a Pinlock lens is provided as standard. It has an external housing through which the cables for Bluetooth technology can be routed.

As with all Premier helmets, the interior is in sanitised-treated, anti-allergenic fabric and fully removable and washable, while the strap features a rapid-release fastener for micrometric adjustment. A removable wind stop and nose guard are included as standard. VYRUS is homologated according to current standard ECE 22-05.

As of January 2018, Premier says all its helmets "will benefit from another important new feature, with helmet warranty valid for a period of 5 years following purchase, subject to registration on the Premier website".

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WORLD CHAMPIONS

Puig
 Hi-Tech Parts



Conventional and inverted suspension choices

Italian suspension specialist Matris is offering a hydraulic fork cartridge kit that completely replaces all the existing fork internals in conventional front fork set-ups. The F20K is a D.20 mm hydraulic cartridge,



F20K hydraulic fork cartridge kit

with a 12 mm piston rod in aluminium alloy, with anti-friction lapping and oxidation surface treatment.

Fitted with a hydraulic flow control dedicated shim stack, the anti-cavitation billet aluminium, surface

anodised, CNC-machined quad valves are configured in an asymmetrical system – with compression adjustment in one leg, rebound in the other, and spring preload in both legs.

It will fit on all original forks equipped with original adjustable or non-adjustable cartridges without modifications for a fully serviceable, fully reversible installation.

The fork kit is supplied with a set-up specific fluid and a set of linear springs in Si-Cr alloy steel, available in different rates, specifically for different bike models and the rider's weight for a totally custom suspension install.

Also seen here for inverted (USD/upside down) forks, the F43SP is a complete pressurised fork (for the most popular 600 and 1000cc models) that is equipped with Matris' internal F25 sealed and pressurised cartridge system.

Available in standard chromed, gold (TIN/Titanium Nitride treatment) or full black (DLC/Diamond Like Carbon treatment), the 43 mm chromed steel inner tube installs in a 50/54 or 50/55 mm black oxide treated aluminium alloy outer tube with a fork lower CNC-machined from a solid billet of aluminium alloy



F43SP pressurised fork



with 100 or 108 mm radial caliper bracket. Features include compression, rebound and spring preload adjustment, with "Speed Sensitive System" damping that responds to the damping speed of the advanced hydraulic sealed and pressurised cartridge.

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'Black Line' Garda cases

Kappa's Garda range with "strong technical and aesthetic features" now includes a new collection of hard wearing Garda cases in an all-black finish.

Garda cases are aimed at "the most demanding sector of the two-wheeler market that demands both safety and comfort when distances are long and loading capacities vary, requiring a modern design combined with functionality". The range includes the KGR52 top case and the KGR46 and KGR33 side cases, both of which can also be used as a top case. The set "is perfect for a wide range of motorcycle makes and models, for which there are dedicated Monokey attachments.

All features of the existing Garda cases are replicated in the new "Black Line" version "with the addition of a touch of style and elegance". With the security of a robust case made of technopolymer, the range "offers excellent resistance to both stress and vibration". All Garda cases can safely "support" an internal load of 10 kg. For the



"Black Line" range, an "N" has simply been added to the model code number.

The KGR52N top case has the same distinctive features as the side case, but with softer lines that have been designed specifically for the "substantial" KGR52N. This top case stands out for its 52 litre capacity and the capability to store two modular helmets.

The KGR46N and KGR33N side cases can be purchased separately or in pairs. The pair is supplied with a one-key configuration

(matching lock barrels) plus a third matching lock barrel to be used in a top case. Designed by Kappa with a square design that offers a 33 and 46 litre capacity, the latter is capable of storing one modular helmet.

The Garda line can further be enhanced with a variety of dedicated accessories like the K635 and K632 backrest, the E125 ring kit to anchor the elasticated net, the TK756 soft, padded inner bag, metallic top racks in black painted metal, a nylon top rack and an optional Security Lock set.

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Davida KOURA full-face – modern standards, retro styling, multiple approvals

British helmet specialist Davida has followed up on last year's well received and extensively updated V3 'Speedster' half shell helmet with another step in the direction of worldwide approvals for its designs and a first entry into the full-face market.

New for 2018, the Davida 'KOURA' is a retro inspired, high performance helmet, clearly identifiable as having the characteristic and popular Davida DNA, with an exceptionally low profile and a "strikingly bold styling that will be impossible to ignore on the streets and the track," says Managing Director David Fiddaman. Certified to ECER22-05 and shortly to be followed by DOT FMVSS 281 & ACU Gold, the new Davida KOURA will be available in early 2018 in both road and race versions.

Davida's first full-face helmet is a result of the enhancement of their technical team with the very best expertise of Italian MotoGP and F1 racing helmet designers who delivered the smallest-profile road-legal Davida Speedster V3 in 2016.

"The intensification of this collaboration, utilising access to the latest helmet design technology and expertise, has created another stunning, high quality,



modern Davida safety product.

"Integrating the clean contours and compact proportions of the 70s and 80s full-face designs, together with key race-bred features, we have achieved an uncompromising fusion of innovative design, exceptional ergonomics and superior comfort that is as authentic in its aesthetics as it is in its advanced technology.

"Achieving road safety standards is the start of our design process, it's not the finishing line. We always work to extend the design boundaries above and beyond conventions, and consumer and industry reaction at EICMA, in the heartland of style, was exceptional.

"Introducing a full-face helmet marks a new era for us. The Davida KOURA delivers everything you'd demand from a high-performance motorcycle helmet together with the level of quality and integrity Davida helmets are known for: compact and close fitting, exceptional ergonomics, high quality paintwork, supremely luxurious interiors and unrivalled fit and product durability - it's beautiful, yet aggressive".

Featuring an advanced 'orbital laminated' GPR composite shell construction for exceptional strength, or even lighter, stronger T700 grade racing carbon fibre,

the shell shape is designed to give optimal weight-balanced ergonomic performance.

Gradually sculptured upwards from front to rear to eliminate clothing interference, six chin air vents provide airflow to a superior optic grade 3 mm ECER22-05 approved F1 performance level anti-scratch, anti-fog visor, with clear and smoke tint replacements available, and optional 3 mm superior optic grade tear-off enabled visors offered for race track or road.

Additional features include secure visor lockdown and easy-release mechanism, multi-density EPS shock absorption liners, additional cheek pad inserts for closer optimal customised fitting. It is supplied with a removable, washable, fast drying, anti-bacterial fabric liner that is interchangeable with aftermarket leather liner kits in five colours.

Secured using traditional webbing strap and a double-D ring, KOURA is available in the Davida 20 core colour range as standard, in two shell sizes, two EPS liner sizes and six different comfort liners in six helmet sizes from XS (54) to XXL (61).

KOURA 
DAVIDA

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GIVI

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PBR “rubber dampened” front sprockets



PBR Sprockets has added to its range for 2018 with an innovative approach to the chain sprocket, taking its steel sprocket and injecting the drilled holes with rubber.

The company says that the result “is a combination of an extremely high strength sprocket that handles the power with an extraordinary fluidity and quietness” - almost a semi-isolation mount effect in terms of the interface between the energy dissipation from the chain and the sprocket body and shaft.

“Compared to the conventional bonding and use of glue, the long-lasting rubber ensures the same reliability, but eliminates the problems that can be encountered when making sprockets with glue seals.

This new design is exclusively available from PBR for all street and race models and the more powerful off-rovers.

Also seen here, PBR’s line of tempered carbon steel C45 rear sprockets for street bikes has been expanded with new applications for 2018 street sport bikes.

PBR says its production process involves an induction temper on the whole of the sprocket teeth area, making it more resistant to sprocket wear, improving chain life and improving the reliability of chain/sprocket settings on long distance journeys and in between service intervals.

For off-road applications, PBR’s all-new precision



CNC-machined C45 steel C-Light rear sprockets are said to “feature all the latest design and manufacturing advances and technical innovations to ensure robust yet lightweight sprockets that can handle the serious duty demands placed on them”.

Said to offer improved quality and reliability, with an attractive weight reducing hole design, they are available in different sizes and colours and can be combined with PBR’s front sprockets range on Enduro and two/four-stroke Honda, Kawasaki, Suzuki, Yamaha and KTM models.

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‘Executive’ modular/crossover helmet with P/J approvals

The Airoh ‘Executive’ helmet “has redefined the features of the full-face helmet as it can transform into a jet and a full-face thanks to the P/J double homologation, offering safety without compromises”.

Airoh says that while the chin guard of all the other modular helmets it has seen on the market has to be taken off and then put into a bag, with the ‘Executive’ the rider just has to press two glove-friendly side buttons to swivel their patented chin bar (“CHS” - Chin Guard Holder System) and house it on the back of the shell, without interference with airflow.

The equally ergonomic, retractable Pinlock equipped sun visor is also easily operated,

flows effortlessly in eight positions and features button-free control from the middle. The company says that the HRT (Highly Resistant Thermoplastic) ‘Executive’ shell was tested for three months in several different weather and environmental conditions, and “the results were outstanding” with it “fitting very well, the comfortable lining not compromised by the twin-modes of the helmet and with the visor offering an exceptional view”.

The ‘Executive’ “represents an innovative variation in the modular/crossover helmet segment and stands out for comfort, great manufacturing details, good aerodynamics and its usability”.



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Rapid Bike shift assist



This new up/down shift assist “represents a big step forward in terms of quick-shifting”, according to Italian add-on and racing parts manufacturer Rapid Bike - a ‘Blipper’ - for models equipped with ‘ride by wire’. Said to “reach unmatched technical standards” and “designed to deliver outstanding performance to race track enthusiasts and further improve riding experience”, the new shifting device exchanges information with their EVO and RACING add-on modules via CAN bus, allowing it to perform auto-calibration of shifting kill-time relative to the pressure applied in both directions - the upper and the lower gear - while matching the specific engine configuration.

This new accessory actually inherits all the benefits and advantages of Rapid Bike’s previous ‘all around quick shifter sensor’, including full compatibility with their YouTune, to manage the pressure level applied for activating shifting operations and modulate the engine response sensitivity when opening the throttle control. The new up/down shift assist will be available in early 2018.

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Feature-rich X.WED 2 dual-sport upgrade



The all-new X.WED 2 is a first update to the Portuguese manufacturer Nexx's

popular dual-sport helmet in which "the only thing that has changed is everything"! The overall look is identical to the original, but "more and advanced features and lots of refinements make this the ultimate all-road, all-weather, wild adventure helmet".

Features include a new peak, an adjustable multi-position system (incline/decline up to 10 mm), reduced weight and improved aerodynamics, strategically designed to provide additional direct air intake and reduce high speed buffeting and vibration. A re-designed ventilation system offers a new three-position upper vent for optimal air intake and the dual-side intakes have a new positioning/angle that allows more fresh air in; it also features a new chin ventilation intake along with improved glove friendly handling and ergonomics.

It is available in three styles, Hill End, Plain and X-Patrol, and more shell sizes; the 3D lining has been improved, and the top liner optimised to conduct fresh air around the head contour; a new chin wind stopper was developed to reduce wind noise and drafts and provide a better snug fit around the neck and lower facial area. A new Emergency Strap System is built into each cheek pad.

Other specifications include



Hill End



Plain

action camera supports in the top of the peak and both sides.

The helmet is equipped to accommodate the NEXX award-winning X-COM Bluetooth communication system, has a tool free adjustable peak extender for highway or off-road use, an 80% tint inner visor with an easy button mechanism that allows operation even in dusty or muddy conditions, a visor with X-lock quick release system (prepared for Pinlock Max Vision) and a special chin shape to reduce breast injury risks from frontal impacts.

The helmet has an X-MATRIX shell (multiaxial fibreglass, 3D organic fibres, special aramid fibres and carbon reinforcement), is ECE/22-05, DOT and NBR-7471:2001 approved, has X-Mart Dry fabrics, a double D-ring buckle, a panoramic eye port, a PC Lexan clear shield with anti-fog position and Super Lock, night vision reflectors, an aerodynamic shell and rim and Ergo padding system.

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X-Patrol



Road-proof ergonomic 46-litre top case



Award-winning Spanish luggage specialist SHAD is celebrating its 25th anniversary this year, and EICMA saw the company continue its prolific new product programme with the new SH46 – “a top case that combines light weight and high capacity with a futuristic design”.

The high-volume load capacity of 46 litres means it is able to carry two full-face helmets and its new, modern design gives it “an elegant look, a perfect fit for any motorcycle and rider”.

Manufactured in durable, robust, road-proof high quality reinforced polypropylene composite, SHAD say the case is resistant to extreme temperatures and protects the interior cargo from impacts, rain, snow and road-wash.

Features include a double locking system, secure mounting, carry handle and advanced, user-friendly ergonomics so it can be opened, closed and locked with just a single, simple one-handed motion. SHAD has also introduced a complete range of accessories



to maximise comfort for the rider and passenger such as integrated backrest, space optimising inner bag and optional cargo rack and brake light.

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BC 5000 EVO+ battery charger

The IP44 weatherproof BC 5000 EVO+ is described as a smart battery charger and battery and alternator tester “with a latest generation

microprocessor to execute a cutting edge eight step charging algorithm”, featuring an embedded temperature sensor to adapt the charge according to ambient temperature. Said to be ideal for complete care of 12V batteries up to 160 AH from the initialisation of new batteries to the recovery and desulfation of used batteries through to long-term maintenance.

Features include three programmes, a maximum charging current of 5 Amp (reduced to 1 Amp for the motorcycle programme), LCD display with digital voltmeter, and on-board guided battery and charging system



test. The Start & Stop programme is optimised for AGM and EFB battery maintenance.

It can be used to charge gel, MF, AGM, EFB, VRLA, Ca/Ca batteries, protects polarity inversion, short circuit, overcharge and overheating, so no sparks, and it verifies if the battery is able to retain its charge. Made in Italy, it comes with a five year warranty and a wall mounting system.

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MT-07 belly pans and huggers

British bodywork and accessories specialist Pyramid Plastics has updated its range of MT-07 belly pans and huggers to include new Tech Black, Night Fluo Grey, Powder White and Yamaha Blue colour schemes for 2017.

Designed to accommodate original fitment and aftermarket Akrapovic and Yoshimura exhaust systems, the hugger comes complete with a built-in chain guard and a substantial extension below the swingarm, offering superior protection for the linkage. Providing added protection, as well as a unique aesthetic, Pyramid’s colour matched parts “really help to set one MT-07 apart from the rest”.

Pyramid offers hugger extensions for over



75 models and counting, with over 350 Extenda Fendas available from inventory. Founded in 1986, Pyramid ship worldwide direct from their UK factory.



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Race-bred LeoVince LV-10

The LV-10 is a slip-on that Italian exhaust specialist LeoVince developed in collaboration with Moto2 and Moto3 teams and “comes directly from our experience in MotoGP and SBK racing”.

“We designed an exhaust system with extremely compact dimensions to grant maximum weight reduction, the best performance and the unmistakable LeoVince racing sound,” says LeoVince’s Stefano Patelli.

The LV-10 is manufactured entirely from AISI 304 stainless steel, the LV-10 body sports a matt titanium look finish and a laser-etched LeoVince logo.

“For those who love the dark tones, we also developed the ‘LV-10 Black Edition’ with its matt black finish. The rear stainless steel mesh embellishes the sandblasted end cap to give it an

extreme racing look”.

Internally, a high thermal resistance (900 °C) fibreglass wool is applied with the use of a single proprietary and volumised yarn, to allow the sound-absorbing material to expand freely without the fibres losing integrity - this is said to greatly increase durability. It comes with a precision laser-cut bracket.

Currently available for ZX-10R Ninja (low and high mount), Z-900, YZF 1000 R1, MT-10 models and Ducati’s Scrambler 800 ‘Desert Sled’.

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USB chargers and the art of ergonomics



In an era in which creature comforts and rider conveniences are at a premium, why is it that the positioning of a 12V power socket is often an afterthought for many motorcycle manufacturers? For TecMate, delivering powerful and reliable USB chargers that fit well and are positioned conveniently, and won't kill the motorcycle battery, are major considerations.

The most recent offering, the OptiMate USB O-115, is a great fit for Triumph and Ducati Multistrada Enduro models. The popular O-105 90° dual 3300mA USB charger has been designed to fit BMWs and other motorcycles that have their 12V power socket fitted on a side panel or on the side of the motorcycle.

The new O-115 in-line (or 180°) version came about when TecMate realised that the position of the 12V socket on Triumph Tiger 800 motorcycles (for example), tucked into the centre of the steering assembly next to the ignition key socket, limits space for a plugged in USB charger and cables – it simply isn't ergonomic, increasing the chances that it catches or touches the steering bar assembly when turned hard right during parking lot manoeuvres.

Enter the O-115 in-line, with the USB charger body moving the USB sockets and inserted cables out of the way. Sometimes it is the small things that make the big difference! It's also the perfect solution on motorcycles such as the Ducati Multistrada Enduro, which has its 12V power socket tightly tucked into a corner on the front dash. The O-115 delivers 3300mA of USB charging power through two sockets lined with a unique weatherproof seal and cap system – TecMate say that you can plug in any USB cable and the connection is rendered instantly



waterproof.

The microprocessor-controlled motorcycle battery protection senses if the motorcycle has been parked, allowing up to 3 hours of charging before shutting down, or, if it senses the motorcycle battery is down to 50% charge, it shuts down immediately. TecMate CEO/CTO Martin Human described the USB charger strategy by saying "we cannot control where the motorcycle companies decide to put their power sockets, but we can give their customers a USB charger that delivers a user-friendly solution that speaks to the real world circumstances in which they do their miles. This thinking has brought about a number of innovative solutions, and we have more to come."

tecMATE
OptiMATE

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#MOTOEVOLUTION

X-Concept chest protector and Siachen body suit

Updated 'Portland' urban jacket



Prolific Italian off-road parts, accessory and apparel specialist UFO Plast has followed up on the success it has had with its award-winning Limited Edition anti-shock 'Diamond' helmet with sliding visor system by introducing several more new lines and additions to existing programmes for 2018.

Designed to provide the highest protection with maximum comfort for all off-road riders, the new 100% Made in Italy X-Concept is the latest chest protector developed by the UFO Plast R&D team. Characterised by an exclusive rigid plastic X-joint that is said to guarantee "a remarkable central strength without compromising its flexibility", it has useful lateral supports, a fast and easy lock, large size removable straps to "make it extremely protective and versatile" and an internal EC-approved micro shock rear protection with an "accurate ergonomic design to enhance freedom of movement and optimise ventilation."

Also seen here, the UFO Siachen body suit has been developed by adopting INUTEQ-DRY refreshing evaporative technology, which offers its best performance in low and medium humidity, non-extreme ambient conditions where the intensity of airflow on the body can determine the effects and duration of the refreshing action.

Lightweight and said to be extremely comfortable and lightweight, it adheres perfectly to the body thanks to its ergonomic design, and unlike many other body suits, it doesn't require the use of refrigeration or chemicals to reduce thermal stress and fatigue and maintains a pleasant, fresh feeling for the rider.

UFO Plast says that "thanks to the unique technology used (it is not moistened or wet), the vest can be worn under other garments. The exclusive cooling technology means it remains 100% dry inside and outside, has refreshing effects up to 15°C/59°F lower than ambient temperature for up to three days, is machine washable, has antibacterial properties, is easy to use and reuse and is EU-approved (EC REACH Regulation No. 1907/2006)." Finally, UFO Plast has added to its popular Sirius and Bullet goggles with its "latest generation" Mystic – a price-point option that still has "cutting-edge features", including extreme lightness, wide vision, ergonomic design, removable nose protection and excellent fitting to the radius of different curvature helmet models. The soft sponge cloth that lines the rim improves adhesion and prevents leaks of perspiration.

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Described as featuring a "timeless cut", the two-layer 'Portland' urban jacket by Hevik is now offered in an additional colourway (Navy Blue), with the whole range now having "optimised fabric thickness" and further detail improvements such as an improved feel and comfort outer "wax cotton" layer.

'Portland' is a double-layer urban jacket with a fixed waterproof membrane and detachable thermal layer that can easily be worn for most of the year. The outer shell is made of cotton soaked in paraffin based wax. It has an array of front pockets and closes using a full-length zip, with wind stopping button-down flap. Adjustments can be made by waist and cuff straps. The standard issue includes CE-approved protectors (Level 1) for shoulders and elbows and is back protector ready. Colourways are navy blue, black and grey in sizes from S to XXXL.

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New Wunderlich corporate headquarters

October saw the groundwork begin for a new corporate headquarters for German BMW parts specialist Wunderlich.

The company will relocate its operations from Sinzig am Rhein to Grafschaft Ringen in the Rheinland Innovation Park.

Founded in 1985 by owner and managing director Erich Wunderlich, the company has established an excellent reputation in the motorcycle industry with its innovative, high-quality products for BMW motorcycles and currently has 60 employees, of which 21 are

engineers, technicians and master craftsmen.

Announcing the news, Erich Wunderlich said: "In our company, all departments from development and product management through to purchasing, materials management, production, quality management, sales, customer service, logistics, marketing, all the way to the flagship store are able to work on a connected and integrated basis. The new premises will enable us to expand while keeping that culture."

The new facility will be 5,500 sq m, a substantial increase from the 1,800



The 6m euro investment will give the BMW parts specialist a 5,500 sq m facility

sq m existing facility, and represent an investment of around 6m euro. "This means that the conditions are set for the future growth of the company," added Felix Wunderlich.

"The laying of the foundations for the Wunderlich GmbH corporate headquarters will take place later this year and the move-in date is planned for the turn of the year 2018/19."

Motorcycle Trade Expo - January 14-16, 2018

While the UK motorcycle industry eyes 2017 registration statistics, that may or may not indicate that the market has softened in 2017 after consecutive years of growth, Europe's leading, dedicated Dealer Expo is set to be a sell-out in exhibit space terms. The 23rd annual Motorcycle Trade Expo at Stoneleigh Park, near Coventry, England (January 14-16), will kick off the 2018 European motorcycle industry shows with some 90 percent of available exhibit space already sold by the end of October. A steadily increasing domestic UK dealer and international trade visitor attendance has continued to reinforce Motorcycle Trade Expo as the leading UK industry showcase and as one of Europe's primary international gatherings. Speaking about the timing,



venue and format of the show, organiser Mark Mayo told IDN that "we are committed to continuing to make Expo an even bigger success each year. The January timing is overwhelmingly supported by the retail trade as the perfect pre-season launch pad to appraise new products and

services all under one roof. "Expo's proven three-day, trade-only format provides the perfect environment for dealers to evaluate and buy at the right time for their business."

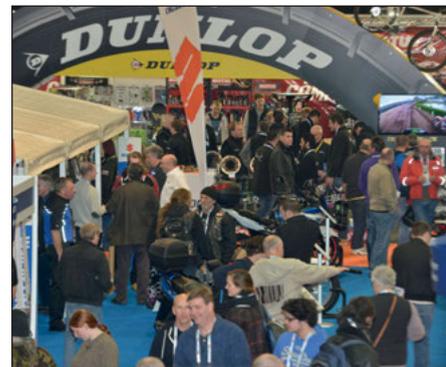
The organisers have worked hard to develop a series of incentives and initiatives to bring the UK market together to ensure Expo's success, and Mark went on to say that "Expo offers all exhibitors and visitors real value for their investment. As we head into our 23rd year, we have an unmatched track record in successfully staging an expo that genuinely brings the trade together."

"Motorcycle Trade Expo has grown to become the most successful and dedicated motorcycle trade-only event in Europe."

The organisers are rigorous in their efforts to ensure a trade-

only attendance, and the facts surrounding the show are impressive. Research says that 85 percent of Expo visitors are decision makers (Managing Directors, Directors, Owners, Managers or Dealer Principals); 68 percent of visitors return each year, and a massive 9 out of every 10 visitors say they find their visit worthwhile.

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