

INTERNATIONAL DEALER NEWS

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FEB/MAR '21
ISSUE #159

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CMC launches motorcycle 'Basic Specification' for Cooperative Intelligent Transport Systems

Founded in 2016, the Connected Motorcycle Consortium (CMC) is a multi-manufacturer effort to establish a common standard that would be a foundation on which motorcycle makers could base interconnectivity systems and devices (Cooperative Intelligent Transport Systems/C-ITS) for motorcycles to be able to communicate with other vehicles. After four years, December 2020 finally saw the members of CMC (ACEM, BMW, KTM, Honda, Yamaha, Suzuki and Triumph) publish the 'Basic Specification' - a set of documents addressing various topics related to the introduction of C-ITS for motorcycles, such as the system triggering conditions, localisation accuracy, algorithms and communicated data, as well as rider interface and antenna performance. ACEM's Antonio Perlot stated: "This breakthrough result is the outcome of all the efforts made over the years by CMC members. They have been working intensively to achieve this goal

and have made significant progress in this area through several studies, the development and evaluation of prototype bikes and through meetings and discussions with different major stakeholders.



"The CMC built on the ACEM Memorandum of Understanding on Cooperative Intelligent Transport Systems - motorcycle manufacturers, suppliers, researchers and associations joined forces with the objective to make motorcycles part of the future

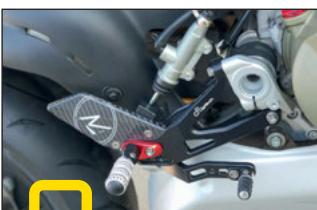
connected mobility". The primary first objective of the consortium has now been achieved by meeting the stated aim to define common 'Basic Specifications' for C-ITS systems for motorcycles and have them ready for publication by the end of 2020.

C-ITS allows road vehicles to communicate with each other, with roadside infrastructure and with other road users. C-ITS has a high potential to prevent accidents, especially for motorcycles. CMC has been working on around 30 applications in which connectivity would warn drivers and riders of potentially dangerous situations.

"The integration of motorcycles in the C-ITS ecosystem will bring significant safety benefits and will lead to better integration of motorcycles in the transport system," said Perlot.

Claire Depré, Head of Unit - Sustainable & Intelligent Transport at the European Commission's DG Mobility and Transport, congratulated CMC "for the work carried out, for bringing much more innovation and

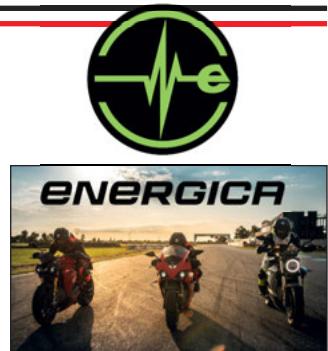
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THE 'BUSA IS BACK IN TOWN

**THE
BRADLEY
REPORT™**



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Claus Menne

Product specialist SBS
Former professional MX rider

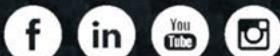
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NEWS

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SUPERSPROX

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It's all about stability - "It is not by chance that Supersprox sprockets have been fitted on all the winning bikes in the Dakar Rally since Cyril Despres in 2005," says Supersprox General Director DJ Maughfling.



TECMATE

52

The OptiMate Lithium 4s 10A delivers "Double the Power, double the features," according to CEO and CTO Martin Human. "Like every OptiMate battery charger, there is always more built into the advanced circuitry."



RESURGENCE GEAR

12

Launched in Canada in 2013, UK based European DOT4 Distribution says that the 'secret sauce' in Resurgence Gear's new riding jeans is PEKEV - "an innovative protective lining material" that meets CE EN13595-1 with a level 2 status.

BRADLEY REPORT

24-31



BMW

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Delivering over 169,272 motorbikes and scooters in 2020 despite the pandemic, 'Munich' says it recorded its second-best sales result in its history. See also Page 64 for news about BMW's decision to shake up the motorcycle industry Expo orthodoxy.



KYMCO

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"Made in Italy" by KYMCO! The Taiwan manufacturer is to make its new 127 mph RevoNEX - a conventional layout-friendly electric scooter - in Italy as it specifically targets European customers.



BIMOTA

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The new built-in-Italy, Kawasaki-backed Bimota iteration finally started releasing production models of its "radical and innovative" limited edition Ninja H2 powered Tesi H2 in the final quarter of 2020.



KTM

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The new KTM 1290 Super Adventure S is clearly aimed at taking sales away from BMW's sector dominance. Ushering in a "new era of engineering mastery" and "performance-focused technology", KTM claims it is "invigorating the over-1000 cc Adventure segment".

PROGUIDE

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The future is mixed. Enjoy!

The news that the Connected Motorcycle Consortium (CMC) has published its first stage 'Basic Specification' to allow manufacturers to plan moves towards a V2V (or at least motorcycle-to-motorcycle) common standard is very important. This will enable rival brands of machines to 'play nice' with each other and other road users in the 'Brave New World' of autonomous driving.

A future in which Level 4 or 5 True Self Driving (TSD) fully autonomous vehicles will be able to read and recognise motorcycles, communicate with them, and vice-versa. Many so-called collision avoidance devices and systems are already found in vehicles (cars especially), but Advanced Driver Assistance systems (ADA) are just Level 0, 1, 2 and 3 stages on the way to TSD full (but not full-time) autonomy. When Level 4 and 5 are with us, motorcycles will have to be recognisable to all vehicles and be able to integrate their systems with all other vehicles.

Seamless V2X (Vehicle to Everything) is going to need a common communications standard through which to be able to exchange information to make C-ITS (Cooperative Intelligent Transport Systems) practical.

The defining of the 'Basic Specification' isn't the end of the process, but it is the end of the beginning. It has been four years in the making, and an all-important and entirely necessary first step in a process that could give future users of two wheels unimagined levels of safety and convenience. The Consortium has seen BMW, Honda, Triumph, Yamaha, Suzuki and KTM (ACEM is also a member) form a working party which, through several studies, the development and evaluation of prototype bikes and through meetings and discussions with different major stakeholders, has achieved that critical first stage.

Do not underestimate just how huge this has the potential to be for our industry. As ACEM Secretary General Antonio Perlot stated: "The integration of motorcycles in the C-ITS ecosystem will bring significant safety benefits and will lead to better integration of motorcycles in the transport system."

But in fact, it goes way deeper even than that.

It is impossible to underestimate just how far our industry needed to move from the dawning of the first European Motorcycle Multi-Directive in 1996, and equally impossible to overestimate just how far in the right direction the industry has travelled since then.

The 'Gang of Six' are still hoping that other manufacturers will now be minded to 'come on board' as, either way, they will have to work with whatever standards are developed. December saw 'The Six' sign up to a second stage - CMC 'Next' - that already got underway in January.

This second phase will see the approach widened and the work include investigating the conspicuity of motorcycles by ADA systems. This stage will look at creating synergies between on-board sensor systems and connectivity and define further essential functional requirements.

The 'Basic Specification' is a first step to ultimately being able to describe the function of motorcycle V2X systems - which will include 'Vehicle-to-all-Vehicles' and 'Vehicle-to-Infrastructure'.

Motorcycle systems will need to be able to mesh V2X or DSRC (Dedicated Short-

Range Communications) with the communication systems in the rest of the road transport industry. For example, motorcycles need to be able to integrate with the on-board sensor systems (radar, camera, etc.) and driver assistance systems being developed in the automotive, rapid transit and road freight markets.

Don't let anybody be under any illusion - this is not trivial. It may be a long-term issue, but it is one that places an opportunity-rich future for the PTW industry in opposition to an otherwise existential crisis with no apparent future for PTWs. At present, the most advanced so-called autonomous systems being trialled and installed by the automotive industry are delivering Level 2 semi-autonomy, basically 'driver assist' rather than 'driver replace'. If Tesla continues to develop its AutoPilot, then it will break into Level 3 semi-autonomous territory at some stage soon. From there to Level 4 and 5 is a huge leap, but after that the differences between Level 4 and 5 are subtle.

Both allow Artificial Intelligence (AI) to drive the vehicle. The primary difference is that Level 4 permits engagement of the automatic system only within the scope of the vehicle's pre-defined Operational Design Domain (ODD). In Level 5 there is no such set of limitations. Both are "True Self Driving", but both can also be driven by a human.

The SAE J3016 standard (actually, it's more of a protocol) stipulates that in all circumstances and in both levels the system can be overridden by a human. It is not a prescription for full-time autonomy, neither is it necessarily about 'driver replace' - but neither level stipulates that a human driver MUST be available in the vehicle.

The issues of the democratisation of transport, safety, energy and emissions are so huge that a connected and largely electric future transport policy is a genie that will never go back into the bottle.

However, provided that motorcycles are integrated into that traffic ecosystem, then our industry can continue to co-exist with autonomous vehicles, but it will be in a mixed ecosystem where some vehicles are being controlled by AI some of the time, some by humans some of the time and, in the case of PTWs, by humans all of the time.

With apologies to Yamaha's 'Motobot', without transporting humans as their mission, there would be no practical reason for PTWs to exist. All the other functions to which they could conceivably be purposed to would be better fulfilled by alternate solutions.

SAE J3016 guarantees that the future traffic ecosystem will be a mixed one. Therein lies the potential salvation of the motorcycle market. If motorcycle manufacturers 'get it right', then semi and full autonomy could be the 'Golden Ticket' our Chocolate Factory has been looking for ever since 1996.

**J3016 keeps
the human
role**

Robin Bradley
Publisher

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Germany - 2020 motorcycle registrations +16.89% (theoretically)

Having been +50.71% in September at 10,429 units, +33.45% (6,630 units) in October, and a staggering +116.75% in November (5,850 units), the latest rather surreal new motorcycle registration statistics from the IVM, the motorcycle industry trade association in Germany, shows new

motorcycle registrations were up by a ridiculous +328.56% (8,297 units) in December as the European motorcycle industry again disappears down the rabbit hole of regulation-busting pre-registrations.

As seen elsewhere in Europe, 2020 ended with a rush to pre-register

unsold Euro 4 units that do not meet the strict timescale criteria set by the EU for the end of series derogation approved in advance of Euro 5 final implementation. This has no doubt distorted the statistics in Germany, Italy and the United Kingdom and most of Europe's markets - majors and otherwise.

Total motorcycle registrations for 2020 in Germany are put at +16.89% for the year at 132,126 units. However, preliminary research by IDN suggests that between 8,000 and 10,000 of those are still sitting unsold in dealership and importer storage.

In total PTW terms, the inflation of the registration statistics is even more pronounced with the full year said to have been +32.34% at 218,778 units (+365.38%/13,538 units in December; +135.04%/10,290 units in November).

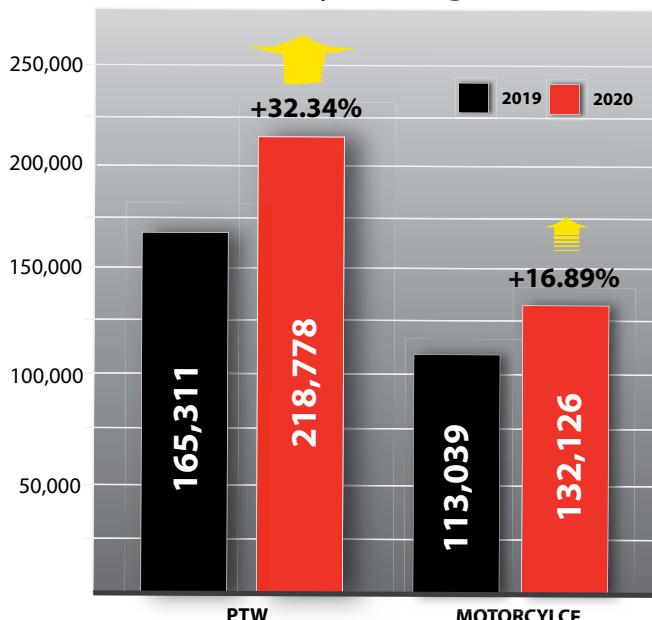
In the context of 2020, the motorcycle registration statistics in Germany for 2020 have been remarkable - it has been a good year in Germany despite everything. The market demonstrated the same promising start to 2020 that was seen elsewhere in Europe, and after the decline in March and April it started to recover strongly in May - suggesting that demand hadn't gone

away, with consumers buying when they judged the moment right to do so. However, the official statistics in the final quarter of the year cannot be regarded as being accurately reflective of real levels of consumer demand.

In motorcycle market share terms, BMW remained leader with a modestly reduced market share (20.22%) but higher unit sales at 26,712 units - BMW had five models in the top twenty best sellers. KTM is in second spot in market share terms, with an improved market share at 12.46% (16,464 units), followed by Honda (11.64% share, 15,379 units), Kawasaki (11.23% share, 14,838) and Yamaha in 5th spot (9.65% share, 12,748 units sold).

The top selling model was BMW's R 1250 GS (9,228 units), followed by the Kawasaki Z900 (Z650 in fourth), Yamaha MT-07 third (Ténéré 700 in 7th), KTM 690 SMC, 790 Duke and 390 Duke in 5th, 6th and 8th spots, Suzuki GSX-S 750 in 9th and Honda CMX 500 Rebel in 10th, one spot ahead of the CRF 1100 Africa Twin. 2019 saw the German motorcycle market grow by +4.38% to 113,039 units, with PTW sales growing by +6.53% to 165,311 units.

German full year registrations



Spain: Total PTW registrations -9.23% for 2020 full year

With motorcycle registrations having been -17.52% (13,299 units) for October and -18.50% (10,725 units) for November, the latest data from ANESDOR, the motorcycle industry trade association in Spain, shows a good December at +19.23% growth (12,685 units), to finish the year at -11.55% (155,298 units).

This represents a dramatic recovery for the market in Spain, where new motorcycle registrations were -46.64%, -94.43% and -43.68% for March, April and May respectively (21,174 units sold, compared to 52,179 in 2019). In full year terms, the year was still the third best seen in Spain in new motorcycle registration terms since before 2009.

In terms of total PTW registrations in Spain, the -9.23% decline (176,691 units) also represented the third best market performance there since

2009, with Moped registrations continuing their market recovery to close out 2020 at +12.13% (21,393 units), with electric motorcycles said to account for 8% of the total market (+17% at 14,910 units).

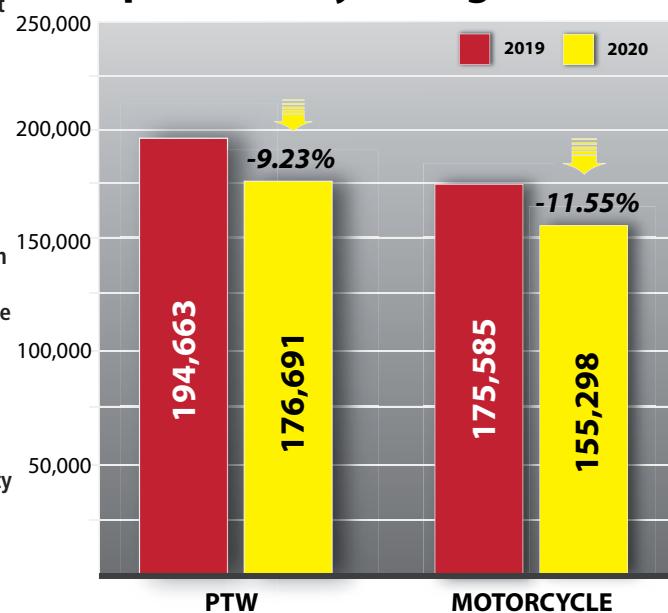
Jose Maria Riano, General Secretary of ANESDOR, said that "given the complex circumstances, it has been a positive year for the sector. The pandemic and resulting two-month market shutdown in the spring has caused an overall decline in general sales compared to 2019, but the advantages of PTWs as an urban mobility solution have been further amplified. The figures are less negative than might have been expected, especially compared to the automotive sector."

The top selling models in Spain YTD have been the Kymco Agility City 125, Honda PCX 125 and Yamaha NMAX 125. Honda

remains overall market share leader with 18.2% of the Spanish market (28,264 units), followed by Yamaha, Kymco, BMW, Piaggio and Kawasaki (7,757 units sold for a 5.0% share).

For comparison, new motorcycle registrations in Spain were +11.07% in 2019 (at 175,585 units) and +14.32% in 2018 (158,086 units).

Spanish full year registrations



Poland: 2020 new motorcycles +14.20% (theoretically!)

As elsewhere in Europe, the new motorcycle registration data for Poland for 2020 is distorted because of the pre-registration of non-exempt Euro 4 inventory before the Euro 5 deadline became effective on January 1, 2021.

However, the latest data from the motorcycle industry trade association in Poland (PZPM) shows new motorcycle registrations at +259.24% in December (2,662 units), having been +61.91% in November (999 units), but a more reasonable +26.33% in October (1,113 units) and +24.84% in September (1,528 units). Despite the November and December distortions, at +14.20% growth for the full year (21,815 new units in total), the Polish market has overcome the negative effects of the

pandemic seen in March and April.

As elsewhere in Europe, the Polish market got off to an excellent start (although on low volumes), having been up by +51.74% and +22.06% in January and February respectively before the pandemic hit sales.

New mopeds are -4.33% (18,340 units) for the full year, with total new PTW registrations for 2020 +4.91% (40,155 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) that are receiving their first domestic Polish registration; these machines provide valuable service, maintenance and PG&A income

for Poland's franchised and independent motorcycle shops and other retailers - and for the vendors they buy their parts, accessories and apparel from. When these units are factored in, the total number of new and used motorcycles sold from January to December was 81,969 units, which is just -3.40% compared to the same period in 2019.

The total of new and used mopeds combined registered in Poland YTD was 27,662 units (-3.94%), with total new and used PTWs at -3.54% for the full year (109,631 units).

For the record, full year 2019 total new motorcycle registrations for Poland were +31.53% (19,103 units), with the total of all new and used PTWs at +12.35% (113,650 units in total).

STAT ATTACK

Austria: Arge2Rad 2020 data shows a Euro 4/Euro 5 pre-registration distortion in Austria, with a growth in PTW sales of +12.57% (46,099 units sold). A final quarter figure of +177.02% (7,053 registrations) must include some "inventory management". In its home market, KTM is motorcycle market share leader, having sold 5,026 units, followed by Honda, Yamaha, BMW and Kawasaki. Vespa is the market-leading scooter manufacturer (7,899 units) and overall the bestselling PTW brand.

Switzerland: MotoSuisse data shows total new 2020 Swiss motorcycle registrations at 29,450 units (+21.65%). December saw growth of +76.89% (773 units), although on low volumes it suggests pre-registration of unsold Euro 4 inventory, as elsewhere. In total PTW terms, there was growth of +17.43% (49,783 units). Yamaha was motorcycle market share leader (5,172 units), Kawasaki second (4,080 units) and BMW third (3,643). Vespa is the leading scooter brand (4,810 units).

USA: The MIC reports powersports sales increased by +18.4% in the US in 2020, with motorcycle and scooter sales rising +11.4%. The MIC retail sales reporting system gathers new motorcycle, scooter and ATV retail sales data from 14 leading manufacturers and distributors, and reports that sales of on-highway motorcycles were steady, while sales of off-highway motorcycles spiked with sales up +46.5% in 2020. Sales of ATVs also jumped, rising +33.8% over 2019.

Australia: The FCAI says the Australian motorcycle market (including ATV/SSVs) saw 108,926 units sold in 2020, an increase of 19,727 units (+22.1%) over the full year 2019 (89,199 units). On-Highway Vehicles (OHVs) grew significantly with 24,856 vehicles sold (+6,950/+38.8%). Off-road motorcycles also grew strongly at 44,697 units (+30.3% over 2019's 34,298 units). Road bike sales increased by +9.2% at 34,912 units. Scooters was the only declining segment with 4,461 units sold (-11%).

Japanese exports: Data from JAMA shows that motorcycle shipments to Europe from Japanese factories declined by -26.53% in 2020 (130,038 units; down from 177,005 in 2019). After a strong start to the year (Jan-March, 65,744 units exported), exports declined heavily from April to December (just 64,294 units). In total PTW terms, shipments to Europe were -24.60% for the year (144,127 units). Japanese made motorcycle exports to USA were -27.63% for 2020 (42,931 units), and worldwide PTW exports -21.29% (311,998 units).

Italy - 2020 motorcycle registrations -4.86% (theoretically)

According to the latest data from ANCMA (the motorcycle industry trade association in Italy (and the owner of EICMA)), the Italian motorcycle and scooter markets ended a tumultuous year having recovered a lot more of the lost sales that, at one stage, looked like they were going to set the Italian market back years.

Having been +1.94% (6,502 units) in October, and massively up in November at +41.14% (5,012 Units) new motorcycle registration in Italy in December were up by +46.36% at 4,038 units to finish the year at -4.86% (94,108 units, compared to 98,917 in 2019).

However, as with the scooter and moped figures from ANCMA, and as seen elsewhere in Europe as the year ended (looking at you, Germany and United Kingdom), pre-registration of unsold Euro 4 units that do not meet the strict timescale criteria set by the EU for the end of series derogation approved in advance of Euro 5 final implementation have no doubt distorted the statistics in Italy and most of Europe's major markets.

Total PTW registrations are put at +23.98% for December (7,630 units) and +20.05%/11,012 units for November to close out the year at

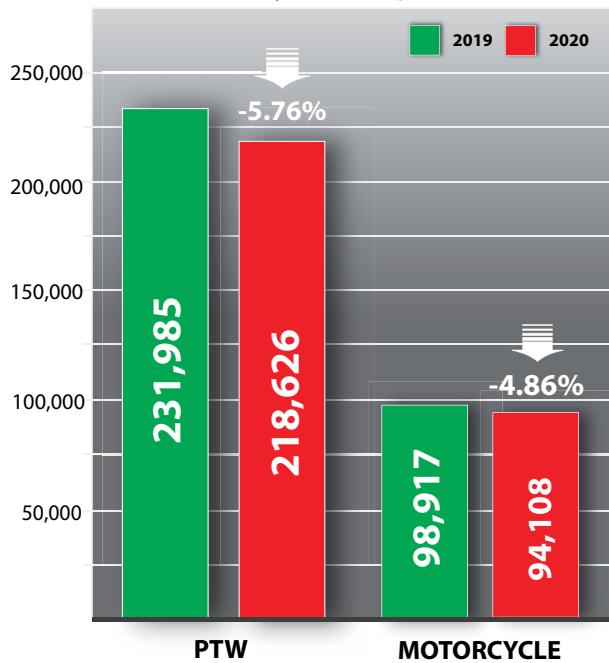
-5.76% (218,626 units, compared to 231,985 in 2019). Scooter sales are put at -6.43% for 2020 (124,518 units).

The top selling motorcycles in Italy for 2020 have again been the Benelli TRK 502/502X (3,569 units), followed by the BMW R 1250 GS (3,188 units), and the Honda Africa Twin (2,926 units). The top selling scooters remain

the Honda SH 150, 300 and 125 range (in 1st, 2nd and 4th spots respectively), with the Piaggio Beverly 300 ABS, Liberty 125 ABS and Medley 125 in 3rd, 5th and 8th.

The Kymco Agility 125 R16 was 6th, with Yamaha's big TMAX scooter in 7th place, and the company's XMAX 300 in 10th behind the Honda Forza 300 (9th).

Italian full year registrations



Netherlands - 2020 saw highest motorcycle sales since 2009

According to the latest data from RAI Association, BOVAG and RDC in the Netherlands, 2020 saw the highest number of new motorcycles sold in the Netherlands in more than a decade with 14,622 new units registered, an increase of +4.7% compared to 2019 (13,962 units).

In addition, the "specialist trade sold an absolute record number of 52,175 second-hand motorcycles. The corona crisis is having a major influence on travel behaviour," says RAI spokesperson Floris Liebrand.

"Since the crisis started last March, the need for individual transport has

grown. This is not only noticeable in the sale of bicycles and scooters, but also in the registrations of new and second-hand motorcycles - this despite the international lockdowns in the spring, which halted the supply of parts and the production and distribution of two-wheelers worldwide.

"As a result, new engines already on order could not be built and stores were not stocked. From the summer months on, there was a clear catching up that continued until the end of the year."

"RAI Vereniging and BOVAG are happy with the popularity of the

motorcycle. Motorcycling is 'in'. People not only opt for the great experience of motorcycling, but also for the practical side. The moto is ideally suited to move from A to B quickly, safely, cleanly and hygienically in today's society."

"The potential is enormous, as only half of the 1.5 million Dutch motorcycle licence owners currently own a motorcycle. Moreover, the moto fits into an urban mobility policy, with parking space at a premium. The sector is also accelerating its efforts to improve sustainability with the development of cleaner engines."

NETHERLANDS - MOST POPULAR (NEW) BRANDS SOLD IN 2020

1. BMW 2,541 units (17.4% market share)
2. Yamaha 2,477 units (16.9% market share)
3. Kawasaki 2,197 units (15.0% market share)
4. Honda 1,235 units (8.5% market share)
5. KTM 1,175 units (8.0% market share)

UK: 2020 motorcycle registrations -3.91%

As seen elsewhere in Europe, 2020 motorcycle registrations in the UK ended with a rush to pre-register unsold Euro 4 units that do not meet the strict timescale criteria set by the EU for the end of series derogation approved in advance of Euro 5 final implementation. This has no doubt distorted the statistics in the UK, Germany, Italy and most of Europe's markets - majors and otherwise.

According to the latest available data from the MCIA, the motorcycle industry trade association in the UK, motorcycle registrations were +53.99% in December, at 7,042 units, and were also likely distorted by pre-registrations in October and November too - maybe even as

far back as July 2020. For the whole of 2020, registrations are said to have been down by only -3.91% at 96,539 units for the year.

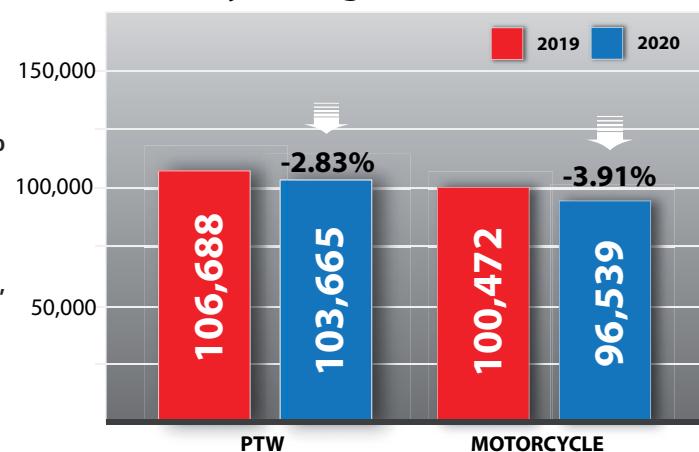
In total PTW terms, December was reported to be +57.17% (7,808 units), with registrations running at -2.83% (103,656 units) for the full year.

In further evidence of the rush to pre-register unsold Euro 4 units in the UK, Honda dropped to the number 3 spot in market share terms in December (having been the market share leader all year), behind Lexmoto and Suzuki. By way of context - motorcycle registrations in the UK grew slightly in 2019, +0.72%, with 100,472 units sold. Along with Italy, France, Germany and Spain,

the UK remains one of Europe's 'Big Five' markets (actually, the fifth largest) and between them

they account for just over 80% of annual new registrations in Europe.

UK full year registrations



Sweden: 2020 motorcycle registrations +23.48% (theoretically)

Although the December 2020 motorcycle registration data in Sweden has clearly been affected by pre-registration of non-exemption qualifying Euro 4 units (before the deadline at the end of December), it has nonetheless been a good year for new unit sales in Sweden, despite the pandemic.

The latest data available from the motorcycle industry trade association in Sweden (McRF) shows new motorcycle registrations at an unrepresentative +678.34% in December at 2,156 units, having been a more sensible but still

good +13.88% in November (402 units) and -6.94% in October (496 units).

For the full year 2020, cumulative new motorcycle registrations were +23.48% for the 12-month period at 14,798 units.

Indeed, although on low volumes, the growth seen in January and February 2020 was spectacular at +89.90% and +35.12% respectively. For the record, by the end of 2019, they were +2.31% at 11,983 new motorcycles registered (compared with 11,713 in 2018).

McRF CEO Niklas Kristoffersson said

that "it has long been clear that 2020 would be a record season. Not since 2009 have so many new vehicles been sold.

"The corona pandemic has hit many industries financially, but for us in the two-wheeler industry, we have not seen such positive figures for an exceptionally long time.

"It is clear that many new customer groups have discovered the benefits of driving a moped or motorcycle, and we look forward to the growth continuing in 2021.

"Moped registrations were

(theoretically) +70.15% for the full 12-month period (22,941 units), but with December's number distorted by the Euro 4/Euro 5 issue, we can expect to see the numbers for the first months of 2021 appear to be softer than is really the case." Up until October, the moped market was running at around +15% for the YTD.

Total PTW registrations were (theoretically) +48.19% for the 12-month period at 37,739 units, but had been running at a more realistic but still particularly good +11/12% for the first nine/ten months of the year.



G.FASTBACK

G.DAKAR

G ADVENTURE LINE



G.ESCAPE



G STELVIO

NEWS BRIEFS

Fantic Motor and Yamaha Motor Europe have concluded discussions for the closing of the deal for Fantic Motor to buy 100% of the shares in Motori Minarelli from YME. The consultation process included the European Works Council of YME and the Local Works Council of MM in order to "safeguard the current employment levels". Yamaha says the deal will strengthen "the existing YME and Fantic Motor synergy to move the collaboration between the two companies to the next level in the fields of motorcycle and e-mobility".

Korean rider communications manufacturer SENA is forming a strategic alliance in 2021 with Italian company Interphone, who will use SENA's proprietary Bluetooth and Mesh 2.0 technologies - meaning its kit will be able to communicate with SENA's own Mesh 2.0 models.

Royal Enfield continues to extend its global footprint and is now "taking it to the Man" with the opening of its latest standalone flagship store - in Tokyo. Its local distributor PCI Co. Ltd. will introduce five models into a Japanese market in which there are emerging signs of growth ahead for low-cost lightweights - the Bullet 500, Classic 500, Himalayan and the Continental GT and Interceptor 650 twins.

As British Superbikes (BSB) prepares for its 25th season, Bennetts, the UK motorcycle insurer, is returning as the title sponsor for two further years (2021-2022), having agreed a new deal with series promoter MotorSport Vision Racing (MSVR).

In December the Italian government is reported to have approved legislation which, if enforced, could see a "significant tax deduction for those purchasing EU-certified airbag protective clothing" - a vest or jacket. Subject to final approval, under the regulation Italian motorcyclists could be refunded anywhere between 20% and up to 50% of the cost of EU-certified airbag protective motorcycle clothing, up to a limit of €250,00.

Created by Macau entrepreneur Faye Ho, Motul has announced a partnership with the three-rider, BMW supported FHO Racing team for the 2021 BSB Championship and international road races. The team will be on the 2021 BMW M 1000 RR and has been formed from the foundations of the successful Smiths Racing operation - riders will be Peter Hickman, Xavi Fores and Alex Olsen.

<<< Continued from cover contributing to the safety of the overall transport system."

At the presentation of the 'Basic Specification' documents and signing of the extended CMC 'Next' agreement between the manufacturers, BMW stated that "for decades, BMW Motorrad has been leading the way with regard to improving motorcycling safety. As a founding member of the CMC, BMW Motorrad will continue to work together with other renowned manufacturers to further increase the safety of motorcycling and to make riding pleasure on two wheels even safer and more attractive".

The next phase will now see the approach widened and the work include investigating the conspicuity of motorcycles by ADAS systems (Advanced Driver Assistance System). This 'system' approach looks at creating synergies between on-board sensor systems and connectivity. "The 'Basic Specification' is a first step to describe the function of motorcycle V2X systems (Vehicles to Everything - which includes 'Vehicle-to-Vehicle' and 'Vehicle-to-Infrastructure'). In a further step beyond 2020, the participating manufacturers will define further essential functional requirements to standardise in detail. Now that motorcycles will be able to develop standardised communication, a further crucial step for CMC 'Next'



Photo: Autotalks Ltd.



Antonio Perlot



manufacturers encourage other motorcycle manufacturers, suppliers, car manufacturers and the other related organisations to join the cooperation to further pursue the deployment of new elements for motorcycle safety.

Executive Officer Takuya Kinoshita, Chief General Manager of Motorcycle Business Operations for Yamaha Motor Co. Ltd., stated: "The future of traffic has to be one of being increasingly connected, and motorcycles must be integrated into that ecosystem.

"Motorcycles need to stay a solution and remain an enjoyable means of transport for the decades to come. This is why activities like CMC are so important for the motorcycle industry." The CMC 'Basic Standard' documents are available for download at www.cmc-info.net

PDG expands again

Headquartered at Breda in the Netherlands and founded in 2017, the Powersports Distribution Group (PDG) has made another play for growth in the UK market.

Describing itself as the fast growing motorcycle parts distributor, PDG has bought a third UK business - Neo Distribution (aka Putoline Distribution - not to be confused with the Dutch Kroon Oil owned Putoline brand). The purchase of Neo Distribution follows the acquisition of Bradbury Brothers and Rob Hunter in 2019 - the combined company having been rebranded as Hoco Parts UK Ltd. Neo/Putoline Distribution Directors John and Sally Hayden are quoted as saying: "We are delighted with this transaction and look forward to working together with our staff and the Hoco Parts UK team under the umbrella of Powersports Distribution Group."

Tom Beyers, CEO of parent



Tom Beyers, CEO of PDG

company PDG, said: "We are very pleased to welcome Neo Distribution to the group and we look forward to further developing the company together with John and Sally. The acquisition of Neo Distribution is an important step in the further development of our Hoco Parts UK platform, which we are actively



expanding with a well filled M&A pipeline still ahead of us." Starting with leading Dutch distributor Hoco Parts, acquired from David O'Neill and colleagues in 2017, Torq Capital Partners has deployed an aggressive 'Buy and Hold' M&A strategy that has seen them add vintage parts specialist CMS (Consolidated Motor Spares) and Motoria in the Netherlands, Arno van de Glind's Rino Trading and DC AFAM (both in Belgium) from German owner KettenWulf, and now three businesses in the UK market.
www.neodistribution.co.uk
www.powersportsdistributiongroup.com



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NEWS BRIEFS

December 2020 saw the motorcycle market in India achieve record growth for new motorcycle sales with most manufacturers seeing double digit growth there. India is already the largest motorcycle market in the world. Despite the implementation of the new B26 standard in April 2020, among the successes, India's 1.353 billion population gave Royal Enfield +35% (65,492 units in December), Yamaha +33% growth (39,224 units) and TVS (who bought Norton in 2020) +13% for a 285,000 unit annual total.

Originally planned for May, then October 2020, Europe's biggest off-road rally - the Hellas Rally - is now planned for 23 - 30 May 2021, at Nafpaktos, Greece. The Rally will cover 2,000 km (1,242 miles) in total. Each day riders will follow roadbook directions for that day's route, Dakar style. Except for one extra-long day, most days will be a loop that ends back in Nafpaktos. The Rally offers FIM classes, amateur classes, and an Adventure Raid class for larger adventure bikes. There is also an Enduro Cup class, which does 70% of the total route, plus ATV and SXS/UTV classes. Riders are allowed GPS backup.

Andrea Merloni, the man responsible for reviving Italy's historic Benelli motorcycle brand, died at his home in Milan in November; he was 53 years old. A noted 'playboy' and motorcycle racer, Merloni bought the then defunct Benelli business in 1995. The purchase and subsequent relaunch was bankrolled by his billionaire father Vittorio Merloni's Indesit and Hotpoint domestic appliance business. Merloni got Benelli back into business with scooters, then launched the Ricardo engine 900 cc Tornado Tre superbike (2001). Vittorio Merloni eventually made his son sell the struggling motorcycle business to China's Qianjiang Group in 2005. Production has been in China ever since, but the brand HQ has remained in Italy.

In the UK, riders rights group MAG (Motorcycle Action Group) says it has received confirmation that motorcycles are 'not in scope' for the UK government's November 2020 announced plan to end the sale of new petrol and diesel vehicles (Internal Combustion Engine Vehicles) by 2030.

2021 Resurgence Gear riding jeans feature PEKEV lining



Launched in Canada in 2013, Resurgence Gear entered the highly competitive riding jeans market with an innovative protective lining material - PEKEV - which was the result of around ten years of material and design research.

Having been developing motorcycle jeans for other brands, Resurgence became dissatisfied with the absence of style and inferior levels of protection that characterised the burgeoning sector. As a result, the Resurgence team went on a mission - "to design motorcycle clothing that gave the highest level of protection in combination with comfort and style". It aimed to produce motorcycle clothing that was as comfortable to wear on and off the bike, "without taking away from the fundamentals of protection offered by PEKEV, retaining its super high strength and high levels of resistance to abrasion".

Resurgence says that its motorcycle jeans have currently exceeded all of the relevant tests with a record of 10.83 seconds abrasion resistance - achieving its full certification for both men and ladies jeans - indeed a first recorded for the ladies jeans. This was followed by a cargo trouser using PEKEV lining, the 'Cruiser'. This too was submitted for CE EN13595-1 testing and has equally achieved a level 2 status, with an impressive 8.17 seconds of abrasion resistance.

"Constructed from the toughest polymer with the highest breaking point of any yarn", Resurgence Gear says that PEKEV is "unsurpassed among modern day protection layers. Compared to other polymers, PEKEV has the highest impact strength, is self-lubricating, has high wicking properties, a low amount of friction and is resistant to abrasion and is times more resistant to abrasion than carbon steel".

Resurgence says that PEKEV Ultra fabric has CE Level 2 abrasion rating, is over 200% stronger than similar fabrics, features comfort stretch with integrated Elasteen and has longer lifespan compared to

other brands as it is durable against bleach, UV, heat dispersion, moisture, detergents and ionic enzyme washing. In Europe, Resurgence Gear products are exclusively distributed by UK based DOT4 Distribution, and new for 2021 is the single layer jeans the 'New Wave', with an AAA CE rating; an entry level single layer jeans, the 'Ultimate', with a AA CE rating; and the Ultra single layer riding shirt, also with an AAA CE rating - thought to be the only single layer shirt that is AAA rated.

New regulations are now in effect that have five different standards, with Class C for off-road garments; Class B for road garments where impact protectors are deemed not



'New Wave'



'Warrior'

protective motorcycle jeans made with the innovative PEKEV Ultra single layer denim fabric. PEKEV Ultra is made by taking the patented PEKEV thread, wrapping it in cotton and then weaving it into a denim fabric.

At the core of all of the thread, warp and weft is PEKEV - throughout the fabric - "providing the rider with the highest level of protection in a single layer jeans and 100% PEKEV Ultra denim high abrasion resistance coverage". Tested and certified to the CE standard EN17092, it is certified as an AAA garment with an abrasion resistance of 11 seconds, nearly double the next nearest single layer jeans.

Featuring a traditional five-pocket design with a slim taper cut for men, it comes with D30 Ghost CE EN1621-1 knee and hip armour included and a height-adjustable knee armour pocket. It is available in two colours for men or ladies, Indigo Blue and black.

www.dot4distribution.com
www.resurgencegear.net

Rick's by Motorcycle Storehouse

Available through any of Dutch headquartered distributor Motorcycle Storehouse's regional offices in Europe, recent additions to its inventory include the U.S. made range of Rick's Motorsport Electrics' charging system components.

Founded in the late 1970s, New Hampshire, USA based Rick's Motorsport Electrics is a global leader in the supply of high-quality motorcycle electrical system replacement parts, manufactured with the latest techniques as a reliable quality and cost-effective alternative for the (often hard to source) OEM part.

Unless stated otherwise, all Rick's replacement parts are bolt-on and compatible with OEM components. Some are available as a custom upgrade over the OEM part.

Available parts include starter motor rebuild kits and brush sets, brush plate repair kits, starter solenoid switches,

complete starter motors with long-life bearings, charging rotors, charging stators, complete alternator assemblies, regulator-rectifiers for stock or lithium batteries, wiring harnesses between the regulator and stator and even complete stock or upgraded charging kits for European, Japanese and some American bikes. Rick's origins was as a small motorcycle salvage and repair business. As a result of the experience gained in the electrical components that customers simply could not find elsewhere, the company made a pivot to leverage its electrical component expertise. Fast forward to 2021 and the company is a true global leader, especially recognised for its 'Hot Shot' Series - "the right product and the right fit, at the right price".

motorcyclestorehouse.com

ricksmotorsportelectrics.com



Replacement stator for Kawasaki Ninja ZX12R 1200 cc

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MIVV, Italy - 50 years

Italian exhaust specialist MIVV (Metal Industria Val Vibrata) is celebrating its 50th anniversary, founded in December 1970 in the industrial area of the province of Teramo, in Abruzzo, near Italy's Adriatic coast.

Still a family-run company, independent from any international group and therefore fully autonomous in terms of its production decisions and market choices, its core business has always been developing components and complete exhaust systems for vehicles - both for aftermarket and OE customers. The company has always been associated with high production values with durable, reliable quality designs made from quality materials.

The MIVV story started in the automotive industry, and as expansion took them into a second and then third factory in 1982 and 1988, and then, already with 25,000 sq m (250,000 sq ft) of space, the company started manufacturing motorcycle exhausts in the early 1990s.

The 'secret sauce' of MIVV's success is based on the standards of Research and Design that have been necessary to meet the needs of OE customers in an era of ever more stringent sound and emissions regulations. To be able to sustain a growing business and OEM contracts has required huge R&D investments and expertise and high level production engineering to optimise quality and margins.

The high level of experience and expertise - at scale - that is required of

the engineers in the R&D department allows MIVV to design and produce motorcycle exhausts "with an unassailable technological content - a new concept of aesthetics, linked to performance, a winning approach able to meet the needs of motorcycle manufacturers and the expectations of their customers - the riders themselves," says CEO Dr. Filippo Rosati.

But even that was not enough. MIVV ventured into racing and has been working Italian, European and World Championships for every morsel of expertise and competitive advantage it could squeeze from the teams it worked with, the racers who depend on its products and the circuits that are the proving ground for everyone engaged in "the need for speed".

"Now, 50 years after its birth, the second generation of family owners are fully involved in renewing that fundamental momentum that has allowed the company to remain a leading player in a market where excellence has now become an essential must.

"If there is a secret that has allowed MIVV to reach its half century," says Rosati, "it is commitment, motivation and perseverance. Without these essential ingredients, it is difficult to achieve national and international success and recognition.

"But all successful businesses have to keep pushing forward. Being satisfied with what you are achieving is not the way to make sure that there will be a



third generation at the helm of the MIVV company.

"Therefore, we are dedicating this important anniversary to the unforgettable Giovanni Palazzese, who passed away recently. He was our co-founder and at the helm of MIVV from the early 1980s. For decades he carried out his mandate with passion

and foresight, always putting the company first, so a very special thanks to him."

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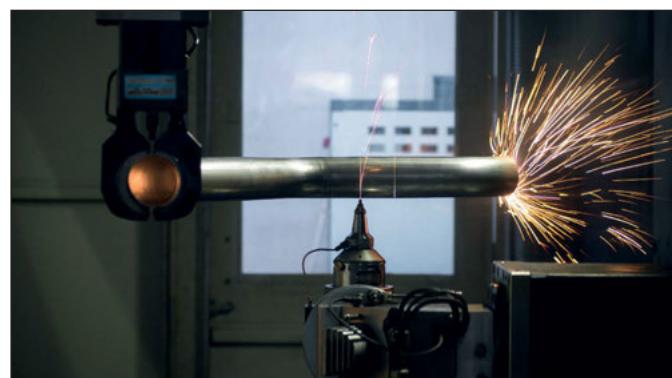
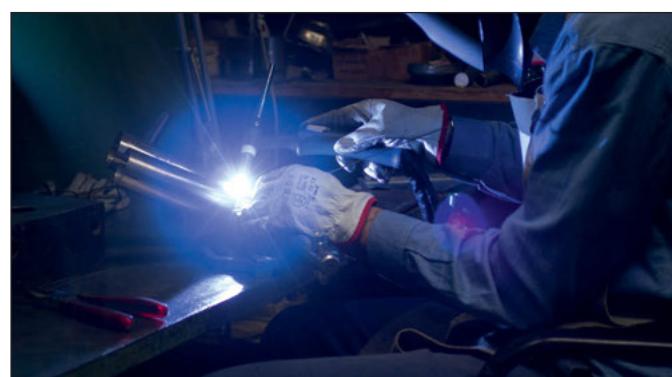
X-M1 - new for 2021

The new X-M1 from MIVV is designed for high-performance models and rounds off an extensive range of products dedicated to naked and Super Sport bikes. Ready to ship for some of the most popular sport bike models currently in production, MIVV says the X-M1 "enhances the commitment of our brand to achieving the perfect balance between materials, styling and performance".

The MIVV range was missing a short conical design of the kind currently being used on bikes competing in the top world championships (in MotoGP and, more specifically, in Moto2), and the X-M1 fills that void. The compact dimensions (total length is 250 mm) are described as "undoubtedly

adding an original flair to the contour of the vehicle and an aggressive edge to the sound". Available in a choice of painted black or natural finish with satin effect on the stainless steel versions of the X-M1 or satin effect titanium. MIVV's R&D department says that the X-M1 is particularly versatile, managing to improve the performance of high, medium and small displacement engines. It complies with the current Euro 4 regulations. However, MIVV says that it will also be producing a Euro 5 version for models that are already compliant with this most recent regulation.

Initially, the X-M1 will be available for models such as the Yamaha MT-09 from 2013 and up; the Ducati Hypermotard 950 from 2019 and up; BMW F900R/XR from 2020 and up; BMW S 1000 R from 2017 and RR/2019 and up; plus assorted KTM Duke models.



FIM MiniGP World Series

The FIM is launching a new MiniGP platform on its 'Road to MotoGP', in partnership with Dorna Sports.

The FIM MiniGP World Series will unify and standardise MiniGP competitions from around the world under the same umbrella. The series aims to create an equal platform for young riders worldwide - "and increase their skill and opportunity on the 'Road to MotoGP'."

The FIM MiniGP World Series will comprise MiniGP competitions organised by one or more FMNs or CONUS across the globe that sign up to be part of the new initiative, with each competition in the Series adhering to the same set of sporting and technical regulations in order to standardise competition.

MiniGP Cups or competitions wishing to be included as part of the new Series - and thereby gain 'Road to MotoGP' status - can be either national in nature or representing a larger geographical area at a regional or continental level.

Races must take place on karting circuits that meet

minimum standards set by the FIM or national federation in question, who will also decide on the minimum circuit length. Riders must be between 10 and 14 years old, competing on equal Ohvale GP-0 160 machinery. The official single tyre supplier for all the FIM MiniGP World Series will be Pirelli, with a standard tyre allocation given per event. A minimum of four events comprising a minimum of eight races must be included on the calendar, with a minimum number of 15 permanent riders in each competition. The first event must take place by July 2021, and the final event of the season should be held no later than the 17th of October. "At the end of the season, the top competitors will be offered some incredible opportunities. The champion of every national, regional or continental MiniGP Cup will be given the opportunity to participate in a World Final, which will take place during the week leading up to the final MotoGP event of the season.

"The winner of the World Final will, subject to age and

location/nationality, secure a spot in one of the 'Road to MotoGP' programmes on the next rung of their career ladder. Depending on their age and location, the top riders from each national, regional or continental MiniGP Cup will also have either direct access to the Idemitsu Asia Talent Cup selection or the availability of entry into the Honda British Talent Cup, Northern Talent Cup or European Talent Cup.

Jorge Viegas, FIM President, said: "This FIM/Dorna initiative puts the National Federations at the forefront of the system, because it is up to them to fully organise the national series and to hand-pick the best from each country that will be present in the World Final in Valencia. Dorna and the FIM have been working on this project for a few years now; it is now becoming a reality and I would like to thank our Promoter and give an additional incentive to all our affiliated federations."

Valerio da Lio, CEO of Ohvale: "It is a dream coming true! We are



very proud to be part of the FIM MiniGP World Series project. This is an important step in the growth of motorcycling at international level. "For many years, Ohvale has been creating a solid basis for the growth of new talented riders at an international level and thanks to the involvement of its sales network and national federations. Ohvale has spread a new philosophy for young motorcyclists - equal bikes for all and sealed engines, so it is the rider who makes the difference. We thank FIM and Dorna for choosing Ohvale for the new FIM MiniGP World Series."

BS Battery supports Quartararo in MotoGP and GMT94 Yamaha Team in WSSP



JULES CLUZEL #16



FEDERICO CARICASULO #94



FABIO QUARTARARO #20

Well known for its full range of powersport-specific batteries, chargers and boosters for high performance motorcycles and scooters, French battery specialist BS Battery has renewed its partnerships with Fabio Quartararo and GMT94 Yamaha Team until 2022. Quartararo recently joined the official factory Yamaha Team, Monster Energy Yamaha MotoGP Team, and will compete with his teammate Maverick

Viñales. "The Frenchman will surely be a real nominee to the title of 2021 World Champion," said BS Battery General Manager Benjamin Sebban. As an official battery supplier, BS Battery will again partner with the French independent team GMT94, who will compete in the World Supersport championship until 2022. Italian rider Federico Caricasulo, who was 2019 World Supersport vice-champion, has been signed by GMT94

Yamaha Team and will be Jules Cluzel's teammate. "BS Battery offers a real and valuable technical support to GMT94 Yamaha Team as they use our BSLi-02 and BSLi-03 lithium batteries as well as battery chargers," continued Benjamin. "This collaboration also allows us to strengthen the development of our products thanks to GMT94 Team's significant experience. "We are very happy to announce the

renewal of our partnerships with Fabio Quartararo and GMT94 Yamaha Team. For us, supporting them again is a great source of pride and points to the quality and reliability of our products."

www.bs-battery.com



NEWS BRIEFS

Indian conglomerate Bajaj is now said to be the most valuable motorcycle manufacturer in the world - despite not being directly present on the North American or European markets. As the 47.97% owner of the KTM Group and manufacturer of several of its machines for Asian and South American consumption, in addition to its own brand offerings (in India in particular), the company says that it has now recorded the highest ever market capitalization for a motorcycle manufacturer at around USD \$13.6bn. A fourth factory is expected to be commissioned in India later this year where production will include the small displacement Triumph models that will be sold worldwide.

Zero Motorcycles is to team up with Reneos for battery collection and recycling in Europe. Reneos is a European partnership comprised of several major battery recycling and reconditioning companies. With effect from October 2020, Zero dealers in Benelux, Norway, Finland, Sweden, Germany, France, Italy, Spain, Portugal, the U.K., Ireland, Austria and the Czech Republic can now take spent Zero batteries and recycle them in safe and efficient ways.

As Asian and especially Indian manufacturers continue to add to their burgeoning portfolio of European and North American motorcycle brands, it looks like Excelsior-Henderson may be the next to be resurrected. RideApart reports, having secured the trademark for the Excelsior-Henderson name in the motorcycle design class (which includes vehicles, service and parts) in 2018, December 2020 saw KTM shareholder and Triumph collaborator Bajaj register a second Excelsior-Henderson trademark (with the EUIPO) for motorcycle apparel and gear.

It is reported that in December 2020 FBI Agents raided Ducati's Mountain View, California North American headquarters - they are said to have entered the building, guns drawn, with a search warrant. At press time in early February Ducati had remained silent on the reasons for the raid or any likely outcomes from the action. However, suggestions that the raid involve around 30 agents may be exaggerated, but additional reports are emerging that suggest that the homes of some senior DNA executives were also raided.

WSBK - Provisional 2021 Schedule

Madrid, Spain, Motul FIM rights holder Dorna has released a provisional 11-race schedule for the 2021 World Superbike Championship, Supersport and Supersport 300 World Championships series.

The series will start at Assen in the Netherlands in April before a sequence of four more races in Europe (Portugal, Spain, Italy and UK) before a two-

month summer break until France on September 3-5.

Two more races are slated for September in Spain, followed by a return to Portugal at the beginning of October before the series goes to Argentina and Indonesia, and in theory, to Phillip Island, Australia.

All dates, events and the attendance of spectators are subject to the evolution

of the global pandemic and the approval of the corresponding governments and authorities, and most are still either subject to contract or homologation, or both, with some additional dates, venues and events still to be arranged.



WSBK 2021 Provisional Calendar *

Date	Country	Circuit	WorldSBK	WorldSSP	WorldSSP300
23-25 April	The Netherlands	TT Circuit Assen	X	X	X
7-9 May	Portugal	Circuito Estoril	X	X	X
21-23 May	Spain	MotorLand Aragón	X	X	X
11-13 June	Italy	Misano World Circuit "Marco Simoncelli"	X	X	X
2-4 July	United Kingdom	Donington Park		X	
3-5 September	France	Circuit de Nevers Magny-Cours	X	X	X
17-19 September	Spain	Circuit de Barcelona-Catalunya	X	X	X
24-26 September	Spain	Circuito de Jerez - Angel Nieto	X	X	X
1-3 October	Portugal	Autódromo Internacional do Algarve	X	X	X
15-17 October	Argentina	Circuito San Juan Villicum	X	X	
12-14 November	Indonesia	Mandalika International Street Circuit	X	X	
STC	Australia	Phillip Island Grand Prix Circuit	X	X	
TBA	TBA	TBA	X	X	

*Subject to final confirmation

2021 FIM MotoGP provisional calendar updated



The FIM, IRTA and Dorna Sports have released an updated calendar for the 2021 FIM MotoGP World Championship - two races in Qatar and one in Portimão will now open the season, with the Argentina and Americas GPs postponed. The season opening Grand Prix in Qatar remains confirmed for the 26th to the 28th of March and it will now be followed by a second event, the

Grand Prix of Doha, at the same Losail International Circuit the following weekend, from the 2nd to the 4th of April.

The Autodromo Internacional do Algarve in Portugal will then host the third round of the Championship from the 16th to the 18th of April before the paddock heads to the Circuito de Jerez-Angel Nieto as previously planned.

Dorna stated: "The ongoing COVID-19 pandemic and resulting lockdowns and complications sadly oblige the postponement of both the Argentina GP and the Americas GP until the last quarter of 2021. Any further updates or changes will be provided as soon as available".

FIM Grand Prix World Championship 2021 Provisional Calendar, 22 January

Date	Grand Prix	Venue
26-28 March	Qatar	Losail International Circuit
2-4 April	Doha	Losail International Circuit
16-18 April	Portugal	Algarve International Circuit
02 May	Spain	Circuito de Jerez
16 May	France	Le Mans
30 May	Italy	Autodromo del Mugello
06 June	Catalunya	Barcelona - Catalunya
20 June	Germany	Sachsenring
27 June	Netherlands	TT Circuit Assen
11 July	Finland	KymiRing
15 August	Austria	Red Bull Ring - Spielberg
29 August	Great Britain	Silverstone Circuit
12 September	Aragón	MotorLand Aragón
19 September	San Marino e della Riviera di Rimini	Misano World Circuit Marco Simoncelli
03 October	Japan	Twin Ring Motegi
10 October	Thailand	Chang International Circuit
24 October	Australia	Phillip Island
31 October	Malaysia	Sepang International Circuit
14 November	Comunitat Valenciana	Circuit Ricardo Tormo

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NEWS BRIEFS

LEVA-EU, the trade association in Europe for the light electric vehicle sector, says companies that solely assemble e-bikes and that use components from China "are confronted with discrimination that is threatening their existence. The discrimination makes it almost impossible to start up new companies and could severely hinder the EU's net-zero emissions target". The organisation says e-bike assemblers must pay 48.5% anti-dumping duty on essential bike components from China, even though the components are not subject to that duty as stipulated in Regulation 512/2013. Plus, they have to navigate a difficult application process to prove how they are using the components.

Wholly owned Mahindra subsidiary Peugeot Motorcycles in France has finally seen a joint venture in Vietnam with Thaco Group ("Vietnam's second largest industrial enterprise") to manufacture Django Scooters at a newly completed factory in Chu Lai. Thaco, currently builds cars, coaches and specialist vehicles for Kia, Mazda, Mercedes and other automotive brands, has now started production of Peugeot Django scooters. Vietnam has tariff advantages for European businesses as, along with Thailand, Indonesia and Malaysia, it is part of the ten nation ASEAN free trade area.

Spanish motorcycle and moped manufacturer Rieju has chosen MotoMondo UK as its new British distributor following the bankruptcy last year of Three Cross Motorcycles. MotoMondo's parent company in the Netherlands already represents Rieju in the Benelux countries - in addition to Mash, Royal Enfield and Hyosung. The Rieju range got a boost two years ago when it took over the 2-stroke enduro platforms previously made by GasGas - Euro 5 compliant 2-strokes slated for introduction in 2021.

UK motorcycle weekly MCN (Motorcycle News) has confirmed that it is having to cancel its 2021 London Motorcycle Show. It had been slated to be held at London's Excel exhibition complex on February 12-14. The pandemic has dealt UK show plans a double hit as not only do present UK restrictions make all such events an impossibility, but the Excel exhibition centre, alongside the River Thames in London's Docklands, is presently the largest of the UK's 'Nightingale' emergency COVID-19 hospitals.

Fantic Motor race teams choose Newfren brake discs

Two prestigious Italian brands, Newfren and Fantic Motor, have signed a supply collaboration that will see the Turin based motorcycle brake components manufacturer becoming the race team brake disc partner of choice for Italian manufacturer Fantic. The official Fantic Motocross and Enduro teams have a historic pedigree. For 2021 and beyond Newfren will supply a new Italian designed and manufactured line of discs for Fantic's race teams that will "underline the strength of Made in Italy products and brands today in the globalised world. "The path that the two companies will undertake together will act as a mutual stimulus to continuous research and race success with high performance, high quality and uniquely designed products.

"We have developed a special brake disc line that will equip the Fantic Enduro and Cross teams and that will be offered to all Fantic users - professional racers and amateurs - as official spare parts."

Mariano Roman, CEO of Fantic Motor said: "The agreement reached with Newfren represents a new boost for us, both in terms of performance and quality of our products, and in terms of image. Newfren has always been a leading player in the world of brake



discs and more, I am sure that along the way we will share some great results together on several fronts." "Fantic Motor and Newfren have an important history behind them," says Elisabetta Quadrini, Newfren Marketing Manager, "and together we have an important future ahead of us.

"The shared desire to emphasize the Italian pedigree of both brands and the Made in Italy characters of quality and winning performance is a shared vision for this partnership and our mutual determination to succeed - in the market and at the races."

www.newfren.com

2021 FIM Enel MotoE World Cup schedule

PROVISIONAL 2021 FIM ENEL MOTOE WORLD CUP CALENDAR *

DATE	TEST	CIRCUIT	
02-04 Mar	Spain	Circuito de Jerez-Ángel Nieto	Three days
12-14 Apr	Spain	Circuito de Jerez-Ángel Nieto	Three days

DATE	GRAND PRIX	CIRCUIT	
02 May	Spain	Circuito de Jerez-Ángel Nieto	One race
16 May	France	Le Mans	One race
06 Jun	Catalunya	Circuit de Barcelona-Catalunya	One race
27 Jun	Netherlands	TT Circuit Assen	One race
15 Aug	Austria	Red Bull Ring	One race
18 Sep	San Marino e della Riviera di Rimini	Misano World Circuit Marco Simoncelli	One race
19 Sep	San Marino e della Riviera di Rimini	Misano World Circuit Marco Simoncelli	One race

*All dates, events and the eventual attendance of spectators are subject to the evolution of the pandemic and the approval of the corresponding governments and authorities.



Pandemic permitting, MotoE will have two three-day pre-season tests in 2021, both of which are set to take place at the Circuito de Jerez-Ángel Nieto in Spain on 2-4 March and 12-14 April. The 2021 3rd annual FIM Enel MotoE World Cup is planned to include seven races for the first time, starting in Spain on 2 May, before moving on to France, Catalunya/Barcelona, the Netherlands and Austria before wrapping up with two races on consecutive days (18 & 19 September) at the Misano World Circuit Marco Simoncelli at San Marino, near Rimini, Italy.

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NEWS BRIEFS

Wheels & Waves postponed and then cancelled in 2020 the 10th Wheels & Waves Festival of all things Moto Culture, including the 'Punks Peak' Hill Climb, but is now slated for Biarritz, France, from June 30th to July 4th, 2021 - COVID-19 permitting.

British protector brand Forcefield and its parent company Davies Odell have been merged with Vale Brothers Ltd., a manufacturer of horse brushes that traces its origins back to 1786.

Famous Danish brake pad and components manufacturer SBS has appointed Salt Lake City, Utah based Vortex-EK North America (Vortex Racing) as a distributor for its sintered brake pads in North America - sales will be headed up by Chris Jensen, the former brand manager for SBS in the USA.

Italian footwear specialist Stylmartin has appointed Dot4 Distribution as its UK distributor. Founded and operated by apparel industry specialist Stefan Barnes, Dot4 is a leading European distributor of fashion-oriented protective motorcycle clothing for the Café Racer and other popular markets.

Parts Europe has started selling the Tazer MX Pro e-MTB that is sold in Europe by Barcelona-based Intense Europe. The range is made in the USA and this deal is an extension of the one between PE parent company LeMans that sees Parts Unlimited selling the range in the USA. Based on Intense's popular Tazer e-bicycle, the MX Pro uses Shimano's new EP8 motor and drivetrain and has added MX pedigree with components by the likes of Öhlins, Renthal, Magura and ODI.

The Russian/Ukrainian manufacturer Sherp International has signed a deal with Canadian manufacturer ARGO for distribution of its amphibious All-Terrain and XTV (Extreme Terrain Vehicles) range.

Philadelphia based manufacturer Christini AWD (All Wheel Drive) is launching a new generation all-wheel drive off-road E-bicycles. With a high-power electric-assist mid-drive motor, they are available in a 27.5" hardtail and several FAT tyred models. Inventor Steve Christini says "these electric-assist mountain bicycles provide the ultimate in traction control, allowing a rider to conquer conditions most thought to be unridable".

Sources: AMD, IDN, FT, Reuters, P SB, MPN, B&B, BDN, MCN, AP, Bloomberg, MNW, electrictmotorcycles.news, RideApart.com, Motor1.com

MIPS - a new way for dealers and consumers to understand the added safety technology

In addition to making it easier for consumers and dealers to distinguish helmet brands equipped with their safety technology, Swedish helmet safety technology specialist MIPS has an updated classification system that better defines its helmet safety products and classifies each based on its intended uses.

All future MIPS-equipped helmets will be branded with the new product class and include a new hang tag, designed to inform and educate consumers about MIPS.

The new and simplified product range consists of five classes: MIPS ESSENTIAL, MIPS EVOLVE, MIPS ELEVATE, MIPS INTEGRA and MIPS AIR - each of which were previously standalone MIPS products under more broad usage categories (Sports, Moto and Industrial Safety).

This more specific approach to defining MIPS products will guide brands and consumers and help anyone looking to purchase a helmet select the one best suited to their needs without compromising safety. "The move to better define its products demonstrates MIPS' growing focus on educating consumers around the world and empowering them to make more informed decisions when purchasing a helmet. Historically, MIPS has been a B2B-focused company; the updated product range is another step towards a more consumer-centric brand identity."

MIPS safety technology is sold to the helmet industry as an 'ingredient brand'. It is a model that is being more widely adopted, and in the motorcycle helmet industry has precedent with the successful model developed by Pinlock for its anti-fog systems. MIPS' approach to helmet safety is based on managing and controlling the rotational energy caused by impact. Its solutions are fully patent protected and have been adopted worldwide by some 111 helmet brands offering more than 583 helmet models equipped with the MIPS system.

This new classification system is designed to help dealers to help their customers readily identify the MIPS-equipped helmets that are right for them.

www.mipsprotection.com



Borilli Racing - title sponsor for 2021 Italian Enduro Championships

Borilli Racing, the Brazilian off-road tyre manufacturer, has signed to associate its brand with the 2021 Italian Enduro Championship circuits as main sponsor.

Borilli will sponsor all four Italian Enduro championships, which will be known as the Borilli Campionato Italiano di Enduro, including the prestigious Assoluti d'Italia di Enduro, the preparatory MiniEnduro, the exciting Under23/Senior and the Major/primary championship.



Owner Renato Borilli said that "our company has always developed high quality tyres, constantly challenging ourselves with the search for perfection, but for us it is also about passion and performance. The world of competitions has always represented a great opportunity in terms of visibility and product development. This year we will continue our relationship with the great Italian former Enduro World

DISTRIBUTORS WANTED

Champion and 11 time Italian Enduro champion Alex Salvini.

"He will race with our high-performance range of 7 Days Enduro tyres - the 7 Days Enduro, 7 Days Enduro Soft and 7 Days Extreme Enduro - for the whole season and will carry on the development of Borilli Racing tyres. The aim is to obtain a product that delivers ever better performance, durability and maximum efficiency on any type of terrain.

"We will also support the entire S2 Motorsport Team, which also includes the young Brazilian rider Bruno Crivillin and English rider Dan Mundell - both using our 7 Days Enduro tyres." With its European headquarters in Italy, Borilli tyres are available from distributors, including Off Road Only (ORO2U) in the UK (www.orou2.com), Motos Aleser in Spain (info@motosaleser.com), Team Azzalin in Italy (info@chracing.it) and CFL Racing in Portugal (r.loureco@cfracing.com). The company says that it has opportunities for distributors in other European markets.

BAAS - going mobile

German electronics and communications component specialist BAAS Bike Parts has updated its website interface with a mobile phone optimised landing page.

The company specialises in advanced socket systems that anticipate the growing needs riders have for connectors and accessories for their mobile 'creature comforts', electronics and wiring, and a wide range of starting charging products, including the BA201 automatic 2A charger seen here.

CAN bus compatible, BA201 is a switchable 12V lead acid/lithium intelligent charger with 7 LED status displays and



universal connector, battery cable and fully insulated clamps. Designed for optimal charging and battery maintenance, including desulfation mode. Microprocessor-controlled, it works with curve-controlled charging technology that enables it to ensure "optimal charging and battery maintenance". It is reverse polarity and short circuit proof (spark free). www.baas-parts.de



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"Don't bottle it" - one million 'Lube Cubes' and counting

**INTERNATIONAL
DEALER NEWS
HOT 100
PARTS AND ACCESSORIES**

Despite the growing public awareness about the problems caused by single-use plastics, currently only 41.2% of plastic is recycled across Europe. Within the lubricants industry, most single-use plastic packaging is extremely difficult to recycle due to contamination, which sadly means that most ends up in landfill or is incinerated.

Most single-use plastics only begin to degrade after around 700 years, and in addition to this problem, the plastic production process is one of the leading causes of carbon emissions - ultimately compounding its impact on our environment.

As reported in the final quarter of 2020, FUCHS SILKOLENE has now switched ALL its engine oils away from 4 litre and 20 litre plastic bottles in favour of 100% recyclable Lube Cubes.

"Leading the way with market-leading packaging technology, the FUCHS SILKOLENE superior motorcycle products are now only available in an eco-friendly cardboard pack, reducing carbon footprint without any extra effort or quality compromise," said FUCHS' John Mosley.

"Lube Cube packaging is 100% recyclable, offering obvious benefits to the environment and tackling plastic waste head-on.

"Delivered flat-packed to the manufacturing site and in far higher quantities per pallet load than its plastic counterparts, the logistical benefits of fewer deliveries further extends an improved carbon footprint through the Lube Cube manufacturing process."

15,600 empty 20 litre Lube Cubes can be transported to FUCHS's production lines in two trucks, whereas it takes six



trucks to deliver the same number of plastic containers - a reduction of 66%. Two truck loads of 4 litre Lube Cubes are the equivalent of eight trucks supplying 20 litre plastic containers - a reduction of 75%.

Joost van Genderen, Head of Motorcycle at FUCHS Lubricants, said: "These statistics demonstrate the significant added value from switching to Lube Cubes from traditional plastic containers. Fewer trucks on the roads means less CO₂, less congestion and reduced operational costs. "Being easy to use and fully recyclable is the most obvious saving for our customers as they can now help make a positive choice for the environment when selecting our products - so it's good news for everyone - and with the

360 degree full colour print decorated box, the new packs stand out on the shelves, allowing for easy selection from our colour coded performance level front labels."

"The Lube Cube is a tremendous success story, and we plan to continue to build upon it, with the ultimate aim of removing all single-use plastic bottles from our range completely by 2022.

"So far, the introduction of the Lube Cube has saved more than 800 metric tonnes (800,000 kg) of plastic since its launch in 2012. Recording our millionth Lube Cube sale at the end of 2020 proves that our customers are responding well to this eco-friendly innovation."

www.silkolene.com

Wunderlich interactive online showroom

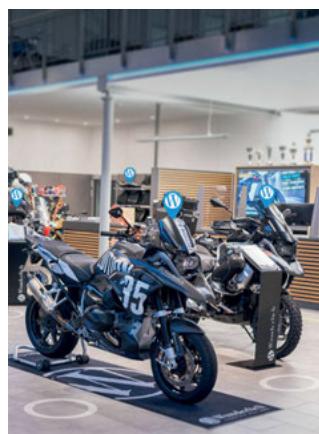
German BMW parts, accessory, luggage and conversion specialist Wunderlich's 2021 international version catalogue is a 642-page desk bender of BMW loveliness.

It includes products for all current BMW Adventure, Touring, Roadster, Sport as well as Urban Mobility models - and the first accessories and impressions of Wunderlich's interpretation of the R 18.

In addition to the products listed and detailed, the Wunderlich catalogue is always a great read and reference for dealers who love background information, features and a chance to commune with the perspectives of fellow 'Blue & White' aficionados.

In other news, Wunderlich has 'opened' its interactive online showroom to visitors, allowing them to "look, browse, get information, choose, remember, shop, share, get news or chat with the staff. It is varied, entertaining, appealing and always up-to-date.

"It offers the whole world of Wunderlich and many new possibilities on tablet (landscape view



The Wunderlich interactive online showroom.

is recommended), notebook or PC - a smartphone-optimised version integrated in the Wunderlich app is in preparation. The interactive showroom animates the spacious exhibition hall of Wunderlich's corporate headquarters and invites you to take a relaxed digital tour.

"For the motorcycles on display, visitors can view the image and video

gallery and the range of complete vehicle equipment available or simply focus on their own model. The chat function links visitors with Wunderlich staff - not a third party 'Bott' based chat provider."

By way of a follow-up to its "40 Years of GS" special edition and parts series, the first range of Wunderlich parts are already available for the customising platform behemoth that is the BMW R 18.

The first designs include its handpainted and handlined handlebar-mounted "Rock 'n' Roll" cockpit fairing, 32 mm precision steel tube engine guard, a seat material

The R 18 is already proving to be a versatile customising platform.

(and stitch matched) covered sissy bar and versatile licence plate holder with discreet cable routing and mounts for the existing swingarm mounting points - all backed by a 5-year warranty and appropriate approvals.

www.wunderlich.de



Supersprox wins Dakar again as HRC technical supplier

Supersprox



"It is not by chance that Supersprox sprockets have been fitted on all the winning bikes in the Dakar rally since Cyril Despres in 2005," says Supersprox General Director DJ Maughfling.

"When Honda decided to enter the rally in 2013, Supersprox was chosen as the technical partner for sprockets and many different test versions were beaten and battered before Honda stood once more on the top podium spot.

"In 2021, Kevin Benavides proved that it was not a fluke victory for Honda in 2020 - the fight for a victory in the motorcycle category can never be taken for granted and must be fought for every day, every year. The 2021 Dakar saw fantastically close racing, with the lead changing almost every day - the first three positions were up for grabs right up to the 10th stage.

"With such long races and marathon days (up to 740 km), where there is no outside support crew for the riders, it is vital that all the components, even those like sprockets and chain that sometimes have



overlooked importance, hold up - they have to last the race in order for the rider and his team to be able to finish. There can be no weak points in the success system.

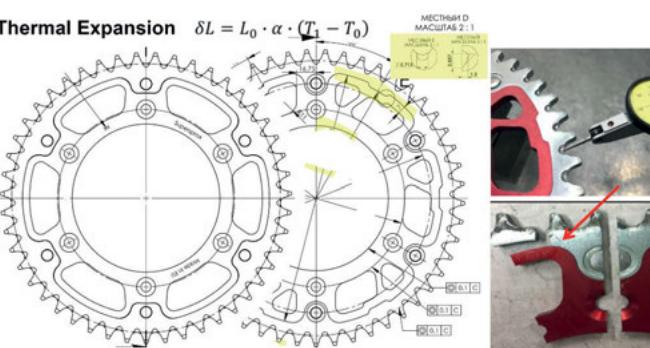
"The big challenge for hybrid sprockets is thermal expansion, where the steel and the aluminium expand and contract at different rates, creating massive stresses on the connected parts. Honda engineers have assisted with

R&D to allow Supersprox to design a more stable sprocket, one that can resist the fatigue stress cracking, caused by the constant movement of the different materials.

"In the diagram can be seen the original design (2013) and the latest version (2021). The addition of six steps, supported by intermediate legs, has allowed the sprocket weight to be reduced by 11%, without risking its integrity. Supersprox also supports KTM, Husqvarna, Yamaha and Hero factory teams for world rally championships and Dakar. Altogether more than 70% of all competitors in Dakar 2021 were using Supersprox."

www.supersprox.com

Thermal Expansion $\delta L = L_0 \cdot \alpha \cdot (T_f - T_0)$



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BMW records second best annual sales figures; announces 2020 GS Trophy for Albania

BMW Motorrad has posted the second-best annual sales figures in its history, despite the challenges of a year in which COVID-19 turned the world inside out. Driven by the launch of thirteen new models last year, the company says it was able to deliver over 169,272 motorbikes and scooters to customers in 2020 - its second-best sales result ever.

Dr. Markus Schramm, Head of BMW Motorrad, said: "Following difficult months from March to June, we turned the tide by applying a high degree of pragmatic flexibility and dedicated commitment and, arguably, the best BMW Motorrad product offering ever to produce our second-best sales result ever."

"The launch of the BMW R 18 was certainly one of the highlights in 2020. The long-awaited big boxer has been very well received by both the specialist press and by customers worldwide."

With an increase of +1,224 vehicles sold, German market sales of 27,516 units were a new record, with France also up on 2019 with 17,539 units sold; elsewhere in Europe sales were slightly down with 13,918 sold in Italy, 11,030 in Spain and 7,539 units in Great Britain/Ireland. Overall volume in Europe declined by -5.3% as a whole.

With 11,788 motorbikes and scooters sold (previous year: 8,818 units), BMW Motorrad achieved +33.7% growth in China, 10,707 sold in Brazil (previous year: 10,064 units), with a growth of +6.4% for South American markets overall. With a total of almost 80,000 units sold, the boxer models continue to form the backbone of BMW Motorrad's success, further strengthened in 2020 with the launch of the 1800 cc displacement R 18.

BMW says that its single-cylinder BMW G 310 R and BMW G 310 GS models "enjoyed unbroken popularity in 2020 - in order to be fit for the future, both models have undergone an extensive revision. With over 17,000 motorbikes sold worldwide, these two agile all-



rounders are a permanent fixture in the BMW Motorrad portfolio and contributed to the overall success in 2020". BMW claims it "hit the bull's eye with the market launch of the new F 900 R and F 900 XR models. With 14,429 models sold, we were able to further expand our strong position in

the mid-range segment. Together with the other models such as the BMW F 750 GS, BMW F 850 GS and BMW F 850 GS Adventure, the total share of the two-cylinder series already exceeds 35,000 units". In other news, the company has announced that its 2022 International GS Trophy will



return to Europe - being staged under the "Explore the unexpected" motto in Albania in late summer 2022; the 8th edition of the GS Trophy. Described as "one of the last still largely untouched off-road paradises in Europe", 22 international teams and six international women's teams will be selected in the coming months, with qualification events having already been confirmed for Brazil, China, France, Germany, India, Japan, Latin America, Mexico, Netherlands, Russia, South Africa, South East Asia, South Korea, United Kingdom and USA - the Chinese team 2020 has received a wildcard because it could not participate in New Zealand in 2020 due to the COVID-19 restrictions in force at the time.

In addition to 'Oceania' in 2020, previous editions have been staged in 2016 in South East Asia (Thailand), 2014 in North America (Canada), 2012 in South America (Chile, Argentina), 2010 in South Africa (South Africa, Swaziland, Mozambique) and 2008 in North Africa (Tunisia). In the current edition, 22 teams compete with 60 riders from all over the world. The field of riders is accompanied by the GS Trophy Marshals, media representatives, doctors, sponsors as well as a photo and film crew.

The GS Trophy is not a race but a team competition in which an international line-up of off-road enthusiasts compete together in various special stages. Right after the event, BMW Motorrad will once again be offering "Follow the Trails" tours, where customers can follow in the footsteps of the competition on original GS Trophy motorbikes.



Albania, "one of the last still largely untouched off-road paradises in Europe".



Following the Roland Sands dragster special and the R 18 conversion by 'Blechmann' (Bernhard Naumann), this latest BMW custom R 18 in its "SoulFuel" series is "Spirit of Passion", by Dirk Oehlerking of Kingston Custom, Gelsenkirchen.



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KTM - record year and deeper ties with CFMOTO

PIERER Mobility, the KTM, Husqvarna and GasGas parent company, has reported a record year for the motorcycle manufacturer in 2020 with sales of 270,407 motorcycles (previous year: 280,099) and 56,064 e-bicycles - a 10th consecutive record year for the Group.

Sales generated turnover of €1,530m



(approx. \$1.86bn). In Europe, sales to dealers were around 100,000 motorcycles and 56,064 e-bicycles. Around two-thirds of the motorcycles were sold to the dealer network in markets outside Europe, especially in North America, India and Australia. In other news (confirmed in the final quarter of 2020), parent company PIERER Mobility AG announced an "intensification" of its joint venture with CFMOTO in China - one designed to strengthen its presence in China and expand its market share. "In order to be able to serve the increasing market demand, primarily in China and also worldwide, the new middle-class series (750 cc) is to be produced in the newly built CFMOTO joint venture factory in Hangzhou. Production will start at the beginning

of 2021 and will be supplemented in the future by further models from the 890 cc series and selected off-road models".

As a sign of the deepening of the cooperation, CFMOTO has acquired around another percent in the listed PIERER Mobility AG and thus holds around 2.05% in the company. These shares acquired by CFMOTO come from Pierer Konzerngesellschaft mbh and bodies of the Pierer Group. In other news, in a stock market advisory at the end of November, Pierer Industrie AG (aka the Pierer-Group) and Bajaj announced that they have restarted discussions on possibility of restructuring the Bajaj stake, specifically reassessing the possibility of, in effect, transferring Bajaj's 48% stake in KTMAG up a level

PIERER

Mobility AG ■

KTM

Husqvarna
MOTORCYCLES

GASGAS


in Stefan Pierer's byzantine ownership structure to PIERER Mobility AG - with the Pierer-Group continuing to retain the controlling majority over PIERER Mobility AG.

Pierer Industrie AG holds more than 60% of the shares of PIERER Mobility AG - the listed company that holds approximately 51.7% of the shares of the operating company, KTM AG. Bajaj Auto International Holdings BV holds the other major stake in KTM AG - approximately 48% of the shares.

1290 Super Adventure S

Clearly intended to go head-to-head for sales with the all-conquering BMW 1250 S Adventure, the new KTM 1290 Super Adventure S (due in European KTM dealerships in March) appears to justify the hyperbole if most of the early test ride reports are to be believed. Described as ushering in a "new era of engineering mastery and performance-focussed technology", KTM claims it is "invigorating" the over-1000 cc Adventure segment and "introducing a third generation of over-1000 cc KTM Adventure models" with "the sportiest and most technologically advanced Adventure bike to ever roll its wheels off the production line in Mattighofen, Austria.

"Forged to provide the benefits of a

versatile sports-tourer, with diligence paid to ergonomics and comfort over any terrain, in brief it's the ultimate high-performance Adventure bike". A chassis overhaul is said to further enhance weight distribution and "riding agility" with redesigned ergonomics, "keener handling" and a "sharper cornering sensation" achieved by moving the steering head back by 15 mm and relocating the front section of the engine. The chassis is actually shorter, but the "subframe has been crafted to provide a lower seat height without sacrificing durability or practicality" due to a longer open-lattice swingarm "contributing to a more stable feeling under acceleration".



New bodywork, customisable levers, all new 7" TFT and windscreens, and a veritable 'tech fest' of performance boosting advanced electronic systems such as an "innovative radar-based Adaptive Cruise Control system"

developed in collaboration with Bosch, semi-active suspension, enhanced ride modes and more besides all combine to make a statement - "we're coming to get you Munich"!

Honda takes second consecutive Dakar win

For the second successive year, Honda has taken the overall victory in the Dakar Rally's motorcycle category with Argentinian Kevin Benavides finishing ahead of 2019 winner and Monster Energy Honda teammate Ricky Brabec second - the first ever American winner. It was a first Dakar Rally win for the 32-

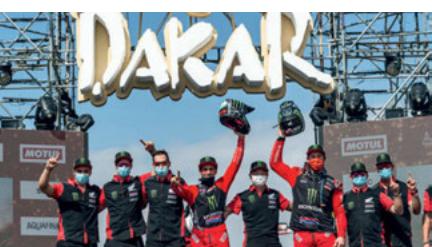
year-old Benavides, who rode his first Dakar Rally in 2016, and the first time in 34 years that Honda took the top two spots - Dakar legends Cyril Neveu (a five-time winner) and Edi Orioli (a four-time winner) were first and second on NXR750Vs in 1987.

The 43rd edition Dakar Rally (the second in Saudi Arabia) comprised a prologue and twelve stages and covered nearly 5,000 miles in a counter-clockwise loop around Saudi Arabia, starting and finishing in the Red Sea port city of Jeddah. Approximately 3,000 miles of the route were in timed (or "special") stages, and Benavides had a winning tally of 47 hours, 18 minutes, 14 seconds, less



than five minutes better than Brabec. It was a dominant performance by Honda Racing Corporation's factory rally effort, whose CRF450 Rally-mounted riders won nine of 12 stages plus the prologue - two stages by Benavides, three stages and the

prologue by Brabec, three stages by Joan Barreda and one stage by Jose Cornejo. Barreda and Cornejo were forced to drop out of the race - the former after missing a fuel stop and running out of fuel, and the latter following a hard crash.





Suzuki has announced that at a corporate level, for the April to December 2020 period, total consolidated net sales decreased by 450.6bn yen (-17.2%) to 2,175.5bn yen, with operating income down by 31.6bn yen (-18.6%) to 138.8bn yen year-on-year.

In its motorcycle business, net sales decreased by 36.8bn yen (-20.2%) to 145.4bn yen year-on-year, and an operating loss of 1.4bn was recorded owing to the decrease in large motorcycle unit sales during the April-June period, and the impact of a decrease in sales of small motorcycles in markets such as India and the ASEAN economic zone (Malaysia, Vietnam, Thailand, Indonesia etc).

In unit terms, total worldwide motorcycle and ATV sales for the nine month period were down by -16.9% at



1,117,000 units (of which ATVs were 18,000 units, up by +31.0%).

Domestic sales were up +4.3% at 39,000 units, but sales in Europe were down -4.7% at 31,000 units, but up in North America at +35.1% (37,000 units) boosted by demand for ATVs. Total unit sales in Asia were down by -21.1% (877,000 units), India (-29.8%/377,000 units) and Philippines (-37.7%/96,000 units) hardest hit. Sales in China were up at +16.1% (288,000 units).

In new model terms, Suzuki announced a return to production of its famous Hayabusa brand - first seen in 1999, the 'Busa is widely credited as creating what became known as the Hyperbike sector.

Loaded with "over 550 new parts" since the pre-Euro 4 iteration went off

sale in Europe - it continued to be available in the United States due to the theoretically less stringent emissions regulations there at that stage - this new Euro 5 compliant 'Global' GSX1300R will be available in dealerships from mid-March 2021.

The upgrades include an "iconic and uniquely individual Hayabusa aerodynamic silhouette and styling, but with redesigned wind-cheating bodywork that remains faithful to the Hayabusa's unmistakable shape while adding sharper lines and classy details".

A heavily redesigned engine—including new pistons, conrods, crankshaft and camshaft – specifically aimed at producing enhanced performance in the lower to mid rev ranges, make it the fastest-launching Hayabusa yet. "The

engine development from Gen2 to Gen3, despite keeping capacity the same, is actually greater than the changes from Gen1 (1,298 cc) to Gen2 (1,340 cc)," engine designer Naoki Mizoguchi said.

"A comprehensive suite of electronics includes IMU-governed ABS and traction control, cruise control, launch control, bi-directional quick shifter, engine brake control, three power modes, plus three pre-set rider modes and three user-defined modes".

Oh, and let's not forget the little matter of "a revised chassis, with a new subframe, new brakes and new suspension settings".

In other news, Suzuki has launched a new website - "one that embraces several forward-facing technologies that will make it very different to those presently operated by its competitors". Called the Suzuki Motorcycle Global Salon, the company is describing it as a "next-generation communications platform that fans of Suzuki motorcycles can use on their laptop or smartphone.

"The Global Salon allows users to view motorcycles 'on display' in a virtual environment from the comfort of their own home, as though visiting an authorised dealership or motorcycle show, and also to enjoy the unveiling of brand-new models".



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Norton completes factory move

The new HQ will be a permanent base for all staff and incorporates state-of-the-art design, engineering, manufacturing and quality control capabilities. The opening is the result of a multi-million-pound investment from Norton's new parent company, TVS Motor Company (India).

Commissioning is expected to be completed in Q1 2021 and the company says that "over 50 high quality new jobs have already been created and more are expected to follow as business activity grows, providing a welcome boost to the local economy".

The site at Solar Park, Solihull is the most advanced facility that Norton has ever had in the 122-year-old motorcycle brand's history.

The premises will be the central hub for all of Norton's operations, providing a

permanent base for design, engineering, purchasing, sales, marketing and support teams, as well as the skilled production team that is resuming manufacture of motorcycles. Some of the specialist tooling and equipment previously used by Norton has been carried over to the new site in Solihull, but the site is benefiting from substantial new investment.

In addition to some of the existing tooling, the company says that "the new facility will make use of modern-day, quality-assured production processes, skilled technicians and state-of-the-art new manufacturing equipment to ensure all bikes are built with great precision and quality.

"Norton will resume production of the Commando Classic model at the Solihull site, building a limited quantity to honour customers that had ordered and paid for a deposit on these bikes, with production of the V4SS commencing soon".

Sudarshan Venu, joint Managing Director of TVS Motor, said: "The opening of the new headquarters represents a significant step forward for Norton Motorcycles. The opening of this state-of-the-art facility will create the foundations for a sustainable long-



term future for Norton.

"2020 was a tough year for the world, but we are excited to be moving into our new home and we are delighted this has been created by the Norton and TVS teams in just nine months. This new facility will produce bikes truly worthy of the illustrious Norton brand and take it into the future. We are setting out to create a future for the company, our employees, our customers and our partners that lives up to the highest expectations and enable Norton to once again become the real force its history deserves.

"This investment also represents the



start of an important partnership between the West Midlands and TVS Motor. With Tata-owned JLR also based in the region, the West Midlands has a good relationship with India that we are constantly looking to improve through the West Midlands India partnership. This investment by Norton exemplifies what exactly we are trying to achieve with the partnership, and I am delighted to welcome the company back home."



100 years of Moto Guzzi

Moto Guzzi's 100th anniversary celebrations will culminate at its Mandello del Lario headquarters with a special three-day GMG festival of all things Moto Guzzi - Giornate Mondiali Moto Guzzi - from September 9 through 12.

To mark the year, Moto Guzzi will produce a limited series of their models in a special Centennial Livery - available on V7, V9 and V85 TT in 2021 only - "an exclusive, elegant and attractive colour scheme, evocative of a unique heritage, drawing its origins from the aesthetics of the legendary bikes which made motorcycling history, first and foremost the Otto Cilindri of 1955. A mad and visionary idea, an extraordinary bike created to compete in the World Championship 500 class, a project so bold that it was ten years ahead of all global motorcycle production.

"This milestone in motorbike history has an extremely elegant colour scheme in its purely racing essence, combining the satin-finished metal of the fuel tank with the green of the fairing and the leather on the seat. Colours that also characterised the 350 Bialbero, one of the most victorious bikes in history, the unbeatable

dominator of the 350 class in World Championship GP motorcycle racing, with the amazing record of nine consecutive world titles (five Rider and four Manufacturer) from 1953 to 1957.

"Green was also the first colour 'worn' by a Moto Guzzi with the Normale, the first model, and probably the most iconic of the eagle's colours. The Style Centre reinterpreted it in a modern approach with a matt finish and associated with metallic colours, it expressed the solidity and authenticity of the Larian brand".

It was 15 March 1921 when the "Società Anonima Moto Guzzi" was established with the goal of "manufacturing and sales of motorcycles and any other activity pertinent or connected to the metal mechanical industry". In memory of one of the founders' brothers in arms, the eagle with spread wings was chosen as the new company's symbol and the eagle has been Moto Guzzi's



symbol ever since then.

The operational headquarters in Mandello del Lario is the same plant where Moto Guzzis are still produced to this day - a factory that has seen manufacturing of many famous bikes such as the GT 500 Norge (1928) (ridden to the Arctic Circle by Giuseppe Guzzi, brother of founder Carlo), the Airone 250 (1939) and the Galletto (1950), which contributed to mass motorisation in the post war period.

"In those years, the wind tunnel was opened - the first in the world in the motorcycling segment, which can still be visited in the Mandello plant. It was greatly coveted by a close-knit team that included extraordinary engineers such as Umberto Todero, Enrico Cantoni and a designer who would soon become a legend, Milan native

Giulio Cesare Carcano - father of the incredible 285 km/hour Otto Cilindri (in 1955) and the prototypes which, between 1935 and 1957, won no fewer than 15 world speed titles and 11 Tourist Trophies.

"In the '60s, after the Stornello and Dingo light motorcycles, Moto Guzzi breathed life into the 700 cc 90°V-twin with cardan shaft final drive, destined to become the very symbol of the manufacturer from Mandello through legendary models like the V7 Special, V7 Sport, California and Le Mans. This engine has been consistently evolved on this architecture, all the way to driving the most popular modern Moto Guzzis such as the V7 and V9 range in the Roamer and Bobber versions and the V85 TT Traveller, the first ever 'classic enduro' in the world."





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KYMCO RevoNEX: made in Italy

By Ben Purvis

KYMCO has confirmed that the upcoming RevoNEX electric bike will be manufactured in Italy - not Taiwan. The move is recognition of the fact that the bike is targeting European sales rather than the mass market in Asia, suggesting that its price could be significantly higher than the firm's usual price range.

The RevoNEX first appeared at the 2019 EICMA show in Milan as a follow-on to the full-faired SuperNEX concept bike that was shown at the



same event 12 months earlier. At the time the company surprised the world by promising that the RevoNEX would reach showrooms in 2021. Speaking at the company's 2021 new model unveiling, where the firm also

showed its F9 electric scooter for the first time, KYMCO chairman Ke Sheng-Feng said: "RevoNEX has attracted global attention since its release. We continue to use the latest technology and innovation to create RevoNEX as the new generation electric motorcycle that consumers desire most. Therefore, I am very happy to announce that the mass production RevoNEX will come for the first time from a planned production base in Europe, making RevoNEX the first new-generation large electric model to be marketed globally under the Taiwanese brand 'Made in Italy' by KYMCO."

Although the fact that the European production base is still 'planned' rather than up and running suggests the RevoNEX won't be ready for sale until late 2021, and there have already been indications that the showroom version of the bike will be virtually unchanged from the original EICMA show model. The near-production model shown as part of KYMCO's 2021 presentation swapped the original concept's white and blue colour scheme for a black, grey and yellow paint job, but there were also subtle tweaks that suggest it's closer to the showroom.

The original version's Brembo calipers, for instance, have been changed for KYMCO-branded stoppers, and there are detail changes to elements including the black plastic cover where the radiator would sit on a conventional bike and to the licence plate bracket.

Technically, the RevoNEX's specs are expected to match those announced back in 2019. That means we can expect a 3.9s 0-62 mph time and a 127 mph top speed that can be hit in just 11.8 seconds. Although electric, KYMCO has been at pains to make the RevoNEX as appealing as possible to riders accustomed to petrol power. As such, there's a six-speed transmission and a hand-operated clutch, even though neither item is strictly necessary on electric bikes.

The idea is to introduce a level of rider interaction that typical battery-powered bikes lose. KYMCO is also set on adding a system that amplifies and modifies the sound of the electric motor - not mimicking a petrol engine as such, but adding character to the electric motor and giving the rider an aural indication of revs, helping to encourage the use of the gearbox. The conventional transmission also means KYMCO has opted for a chain final drive rather than the belt drive that's more common on electric bikes. Key numbers including power, weight and range have yet to be announced, but the RevoNEX's performance figures put it close to the Zero SR/F, suggesting there's something in the region of 110 hp on tap. More details are expected later in 2021 as the bike nears production.

Bimota - limited edition production version of the Ninja H2 powered Tesi H2

The new built-in-Italy Kawasaki backed Bimota finally started releasing production models of the "radical and innovative" Tesi H2 in the final quarter of 2020.

First unveiled at EICMA in November 2019, the project attracted worldwide media and enthusiast interest as the first machine in a revival of one of Italy's most traditional and much admired premium motorcycle brands.

"The Tesi H2 is a revolutionary

motorcycle which incorporates advanced engineering and chassis elements first seen on the Tesi 1D, including Bimota's iconic hub steering technology, coupled with the high performance, supercharged Kawasaki engine first seen in the Ninja H2. Underlining the brand tagline, the 'Revolution Continues', Bimota says it is "constantly pursuing innovation," as Pierluigi Marconi, designer of Tesi H2, commented. "Finally, my dream becomes reality. Bimota's innovative TESI philosophy has been dramatically enhanced with Kawasaki's high-quality performance and legendary engineering quality."

In addition to various electronic control technologies brought to the project by Kawasaki, the Tesi H2 has a compact chassis that is composed of aluminium parts newly designed by Bimota. The weight of the machine is centred on the engine, while the outstanding spread of power is delivered by the supercharged four-cylinder Ninja engine. "Hub centre



steering suppresses the pitching of the motorcycle, allowing riders to experience stable, controllable riding. "Bimota would like discerning customers all over the world to enjoy innovative motorcycles the like of which they have never experienced before".

Manufacturing of the Tesi H2 is taking place at Bimota's storied Rimini factory in Italy with a planned Limited Edition of 250 units, each with a unique serial number plate, at a suggested retail price in Italy of €64,000, incl. 22% VAT.

The Tesi concept was born in 1984 - with the first project realised using a

550 cc Kawasaki engine that was "the main heart of the frame". The first Tesi 1D project which came after that (1991) was quite different and equipped with a V-twin.

Now, 30 years later, fans of the original Tesi concept will be able to buy a reborn Bimota that incorporates the original design frame. Centralised mass, adjustable rider position, steering separated from the suspension - all the main features of the innovative original Tesi concept are incorporated into the new project Tesi H2 without any compromise and following the central concept phrase of "only what we need will stay".



Ducati ends 2020 with strong recovery

Crowned by winning the MotoGP Constructors' World Title, Ducati ended 2020 with its best ever six-month period to finish the year with 48,042 (-9.7%) bikes sold in over 90 countries - sales were up in China, Germany and Switzerland among other markets. This despite the Ducati factory being closed

in March and April. The Ducati Scrambler family of models were the company's best sellers in 2020 with 9,265 units delivered, while the remarkable Streetfighter V4 was its most popular individual model with 5,730 bikes sold. Its Chinese sales grew +26% (4,041



Production of Ducati's new SuperSport 950 got underway in January, with dealer deliveries expected to start before the end of February. The Euro 5 compliant twin-cylinder Ducati Testastretta engine will deliver 110 hp at 9,000 rpm and 93 Nm at 6,500 rpm. Described as "the perfect choice for young riders looking for their first sports bike", it will additionally be available in a depowered version for A2 license holders.



units sold) and is now Ducati's fourth largest market. Sales in Germany were +6.7% (5,490 units) and in Switzerland +11.1%. Italy remains its largest market with 7,100 units sold in 2020. Claudio Domenicali, Ducati CEO, is quoted as saying that "the strong end to 2020 allows us to look forward with optimism and confidence. For 2021, the product range is more complete than ever, and the interest of enthusiasts has been immediately reflected in an order portfolio that is the largest ever seen at the start of a year. "The first deliveries of the Multistrada V4, the first motorcycle in the world equipped with front and rear radar, have already begun and, in the coming months, Ducati dealers will also receive the other new bikes of the 2021 Model Year, including the Panigale V4 SP, the SuperSport 950, the Monster and the Ducati Scrambler Night Shift."

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With Jonathan Rea hotly tipped to continue bossing it in the senior WSBK class, MTM Kawasaki has announced a strong rider line-up for the 2021 season. World champion Jeffrey Buis will be joined by Koen Meuffels, Yuta Okaya and Adrián Huertas, who will also compete for MTM Kawasaki on the Kawasaki Ninja 400 in the World Supersport 300 championship.

year. However, emerging markets are still sluggish and remain below the level of the same period of the previous year.

"Segment operating income has improved due to reduction of fixed cost and other factors, despite a decrease in revenue". Total motorcycle unit sales are put at 300,000 for the quarter, worldwide, which is down from 404,000 units in the year-ago period, with "developed"

market unit sales down at 91,000 units compared to 101,000 for the year-ago quarter, but unit sales revenue was up in developed markets at 73.7bn yen, compared to 72.9bn on 10,000 more units for the year-ago period. Emerging market unit sales down at 151,000 from 252,000 a year ago, and UTV, ATV and PWC unit sales up a little at 58,000 units worldwide compared to 51,000.

Energica MY2021 - RS and Kit Corsa

Energica, the Italian electric sport motorcycle company, and the exclusive single manufacturer for the FIM Enel MotoE World Cup, has joined the OEM trend to digital unveils to present its new MY2021 line-up.



Using the Moto.it Festival platform, Energica has moved to strengthen its offer with an RS version (Reparto Sportivo/Sport Department) for all three of the existing models (the Ego+, Eva Ribelle and Eva EsseEsse9+) and an updated Kit Corsa Clienti - a race kit for the Ego+ model.

"Despite the challenging period of time we're witnessing, we're extremely happy with the results obtained in recent months - results that confirm our leadership in the industry. The COVID-19 lockdown forced us to pause production for about a month, but that did not stop our growth - which exceeds that of the electric vehicle market," says Livia Cevolini, CEO Energica Motor Company.

"Unlike the traditional internal combustion engine sector (ICE), the electric market is confirmed as one of the main growth trends in the global economy. We are extremely satisfied with the results we have achieved and the feedback we are receiving for our products - MotoE has given the technological development of the Energica range an incredible boost and we are witnessing appreciation of our work

Eva EsseEsse9+ RS



Eva Ribelle RS



in the responses of our customers.

"With great pride we will continue to be FIM Enel MotoE World Cup official and exclusive manufacturer for 2021 and 2022 - the extension of the contract with Dorna confirms Energica as the global technological leader in high-performance electric motorcycles for at least another two years.

"Combined with the past ten years, this guarantees us an unbridgeable competitive advantage. The championship has also proved to be an invaluable platform for technological advances and the visibility of Energica in international markets".

Energica RS version – "added performance from racing experience"

Energica says that its 2021 range "goes from strength to strength thanks to the racing experience gathered in MotoE". The new RS version is for all the models in the + range - that is the Ego+, the Eva Ribelle and the Eva EsseEsse9+.

"The RS version meets the expectations of the most demanding customers by adding racing-derived performance to our entire + range," says Giampiero Testoni, the Chief Technical Officer at Energica.

"The name is the acronym for Reparto Sportivo - Sport

Record breaking order from Taiwan

Following its growth in 2020, Energica has started 2021 with a record-breaking €836k order value (+28%) from its Taiwanese importer Russ Tiger Enterprise Co., Ltd.

Giacomo Leone, Energica Sales & Field Marketing Director, stated: "The order is the most significant single tranche order in the history of the company received and includes all the models of the Energica line-up. This order alone represents 14% of

our 2020 sales turnover.

"We signed our commercial partnership for Taiwan with Russ Tiger in April in 2020 and it has worked hard to promote the Energica brand in its territory.

Appreciation of environmental issues and sustainable mobility are advanced in markets like Taiwan, and the Taiwanese also have a particular sensitivity for 'Made in Italy' design and engineering values." "Electric vehicles are the trend because of

environmental protection," says Russ Tsai, Russ Tiger Enterprise CEO. "Plus, the weather and the riding environment in Taiwan are ideally suited to electric bikes. Our government supports the industry by applying a reduced commodity tax. Energica's range of electric bikes, its status as the MotoE official platform and its unique Italian style and performance make Energica the ideal partner for us here in Taiwan."

Clienti



ENERGICA



Ego+ RS



Department - a tribute to our team for the incredible engineering and technical work carried out with our involvement in MotoE. From both the road and the racing point of view, the past ten years has been a decade of innovation that has created a real Electric Motor Valley here in the Modena area [between Reggio Emilia and Bologna]."

In the RS version, the VCU (Vehicle Control Unit) implements a new mapping and parameter setting that underlines even more the performance and riding excitement derived from Energica's experience in MotoE.

Already known for their terrific acceleration, the acceleration on RS versions is now enhanced by two-tenths of a second compared to the existing MY2021 + versions: 2.6 sec 0-100 kmh, 0-60 mph.

"These first two seasons of MotoE have helped to create a huge amount of experience that is constantly being transferred to our road models. From Race to Road, we continue to dictate the pace of excellence in our field, and the innovations we present this year are a prime example of this," continues Testoni.

Kit Corsa Clienti - "for the most demanding customers"

Specifically researched and developed for the Energica Ego+ model, the new Corsa Clienti Kit is for those most demanding customers who wish to convert the Energica Ego+ production model into a bike ready for the racetrack - with electronic, suspension and running gear features derived directly from Energica's FIM Enel MotoE World Cup race motorcycles.

The Corsa Clienti Kit components have been developed and tested on the track by the Energica Team test riders - "the braking system and suspension are derived from the racing world to guarantee maximum performance, handling and reliability".

Sales increased in 2020

Energica's provisional financial results for 2020 amounted to approximately €6m - which is very close to its pre-COVID announced goal of €5.5m - if confirmed, that will be an increase of +87% compared to 2019.

"As at the end of January 2021, the company is already reporting forward orders of some €820k, which equates to 14% of the preliminary revenues of 2020, with a further 11% to be added before the end of the first quarter with the delivery of motorcycles in USA, where a dealer floorplan agreement has been negotiated with a major financial company.

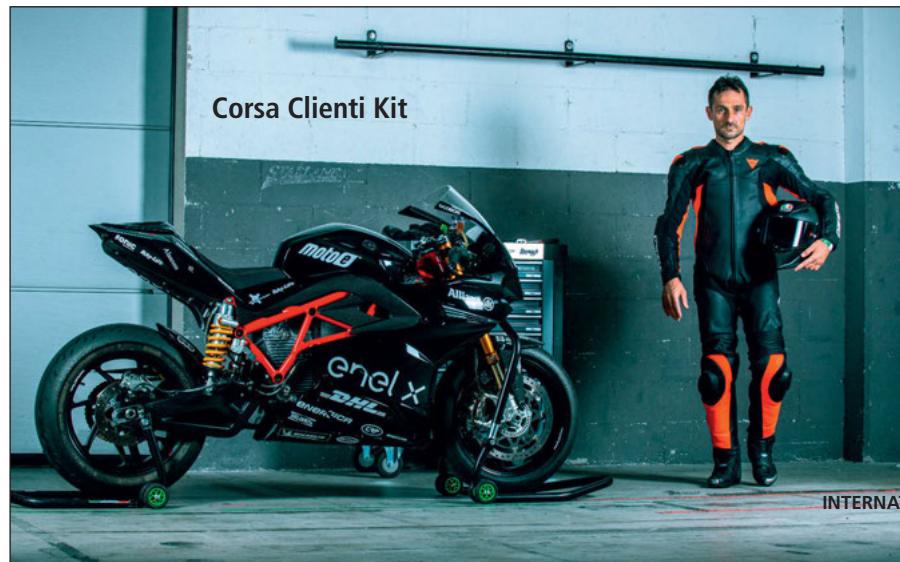
"Our significant growth already puts us ahead of the market trend. Here in Italy, Confindustria ANCMA - the Italian motorcycle industry trade association - estimates that the electric two-wheeled market grew by + 84.5% in 2020". USA remains the leading market for Energica, followed by Germany, the Netherlands and France. Middle East and Asia Pacific markets are confirmed to be on the rise, and where the new MY2021 will be launched in the next trimester with the hope of further growth.

Despite the ongoing difficulties relating to the global pandemic, the Modena-based manufacturer has increased its sales network and now numbers 72 dealers/importers and is continuing to invest in development projects such as E-Power, with Dell'Orto, Octo Telematics and Cellularline, in the nautical sector with Sealance, and by taking part in the Spin Accelerator (with Regione Trentino) and CEMP (with Regione Lombardia) projects.

Energica's top selling model in 2020 was its Eva Ribelle, accounting for nearly 50% of total unit sales.

Giacomo Leone, Energica Sales & Field Marketing Director, says: "Despite the challenges of the market, in the last year, we were able to reach new and unparalleled goals in the electric motorcycle sector. We believe that the new range and the third MotoE season (scheduled to get underway in May) will confirm our market leadership and stimulate further growth."

Corsa Clienti Kit



IT'S
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Zieger parts and accessories

European distributor Motorcycle Storehouse (Groningen, Netherlands) has added the custom parts programme from Zieger in Germany to its inventory.

The business was started in 2005 by Frank Zieger, but has since grown into a big player in the high-end motorcycle accessories market.

Parts include radiator covers, engine guards/crash bars, side stand feet/shoes, chain guards and licence plate brackets machined from aluminium or stainless steel for a stronger, nicer and exclusive custom appearance - "where many replacement parts and the OE designs are made from plastic, the Zieger replacements are definitely an upgrade from the original. Some of the parts, like radiator covers, crash bars to protect the fairing, tank or engine, may not even be installed as original.

"These parts are available as custom safety and protection upgrades, but will still allow a bolt-on installation to stock mounting points without modifications". All parts are available for a large selection of BMW, Honda, Kawasaki, Suzuki, Yamaha and Triumph models.

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Powerflow kit for CRF450R 2021

Twin Air has released a Powerflow filter kit for Honda's updated CRF450R - Honda intends for the model to compete in the MXGP Championship in 2021 and initial market reaction to the lighter, stronger framed Dakar winner suggests that it will be an even better seller than before. A unique feature of the newly developed bike is the upside-down air filter placement - the filter position better prevents dirt from bulking up on the filter. Twin Air has developed its easy install new filter kit in cooperation with Honda's MXGP teams.

A replacement for the OEM filter system, it is proven to increase performance with a larger filter surface in comparison to the OEM filter to create additional airflow and protection. A lightweight aluminium ring that is sealed with a rubber O-ring replaces the heavier OEM backfire sealing ring design. The



aluminium cage and fire-resistant air filter are easy to install with a lightweight, high strength aluminium bolt.

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IxxoWheel - easy wheel change

Bartenheim, France based Bihr is now distributing this ergonomic IxxoWheel wheel lift, which allows you to work on a lifting table at ground level or on the ground in the workshop, at home, on a motorcycle circuit or on an off-road track.

The patented IxxoWheel makes it easier than ever to work on the rear wheel - without having to dismantle and reassemble the rear wheel.

Supplied with two trays - one with a V-shaped top, one with a

flat top - it has a fibre-reinforced plastic structure for increased strength and lower weight than aluminium; being lighter (and stronger), it is therefore easier to use for mobile servicing and repairs and at the racetrack.

It is fully adjustable and locks the wheel securely in position so it can be worked on safely; it comes with a one-year manufacturer's warranty (subject to proper use) and is made and assembled in France.



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Rearsets for V4/V4S Streetfighter

Arezzo, Italy based CNC Racing's racing experience, not least as technical partners with the Pramac Racing team, has resulted in many advanced, high quality, precision fabricated product ideas. Seen here for the V4/V4S Streetfighter, CNC Racing rearsets are items of beauty! Manufactured from top quality, robust materials, they are model-specific designs for extreme use on the street or track. Features include oversized sections for the maximum stress areas, 12 positions, road and reverse (GP pattern) shifting, CNC knurling for maximum grip even in the wettest conditions and support for race bike stand.

The footrests and toe pegs are folding and lockable by steel spring pins (included in the kit); the gearshift and the rear brake levers are mounted on bearings for optimum smoothness and include a pressure brake light switch.

They are available with aluminium or carbon fibre and in a Pramac Racing Limited Edition with carbon fibre heel guards.

Also available for the Hypermotard with triple support arm positioning which, together with the eccentric adjustment, gives 24 steps of adjustment, bearing-mounted gearshift and brake levers,



Rear sprocket final drive kit

adjustable brake and gear lever adjustment with a sliding guide that gives a range of 33 mm and bracket for rear brake master cylinder and its oil tank. Also seen here, this rear sprocket final drive kit replaces the original without any modification - using the stock cushion drive rubbers - on selected MV Agusta (up to 2017), Aprilia and Ducati models such as the Hypermotard, Monster, Multistrada, Streetfighter and Superbikes 1994 - 2013.

The kit consists of the cushion drive hub flange made either in titanium or in lightweight CNC-machined billet aluminium alloy with subsequent surface anodising treatment (in black, red or gold) in 38, 39, 40, 41, 42 or 43 tooth configuration.

CNC says that the kit fits with its flanges (FC301/FC302) and M8 x 1.25 nuts (also in black, red or gold) or with the factory parts.

Finally, the race style 'plug & play' handlebar switches for Ducati, Aprilia and MV Agusta models are available for both racing and road, left and right use. "The keypad is a must in the racing world, which allows the driver to adjust traction control very easily, change engine mapping and/or access all the

functions of the racing keypad of the installed dashboard."

For road riding applications, the keypad functions include lights, indicators and horn. The keypad body is machined from full 7075 zinc aluminium (Ergal) bars, which has then undergone a hard black anodising process that enhances processing with CNC machinery. CNC Racing uses only buttons compliant with the IP67 military standard that certifies the keypad itself as water resistant. The operation of all buttons is guaranteed by over 700,000 cycles; fully reversible simple install list of applications regularly updated.



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ZTechnik VStream Windscreens for 2020 F900XR

The BMW F900XR and F900R have already caught the attention of BMW windscreen specialist ZTechnik with new VStream windscreens options "that will withstand years of rugged use. The windscreens are made in three different sizes and tints to satisfy almost any rider's needs. All will offer improved wind protection and riding comfort compared to OEM or other aftermarket windscreens".

VStream gets its name from its unique patented shape. The advanced "V" profile and dimensional contours push the wind vortex out and away from the rider's helmet, resulting in a peaceful, quieter riding environment.

These windscreens are made from tough Quantum hardcoated polycarbonate. "This high-quality material, along with state-of-the-art manufacturing techniques, provides outstanding clarity, impact strength and scratch resistance unmatched by any windscreen maker worldwide.

"Quantum hardcoated polycarbonate is the material of choice for serious motorcycle riders. It is 10 times more abrasion resistant than FMR hardcoated polycarbonate, and 30 times more than windscreens made from commonly used acrylic or 'aircraft plastic' as it is sometimes called". VStream Windscreens are easy to install and are protected by a 3-year warranty against breakage.

Also seen here for the 2020 F900XR/F900R, ZTechnik's 'Extreme Adventure Gear' side guards "provide the best in rugged, superbly designed accessories for adventure bike owners, whether

VStream+ Windscreens for the 2020 F900R include a custom mounting bracket - seen here is the low windscreen in dark tint, mid-size windsreen in light tint and tall windsreen in clear.



ZTechnik Quantum hardcoated polycarbonate Sport windscreens for the BMW F900XR in dark and light tint, and Touring windsreen in clear.



ZTechnik 'Extreme Adventure Gear' side guards made from one-inch steel tubing for the 2020 F900XR/F900R.

riding far off the beaten path or just commuting and touring the tarmac".

Made from durable e-coated and powder coated one-inch steel tubing, they can stand up to the most extreme abuse and attach to the bike's motor mounts. Designed for off-road protection, they also offer options for mounting supplemental lighting, adventure luggage or a video camera. With the proper tools, installation can be completed in just 30-45 minutes.

**NATIONAL CYCLE INC.
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www.ztechnik.com**

'Lena' riding jeans

Based near Nice in southern France, the Sifam Group (founded in 1994 by Pierre Manuel and still family-owned) has a fast-growing own brand apparel range, for which it is the exclusive distributor.

It is one of the largest France based motorcycle parts, accessory, gear and apparel distributors, with a wide range of famous name and own brand products available from their 3,900 sq m headquarters warehouse.

Seen here, 'Lena' riding jeans feature all the looks of classic casual jeans "with perfect cut and comfort - a perfect balance between fashion styling and genuine protection with removable CE approved protectors at the knees and hips.

"With discreetly and securely held protectors in a regularly styled jeans, these pants successfully combine looks and protection, including Aramid inserts."

Sifam says it is looking for new dealers in England, Germany and Benelux - enquiries can be sent to Sales Manager Joao Ramos (email below).

The company has a second logistics facility in development at Avignon, where it will have an additional 8,500 sq m available to take the company to over 15,000 sq m in total. The extra space will allow SIFAM to increase its inventory to include nearly 40,000 SKUs and make nearly 1,000 shipments daily. SIFAM sells to 2,600 dealers in France and some 6,000 in total throughout Europe.



Sifam

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Saint Laurent du Var, FRANCE
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www.sifam.fr**

Kappa full-face helmets for all the family

Kappa's range of full-face helmets has been updated, and these two models are the latest versions of the KV41 and KJ04 models, designed for parents and kids.

The KV41 'Dallas Scraps' has sharp, jagged lines, geometric shapes, highly contrasting colours on a dark background and a metallic finish. Its advanced technical features include a Pinlock 70-ready visor, a smoked sun visor, a ventilation system with two air vents in the front (forehead and chin guard) and a rear extractor, a nose guard, a wind deflector and a micrometric strap closure.



KJ04 'Boom Prox'

The helmet weighs 1.49 kg +/- 50 g, the shell is made in thermoplastic material, the interior is hypoallergenic, removable and washable and colours are glossy black/titanium/yellow, matt titanium/blue and matt titanium/red. There are four other versions of the K41, including the 'Dallas Simple Lady'.

The KJ04 full-face helmet for mini motorcycle riders has fresh 'Boom Prox' graphics. The weight is 1.19 kg +/- 50 g, with the shell and interior being the same as the KV41. The ventilation system consists of one upper air vent, one chin guard air vent and one rear extractor. Fastening is also by micrometric strap and colourways are matt black/red and matt black/yellow.



KV41 'Dallas Scraps'



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HP Corse RSV4 options

Italian performance exhaust specialist HP Corse has adapted two of its most popular exhaust designs for Aprilia RSV4 applications (2017 - 2020) - the EvoXtreme and the HydroForm Short R.

Made in titanium, the RSV4 EvoXtreme exhaust is 260 mm long with a manually TIG welded stainless steel slip-on for the OE collectors.

With its aggressive and sharp profile, EvoXtreme gives the RSV4 an exciting new look. Available in Racing version only, it features a removable dB killer and, being made in titanium, the record weight saving gives the RSV4 a significant power boost in both mid-range and high rpms.

The silencer body has variable geometries - it narrows towards the collectors for better aerodynamic efficiency and has oblique cut ends where it meets the carbon end cap.

The advanced hydroform technology that HP Corse is known for means that it can create designs that

would be impossible using conventional tube bending and machining techniques. The stylish and sophisticated lines the company has created with the HydroForm Short R showcase the equally stylish and sophisticated lines of the Aprilia beautifully - reaching new levels of aesthetic compatibility. The weld-free, thick and mechanically very rigid monocoque design has a hand TIG welded stainless steel collector connector and oblique cut for choice of end caps with MotoGP style (removable) mesh, is made in high quality steel and finished in light satin or black ceramic in Racing version only, with removable dB killer and TIG welded bracket.

HP CORSE
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EvoXtreme



HydroForm Short R



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Mitas - two new SPORT FORCE+ versions

Mitas, part of the Trelleborg Group, has launched new versions of its popular SPORT FORCE+ in selected sizes.

SPORT FORCE+ EV ('Evolution') is a new compound designed for riders of Hypersport motorcycles who are looking for a road legal tyre for hobby racing, while SPORT FORCE+ RS has a new Racing Soft compound - "a favourite choice of demanding riders who enjoy the grip, precision and dynamic performance of this range.

"The new 'EV' version builds on an already strong platform and takes the tyre's performance to the next level," says Gustavo Pinto Teixeira, Vice President Two Wheels and Specialty Tyres. "We are extremely proud of the significant improvements introduced over the years on SPORT FORCE+ and these two new versions, 'EV' and 'RS'."

Designed for very fast, easy and precise steering, SPORT FORCE+ EV "ensures maximum control in extreme lean angles thanks to its contact area design and materials". Featuring Multi Compound Tread



SPORT FORCE+ RS

Technology and incorporating completely new compounds, the SPORT FORCE+ EV "delivers extremely high grip when cornering and improved performance accelerating out of corners and braking". It will be available in four sizes: 120/70ZR17 (58W); 180/55ZR17 (73W); 190/50ZR17 (73W); 190/55ZR17 (75W).

"For fast and confident performance, Mitas SPORT FORCE+ RS (meaning Racing Soft), delivers the highest racing performance expected from this type of tyre: amazing grip, good slide control and contact feel. The newly developed Racing Soft compound guarantees outstanding performance on dry racetracks at different track and air temperatures" and will be available initially in two sizes: 110/70ZR17 (54W) and 140/70ZR17 (66W).

MITAS MOTORCYCLE TYRES

Kranj, SLOVENIA

Tel: +386 4 206 5883

www.mitasmoto.com



SPORT FORCE+ EV

SW-MOTECH 2021

German luggage and accessory specialist SW-MOTECH has announced a series of new designs for 2021 - including PRO series tail bags, 'Blaze' sport bike saddlebags with "dimensionally stable side walls", new waterproof tank bags and PRO Roadpack bags for sport bikes.

New hard parts include lever guards and redesigned axle sliders in abrasion-resistant plastic.

The company's new 240-page catalogue can be downloaded from its website or is available either from its German head office or French, Spanish and US sales offices. SW-MOTECH says it distributes to more than 70 countries worldwide.

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Falco for 2021

Italian specialist Gianni Falco has introduced new styles for 2021 right across its designs for Racing Sport, ADV Touring, Women, Urban Ride, Heritage/Classic and Off-Road/Enduro.

For ADV/Touring riders, the DURANT is made in full grain, oil-treated leather with a durable, breathable and waterproof 'High-Tex' membrane. There is a frontal P.U. moulded shin plate and D3O cups protect the ankle and a double closure system consisting of black aluminium buckles and Velcro. The boot features a Goodyear welded, heavy duty sole. It is available in black and brown.

Also seen here, NARA, from the 'Women' line, is an on and off bike versatile, informal, contemporary and comfortable boot with 'Micro-Synth' upper with ventilated inserts. A 'High-Tex' membrane guarantees comfort and a good fit. Added P.U. moulded reinforcements protect the ankles and there is a sturdy, dual compound, high grip Vibram sole. NARA is available in black, brown and grey.

Finally, TENSHO, from Falco's 'Urban Ride' line, is an "easygoing on/off bike sneaker with an oil-treated

FALCO
MOTORCYCLE BOOTS



DURANT



NARA



TENSHO

leather upper, 'Micro-Synth' ventilated inserts, 'High-Tex' membrane, D3O ankle cups and dual compound, high grip Vibram sole". It has a double closure system, combining laces and zipper, and is available in black, camel-brown, army-green and grey.

All three are C.E. certified and made in the EU.

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www.giannifalco.com

'Canyon' adventure bags

The 'Canyon' bags range from GIVI, the successor of the Gravel-T range, offers a variety of ways to load up luggage with a selection of 13 options. All are waterproof, feature a roll-down closure and are suitable for maxi Enduros.

The range comprises side bags, rucksacks, a waist bag, tank bags, a cylinder bag, tool bag, cargo bag and accessories. Some are already on the market, some are brand new to the line, including a pair of 8 litre (GRT722) bags, to be fastened to the engine guard with straps, a modular rear saddle base (GRT721), a useful support for different side and top loads, 25 litre side bags (GRT720, shown here), featuring the Monokey coupling/release system and a

large 40 litre cargo bag (GRT712) with air release valve.

The 'Canyon' range is expected to be complete and available by the end of March 2021.

GIVI S.P.A.
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SC-Project - Forza 750 partnership with Honda France



Italian exhaust specialist SC-Project has announced a partnership with Honda France for French market distribution of a model-specific exhaust design for the new Honda Forza 750.

The new 'SC1-S' silencer by SC-Project "is the result of many years of development, experience and tests in several and different conditions," according to International Sales Manager Michele Balboni. "This exhaust system has been specifically engineered and calibrated to combine design, performance, lightness and durability in an elegant and sporty shape which can comply with Euro 5 regulations.

"The body of the muffler is made in high-grade, high-strength, lightweight titanium with a special 'micro shot peening' surface finish and attractive, application-specific carbon end cap."

Made in Italy and developed by SC-Project in partnership with Honda France, the 'SC1-S' is making its worldwide debut on the new Honda Forza 750 (in France, the 'SC1-S' will only be available through Honda official dealers). "The use of the best materials and top-level finishes match perfectly with

the top-class level of this new bike. All the details have been carefully developed, including the specific carbon fibre heat-protection that is supplied with the exhaust kit.

"Our R&D department has worked hard to ensure that the new 'SC1-S' has a sound that suits the Forza 750 and meets the expectations of its riders. The sound was carefully evolved and managed through all the stages of development of the 'SC1-S'. The exhaust can be installed with or without the original side cases."

Compared to the original, the 'SC1-S' delivers a -1.2 kg (-35%) weight saving, a +1.2 hp and +1.3 Nm maximum gain at 6,500 rpm with a constant and smooth improvement throughout the 4,500 to 7,250 mid-range.

SC-PROJECT

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Tel: +39 0294 22313

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www.sc-project.com

Barnett billet clutch baskets

Ventura, California based Barnett's clutch baskets are CNC precision machined from the most durable billet aluminium and feature patented, replaceable stainless steel inserts to prevent grooving of the basket where the clutch plate tabs make contact. Oil passage windows are also machined into the basket to increase oil flow to the clutch plates, resulting in cooler operating temperatures and a longer clutch life.

Grade 8 quality fasteners are included, with a backing plate where applicable. Select applications come with the centre kicker gear already installed. These baskets are available for popular 80 cc and up off-road motorcycles and sport ATVs and are manufactured in-house by Barnett at its California headquarters.

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LightTech loveliness for Streetfighter V4/V4S

Internationally recognised Italian special parts manufacturer LightTech has designed, tested and introduced a range of model-specific accessories for what is arguably the most desirable of all current production models and certainly one of Ducati's finest achievements - the V4/V4S Streetfighter.

The range of model-specific designs includes complete and adjustable rearsets with three possible configurations - basic with fixed footpegs, "W" version with folding footpegs and "R" version equipped with carbon heel guards, titanium bolts, high-quality bearings and folding footpegs.

Fully customisable with a range of options for personalisation, LightTech's durable, high-quality, precision manufactured rearsets are fully serviceable with a complete line of spare parts and accessories available.

Also available for the Streetfighter are super strong ergonomic upgrade levers, an ultra-light licence plate holder with holes for OEM or aftermarket LED turn signals, newly designed fuel tank caps and much more - all 100 percent CNC-machined from a solid block of high-grade, high-strength, lightweight aluminium.

All these specific parts have been manufactured for their style as well as their durability and are complemented by a complete line of carbon parts - including front and rear mudguards, clutch and electric covers, frame and swingarm protections, tank

cover and a stylish tail section upgrade. All LightTech parts are supplied in gloss or matt finish, and the company manufactures all its carbon fibre in an autoclave, which enables LightTech to achieve a precision fit and unique designs.



Rearset



Fuel tank cap and tank cover



Licence plate holder



Mudgard and swingarm protection



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Koso 'Sonic' LED running light and turn signal combo

Koso is introducing 'Sonic' - a new LED combination running light and turn signal design in matt black finish. In addition to the classic indicator in running light combination, the turn signals also have a rear light and integrated brake light function. The front turn signals, which are identical in construction, also have an integrated marker light function. Despite the multifunction, the power consumption is only 2.3 watt. The dimensions of the 'Sonic' are 22 mm high by 24 mm wide by 100 mm long. They are

supplied as a pair, ready for installation and complete with cables and 20 mm deep M8 thread.

KOSO EUROPE
St.Wendel, GERMANY
Tel: +49 (0)6851 978720
info@kosoeurope.com
www.kosoeurope.com



Trial Gear Oil

Swiss blender Bucher says that its Motorex brand Trial Gear Oil is a 75W, formulated specifically for a consistently sensitive clutch response and transmission lubrication reliability under the extreme condition stress of Trials competition use. A fully synthetic, developed in collaboration with GasGas, it meets the performance requirements of the API GL-4 standard.

Motorex, Switzerland,
www.motorex.com



Front fork Off-Road Valve System



Waterproof clothing

Italian brand Hevik offers a whole range of practical waterproof clothing and accessories, available in a range of unisex sizes, and all providing high visibility. The Twister Rain Fluo, made from 100% PVER nylon, is "perfect for city trips, it can provide the necessary waterproofness even during long journeys in heavy rain", and the fluorescent yellow inserts on the collar, sides and sleeves increase visibility. It consists of a separate jacket and trousers, both of which are lined with mesh to ensure breathability, which is increased on the jacket by the air intake on the back. The jacket has a front fastening with double flap and a concealed hood. A range of sizes, together with Velcro fastening on the hips, cuffs and bottom of the legs ensure a good fit.



Supplied with a bag for easy storage of the suit under the saddle, the waterproof resistance is a 5,000 mm water column.

The boot covers HAC214R are waterproof over-boots completed by a stitched sole with a non-slip bottom, "easy to put on thanks to the back zip and flap with hook and loop fastening". A second flap with Velcro closure at the ankle allows the boot cover to be adjusted to the footwear underneath. Also included is a handy bag for easy storage. They are made from 100% Ripstop polyester PVC.

The Hevik waterproof glove covers HCW100 are equipped with a drawstring at the wrist, made from 100% polyester PVC, and a microfibre insert is handy and useful for cleaning the visor.



HEVIK
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www.hevik.com



British suspension manufacturer
K-Tech's Off-Road Valve System (ORVS) is a replacement valve system for the WP 48 mm AER forks that are fitted to Husqvarna and KTM 125 cc and above motocross bikes from 2016 onwards.

The ORVS replaces the original compression and rebound damping assemblies, along with the adjustment needles, giving improved damping characteristics and wider adjustment range - "enhancing overall ride quality and stability on all terrains".

The installation is fully reversible with no dyno required and simple tuning instructions are provided - "K-Tech has taken the hard work out of supplying your customer with the perfect model-specific front fork tune - we tune this product specifically for each model application before shipping it to you". Available in MX 4-stroke, MX 2-stroke and XCountry/Enduro specifications.

K-TECH SUSPENSION
Moira, Derbyshire, UK
Tel: +44 (0)1283 559000
enquiries@ktechsuspension.com
www.ktechsuspension.com

Off-road racing pistons are core business for Vertex



Since way back in 1953, when two-strokes ruled the off-road world, professional motorcycle racers and serious amateurs alike have put Vertex pistons in their engines. And while a lot has changed in the world of motorcycling since 1953, one thing has remained a constant: Vertex pistons and the unique levels of power they deliver are still the pistons powering the champions.

The 2020 MXGP world champion Tim Gajser (Honda HRC) won with Vertex; so did 2020 Supermoto world champion Thomas Chareyre (TM Racing); not to mention all the Enduro world champions - Steve Holcombe of Beta Factory Team achieved the Enduro GP and Enduro 2 world titles with Vertex, and his teammate Bradley Freeman won E3; as well as Andrea Verona of Tm Racing winning E1, Hamish MacDonald of Sherco Racing Factory winning both Enduro Junior and Enduro Junior 2 and Roni Kytonein (Honda RedMoto World Enduro Team) won Enduro Junior 1.

Innovators from the start, Vertex is still using and pushing the latest technologies, designs, materials



Vertex 4T offroad 2021

and heat treatments to improve the performance and durability of every piston it makes - and there are plenty. Today's application list has expanded to include not only the most popular two- and four-stroke engines of years past, but all the latest-design engines as well as the newest releases by the major off-road motorcycle manufacturers.

The latest addition to all this, launched during 2020, were the Vertex Race Evolution pistons. Featuring high-silicon alloy, a reduced top land, a nitride-steel ring and high-tech Moly coating on the skirt, the Race Evolution pistons further reduce friction and wear as they improve high-performance durability. Whether it's a KTM-Husqvarna SX/EXC from 50 cc all the way up to the 300s, or it's an SXF/EXC 250, 350, 450 or 500, Vertex has the pistons for them all - with the choice of Big Bore, Replica, High Compression or GP Racer's Choice versions. The same is true for all the latest Honda CRF/CRX models, 250 and 450, and the Yamaha YZ/WR 85s

and 125s, the YZF/WRF 250s and 450s. Vertex has pistons for the Kawasaki KX and KXF models, Suzuki's RM and RMZs, all the popular bikes from Beta, GasGas and more. All offer the choice of Replica, High Compression and GP Racer's Choice versions, with Big Bore for the four-strokes. The two-stroke range consists of the Replica, Race, Pro Race and Race Evolution.



VERTEX PISTONS/VP ITALY S.R.L.
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Vertex Race Evolution pistons feature high-silicon alloy content, a reduced top land, a nitride-steel ring and high-tech Moly coating on the skirt - Race Evolution pistons further reduce friction and wear as they improve high-performance durability.

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Aviator 3 raises the level of competition and redefines the standards of an offroad helmet. The shell, available in the Carbon 3K version exclusively on the Primal graphic, provides the noble HPC Carbon for the other graphics variants.

New gen high-tech windshield designs

Puig
Hi-Tech Parts

Spanish parts and accessory manufacturer Puig's high-tech R&D team has designed a new generation of model-specific windshields for selected sport models, including Nakeds such as the Ducati V4 Streetfighter, the Triumph Street Triple, Yamaha MT-07 Tracer, Benelli BN 753S and sport and touring style models such as the latest BMW S1000 XR design (2020 and up).

Certified by the German TÜV with ABE approval (38188), they are available in a choice of colourways, manufactured in 3 mm high-impact acrylic, a material that is said to guarantee a high level of resistance to possible impacts and to have the capacity to allow designs that have "unbeatable aerodynamics and wind protection for the rider". Each design ships with its own model-specific wind tunnel test report and is described as easy to install with instructions provided.

The designs have been developed to divert air to the



Touring windshield with visor for the BMW S1000 XR 2020



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'Navajo' Enduro boot



The 'Navajo' is a new boot in the Stylmartin range for 2021, designed in the company's "Rider State of Mind" philosophy for adventure riders and dedicated to the maxi Enduro sector, in anthracite colour.

It is said to support the foot on off-road routes and to be comfortable on long road trips. Made in waterproof, black full grain leather, "this boot focuses on the look, characterised by bold red features and a unique quilted detailing, the mix of materials and the fit". Featuring an anatomical insole, a front air vent and an outer sole in anti-slip rubber, equipped with a customised patterned, self-cleaning lugged tread, the 'Navajo' is promised to be comfortable even after hours in the saddle. Protection is guaranteed by high level features such as shin PU protection with inner side leather heat protection while the practical and secure fastening is composed of three quick-release adjustable levers. Other features include a waterproof and breathable lining, inner anatomical anti-shock filling padding, malleolus PU internal protection on both sides, Hydro grain leather gear protection, a reflex back insert and an anatomic, changeable and breathable microperforated footbed. The boot is CE certified to EN 13634:2017.



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Andreani - DS1 spring test dyno

Noted for its workshop suspension maintenance and tuning systems, in recent years one of the Andreani machines which has enjoyed the greatest success is its spring test dynamometer -developed to give suspension technicians the opportunity to test and tune every aspect of the set-up of modern suspensions.

To develop the machine, "we focused on ease of use and the managing and comparing of the data captured by our advanced software," said company founder and former racer Giuseppe Andreani.

"In fact, our DS1 is able to measure the elastic forces (compression, extension and rebound) emitted by the suspension as a complete set-up and by the performance of the individual components. The technician can analyse the data and see the performance of the suspension in real time graphs and numerical outputs as captured and reported by the tool software."

For specialist use, Andreani additionally offers specific kits that are calibrated for the particular dynamics and tuning needs for a correct dyno spring set-up of, for



ANDREANI GROUP INTERNATIONAL

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www.andreanigroup.com

example off-road suspensions, street and sport bike set-ups, a bump rubber kit (new) and even for MTB suspensions, making the DS1 a versatile tool.

The off-road kit, for example, includes the specialist fittings that make it easy to adapt the DS1 specifically to all the different kinds of dynamics, set-ups and architectures of off-road motorcycle forks. The kit also includes fittings to measure the bump rubbers, which are very important set-up components. Based on the rubber hardness, the software will give different progression graphs - by measuring the effects of the hardness, the technician will be able to characterise and choose the bump that suits the requirements best - or to simply verify whether or not a bump should be replaced. This brand new feature allows the technician to measure and characterise the different bump rubbers by setting and testing them in their correct position. Andreani is offering free shipping on the DS1 throughout Europe.

Andreani is offering free shipping on the DS1 throughout Europe.

Sidi 'Atojo' in Technomicro



One of Sidi's top selling boots, the 'Atojo' SRS was developed "to meet the tough demands of champions, designed to help pilots obtain the best feeling with their motorcycles and provide optimal driving precision". The upper is produced in Technomicro, which is resistant against water, scrapes and cuts. There is a three-lever closure mechanism and levers function independently from one another for effortless and secure closing. Protection includes a front panel in anatomically shaped PU, and for safety and comfort three removable systems prevent hypertension in the foot.

This new, special edition version of the 'Atojo' SRS (Sole Replacement System) in black and white "has been created to evoke sophistication". The name Atojo reflects the names of the three racers who contributed to its development - "A" for Alessandro Lupino, "TO" for Tony Cairoli and "JO" for Jorge Prado.

The all new 'Atojo' SRS motocross boot is over one pound lighter per boot than Sidi's popular Crossfire 3, and the overall height has been reduced 1 cm vs the Crossfire 3, based on input from the professional athletes who have helped Sidi develop it.

Technomicro is a composite microfibre material created from strands that are so fine, each one is less than one thousandth the thickness of silk. These fibres act like natural leather skin, but with the advantage of better strength, softer texture and lighter weight. Technomicro is also water resistant, highly resistant to abrasion and tearing and easy to clean and maintain. Technomicro doesn't stain and offers reduced weight, more flexibility and a better feel than leather or other synthetic material boots.

The 'Atojo' SRS plastics have an all-new design - the high impact plastic heel is shaped and specially moulded to improve foot safety in case of torsional twists and to ensure comfort and stability. On the inner shin, the boot leg is built of protective suede with embossed rubber inserts which, in addition to providing good grip on the bike, protect the leg from engine heat. Rubber inserts for a smoother surface area, greater grip and control are strategically located on the inside of the ankle.

The high-impact plastic shin plate is anatomically shaped, its structure also extends under the upper to increase protection.

SIDI SPORT S.R.L.

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www.sidisport.com

Gilles - for KTM 890 Adventure



Adjustable brake and clutch levers - seen here with handguard

Gilles Tooling continues its prolific new ADV line product design programme with parts for the all-new KTM Adventure 890.

Highlights include Explorer Enduro replacement driver footpegs with rotational joints, which means they can turn and be mounted quickly and easily to the original mounting points of the motorcycle.

The comfortable and wide design, in combination with a patented spring-loaded rubber insert for a relaxed foot position, means flexibility and great comfort, even on the longest journeys. The rubber insert protrudes inside the footpeg with the rider weight standing up on the pegs for offroad riding, offering more grip for the rider's boots.

They have 10 mm of forward and backward adjustment and can be used without rubber inserts. In the open design, a third steel pin is inserted in the middle, so that the footpeg is ideally suited for use with off-road boots, standing upright riding the bike. A colour-customisable lightweight rolling paddock stand adapter (PSA) makes for easy bike lifting - a chamfer on both sides enables safe and easy fitment of fork style stands and protects the swingarm.

There is an adjustable gear shift lever that is adjustable to all sizes of boots, in both height and tip distance, and a fully adjustable brake pedal. Both the pedal and lever are CNC-machined from billet and then black anodised. 2DGT adjustable handlebar risers and adjustable brake and clutch levers are also available.

The Gilles ADV line consist of a full range of parts dedicated to Adventure bikes such as the BMW 1250 GS/GSA, 850 GS, Ténéré 700, KTM ADV 790, Honda Africa Twin 1100 and Ducati Multistrada.



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The Explorer Enduro footpegs are fully adjustable forward or back by 10 mm



Adjustable handlebar risers



Paddock stand adapter

Roof - 'DESMO Kamo'



French helmet manufacturer Roof International has updated its popular 'DESMO' modular helmet with venturi effect air vents and a new 'Kamo' colourway. The company claims that new specifications make 'DESMO' the "first 100% fully versatile full-face helmet and one of the quietest helmets on the market with advanced embedded technologies for increased comfort and high protection". Since the last generation of 'DESMO' shells, the weight has been reduced, the space at the chin-bar increased, a removable and washable 'Silent' lining developed to make the 'DESMO' even quieter, and two additional release buttons built-in with reversible stop added in Jet position.

"The patented desmodromic visor mechanism in 'DESMO' has the most advanced embedded mechanical system on the market to ensure incomparable comfort and ease of use. In the Jet position, the visor is automatically lifted and rotates to get closer to the face in order to avoid air turbulence - preserving the aerodynamics when it is in the Jet position. The lifting is done intuitively and quickly with one hand.

"In the full-face position, the visor is automatically lifted and rotates to come back into the patented double-lip chin-bar seal, automatically locking the chin-bar". Additional features include a double density EPS liner, active and passive defog and venturi effect air vents.



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Drift Evo full-face

Bergamo, Italy based helmet specialist Caberg has added to its full-face line-up for 2021 with an updated Drift Evo range that "raises standards for even the most demanding of sports style riders. This helmet is the result of the experience gained by the company's racing department and the riders who wear the Drift Evo in many championships around the world".



The shell is produced in two sizes that, "together with an innovative inner lining, offer the perfect balance between comfort and fit. The rear spoiler gives a sporty and aggressive look and enhances

aerodynamics and reduces turbulence at higher speed.

"The cheek pads have been redesigned to offer a closer fit and different sizes can be installed and changed for a custom fit. The quick release visor mechanism allows visor self-adjustment to guarantee a close contact of visor and window beading. A spring double movement prevents manual regulation in order to avoid incoming water or air. The left side visor lever allows a 0.5 cm gap from the beading to avoid or eliminate fogging. When the lever is lifted, the visor is locked to avoid sudden opening during a ride or fall".

Features include a transparent anti-scratch visor, an adjustable Pinlock Max Vision lens and an integrated and adjustable anti-scratch DVT (Double Visor Tech) sunshade visor. There is a lower chin guard vent, top vent and rear exhaust.

The shell is available in fibreglass or two carbon versions - the Drift Evo Carbon and Drift Evo Carbon Pro. All are equipped with removable and washable lining (including the chin strap padding), double D-ring retention and are comms ready - including the new Caberg 'Just Speak Evo' communications system.

In additional news, 26-year-old Italian European Supersport Champion Kevin Manfredi has chosen the Caberg Drift Evo for 2021. This year will see Manfredi focused on three commitments: the CIV SSP 600, World SSP 600 and the World Endurance Championship EWC.

Caberg's Product Manager Andrea Donghi said: "I have always appreciated the grit and determination



Kevin Manfredi (right) with Caberg's Product Manager Andrea Donghi.

that Kevin has - these same qualities are an integral part of our company philosophy, of our way we work and compete with our products worldwide. We are pleased to be able to support Kevin and are looking forward to a successful and long-lasting relationship."

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Aprilia RS 660 - suspension upgrade options

Congratulations to Matris in Italy - the first parts and accessory manufacturer to send us information about new options for the RS 660, the new twin sport bike from Aprilia.

Always quick to offer new product applications for the latest bikes, Matris has a complete range of suspension upgrade options for the much anticipated RS 660 on the shelf and ready to ship.

For the front suspension Matris is offering a complete range of hydraulic cartridge kits that allow full compression, rebound and

preload adjustment. The sealed and pressurised F25SA cartridge and classic quad-valve-system F20K and F25R cartridges are proven and tested designs that have already done thousands of miles on hundreds of popular models. Their adjustability optimises the response, feel, precision and comfort of any bike - allowing for the perfect setting for any riding style and weight set-up. The kits are fully plug & play and do not require any modifications to the original forks for a 100 percent reversible installation.

Rear shock absorber options from Matris include the three-way 'R' adjustable shock (M46R) - "a sophisticated unit developed primarily for race and track use".

It is equipped with three independent hydraulic control adjustments - high and low speed compression and rebound damping. The ride height is also adjustable, and the spring preload is by hydraulic preload unit.

Matris says that it uses computerised engineering systems to design and produce all the components and that only materials of high-end technical and mechanical characteristics are used - "their objectives



are precision and quality, durability and reliability, reduced weight, high temperature stability and fine damping adjustment to ensure the greatest sensitivity and confidence for the rider. The difference in damping we achieve is perceptible with every click of adjustment".

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"Double the power, double the features" - OptiMate Lithium 4s 10A

Lithium batteries have made the jump from being a novel aftermarket accessory to becoming a commonplace essential for performance and adventure motorcycles.

Their use has created the need for fast and safe charging and for providing support during PDI and service diagnostics.

A relatively unknown advantage of lithium starter batteries is that they can be charged up to three times faster than AGM lead-acid batteries, the current popular 'stock' battery choice. As a direct



comparison, the fastest charge an 8Ah AGM battery (e.g. YTX10) can accept is around a third of its true rating, therefore 2.66 amps, but a lithium ferrous phosphate (LiFePO₄, the technology used for lithium starter batteries) rated at a true 8Ah can accept 8 amps!

OptiMate has recognised this in the architecture of its OptiMate Lithium 4s 10A (part no: TM-274 in Europe, TM-275 in North America, TM-276 in the UK). It can deliver up to 10 amps of fast charge but

can also automatically adjust its charge rate down to what a smaller battery can accept; its AmpMatic (lithium tuned) charging method takes care of that - bigger batteries get more, smaller batteries get less, all automatically.

"But that's not all," says TecMate CEO/CTO Martin Human, "like every OptiMate battery charger, there is always more built into the advanced circuitry.

"Firstly, and obvious for any OptiMate battery saving charger, it will safely and effectively save lithium starter batteries from as low as 0.5 volt. Its smart algorithm actively tests and confirms battery health until it has recovered sufficiently to receive a fast charge - very important for such dense energy technology.

"Secondly, it offers battery management system reset at the press of a button. Increasingly, lithium battery manufacturers are adopting vital protective measures for their performance batteries. The most important being deep discharge protection, or, in simple terms, low voltage cut-off, i.e. the battery turns off if discharged too low. When that happens it then needs a special reset signal to turn it back on - delivered at the push of a button by the OptiMate 4s 10A.

"Finally, the new 4s 10A includes a TUNE mode - a stable 13.6V that supports the lithium battery during diagnostics and troubleshooting when the engine is not running."

A 10 amp battery charger for motorcycle starter batteries might have sounded over the top even as recently as two years ago, but in 2021 it suddenly makes a lot of sense, especially when it comes to the lithium (LiFePO₄) technology that is increasingly being embraced by motorcycle manufacturers.

TecMate is not new to this technology, its first OptiMate Lithium 4s 5A was introduced in 2010, in response to the "at the time" exotic new lithium starter battery technology that was beginning to be embraced by a handful of leading-edge custom bike builders and racers.

"Lithium starter batteries have come a long way



since then, and quickly," says Martin. "They have become 'mainstream' and OptiMate Lithium already has over ten years of experience in how to charge them fast and right."

OptiMate tecMATE

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Armadillo extreme



Portuguese manufacturer of "performance plastics" Polisport has updated its range of exhaust protectors for 2021 with the dual compound Armadillo extreme silencer guard for 4-stroke models.

Made from a blend of stainless steel and silicone to increase the levels of protection in extreme conditions, it is abrasion and impact resistant and features elastomer compound to reduce vibrations and noise



compared to other metal designs. The high temperature resistant, flexible and adaptable design measures 30 cm long.

Available in OE colours, it weighs 460 g and is a quick and easy install - no parts have to be disassembled. The model-specific mounting kit includes two

brackets or two brackets and two metallic clips.

Polisport also offers 2-stroke exhaust protector designs and silencer end cap style protectors, also all in OE matching colours.

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Arai 'Quantic' - "high speed comfort for the long haul"

The new Arai 'Quantic' full-face is described as a "brand-new generation of Arai helmets aimed at the sports-touring rider who wants dynamic, race-derived performance on the road, with cocoon-like, luxurious comfort and features suitable for long riding days". "The new 'Quantic' is the result of R&D's extensive work in the lab, on the road and out on the racetrack. As its mathematical definition describes, it draws together in harmony, qualities and design elements found on helmets throughout the Arai range, from the popular Profile-V to the range-topping MotoGP-spec RX-7V Racing, but adds fresh features all of its own." Sitting between the Profile-V and RX-7V, Arai says that the Quantic "marks a brand-new generation of sophisticated design and occupies fresh ground". The company expects it to be approved to the "new, more rigorous ECE R22-06 standard soon", and Quantic "is manufactured by hand from Peripherally Belted e-Complex Laminate Construction (PB e-CLc)". The outer shell "maintains the core strength that Arai is known for, but with a substantial weight reduction". The new 3D Arai logo duct, air-scoop chin vent, F1-based dual tear-ducts and RX-7V Racing-derived one-piece rear exhaust/spoiler were developed in the wind tunnel, in real road conditions and at Suzuka. Alongside the brow vents and flush-fit rear exhausts, the Quantic's ventilation guarantees a consistent,



controllable flow of cooling air via a total of twelve ports in the shell and from low around town speeds. It features a 5 mm flare around the base for easy access on and off, and the VAS MAX (Variable Axis System) vision visor comes with a Pinlock insert ready to use and yields an average of an additional 24 mm across both temple areas. The new, premium brushed nylon interior is removable and features Facial Contour System (FCS), speaker pockets and a neck roll wire pocket. It also features the Emergency Release System (ERS). The Quantic has been designed from the outset for easy application of an intercom. The new three-position (open, midway and closed) sliding air-scoop chin vent flows a larger intake air volume and has a replaceable filter. The actuating mechanism is thicker and easier to use with gloves. The one-piece rear exhaust/spoiler is operated by a three-way switch and inspired by the DX-2 of the RX-7V Racing, but redesigned for touring use and tested at up to 300 km/h at Suzuka and sits a little more forward on the shell and is fed by three ports in the shell. It efficiently draws air, but also smoothes airflow over (and from the side) the helmet, improving stability and reducing buffeting, especially while overtaking at highway speeds. The result is much less rider fatigue. Manufactured as thin and light as possible, it's designed to crush or break away upon impact, therefore having no impact on protective performance.

The Quantic outer shell design has built-in side ducts for the first time on an Arai helmet. The AR-mat has been substituted with a new material which makes it possible to reduce the weight while maintaining strength. An extra layer of Super Fibre belting - instead of the Hyper Ridge found around the base of



Bihr adds Switzerland to its Arai footprint

Arai has reached agreement with Bihr (Bartenheim, France) to be its exclusive distributor in Switzerland.

Located just 15 km from the Swiss border, near Basel, distribution of Arai products will be managed by the Bihr Swiss team (Bihr Swiss SA, formerly known as Pichard Racing) and led by Philippe Chollet, with all dealers in Switzerland able to be supplied within 24 hours. All existing Bihr Swiss clients and prospects will have access to Arai products via the Bihr.pro platform.

"We are very pleased to have found an agreement with Bihr to distribute our helmets in Switzerland. The Bihr team has clearly demonstrated its ability to distribute our products over past years, and we are more than happy to expand our collaboration to Switzerland," said Michio Arai, CEO of Arai Helmets Ltd. This extends a relationship between Bihr and Arai that already sees it distributing for Arai in France, Belgium, Germany and in the UK through subsidiary Moto Direct.

Christophe Piron, CEO of Bihr, said: "Arai has a fantastic range with a safety reputation that is second to none. Our partnership with Arai has already been very successful and we are pleased to be able to deepen the relationship still further."

Bihr

www.bihr.eu

the Profile-V - maintains rigidity in a crucial area while offering flat sides for easy fitment of an intercom.

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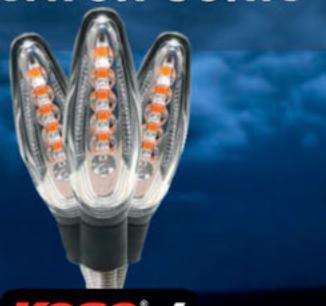
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G.P.R. engine-specific Euro 4 homologations made from 99% recycled steel and aluminium

Expanding in 2020, with new hires and an expanded product line despite the ferocity of the pandemic impact in the Milan area, recent new products from G.P.R. include a new range of Euro 4 homologated



exhausts. These include what G.P.R. describes as "an important list of versions with catalysts that have Euro 4 homologations for specific model and specific engine displacements and configurations".

"These are real, certified compliances that our engineers have achieved that are dedicated to the most important brands for G.P.R. and our dealers in terms of sales - such as for **Kawasaki 2020/2021 (Z900 seen here)**, **Honda, Yamaha (Ténéré 700 also seen here)**, **Benelli** and **KTM**".

"Pure Italian style, 100% Italian design and manufacturing and 100% true approvals," says G.P.R. CEO Mauro Orlandi, "with reduced weight for increased power, deep, legal sound and environmentally responsible design and



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manufacturing, with 99% of the product (by weight) made from recycled raw materials - aluminium and stainless steel."

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Forma - new for 2021

New for 2021 from Forma Boots of Italy, the feature-rich 'ONE DRY' urban sneaker has a full grain leather upper, personalised Forma sole with EVA anti-shock insert and rubber tread, gear pad protection, rear reflective inserts and protective polyurethane inserts. Inside there's a padded tongue and collar, personalised Forma Drytex waterproof and breathable ankle TPU tubular lining, moulded plastic protections, reinforced and shaped heel and toe areas, soft polymer padding with memory foam, a PP Mid Dual Flex with anti-shock EVA midsole and antibacterial, replaceable footbed with A.P.S. (Air Pump System).

Also seen here, the 'ONE FLOW' urban sneaker additionally has external 3D vented inserts and internal air mesh lining. The 'PILOT' MX boot is made with a synthetic material upper, personalised MX-B compound double density rubber sole for increased abrasion resistance and durability, bonded MX-B sole with Goodyear stitching directly to the I.N. & F.S. (Incorporated Nylon & Fiberglass Shank) midsole for enhanced



rigidity and durability, F.C.S. (Flex Control System) with anti-torsion and double rear stop, injection moulded plastic protections, personalised rubber heat gripper protector and replaceable/adjustable aluminium, articulated 'Evo Security Lock' buckles. Internal features include padded inner lining, polyurethane nylon reinforcements, soft polymer padding with memory foam, I.N. & F.S. midsole, antibacterial replaceable footbed with A.P.S. (Air Pump System) and



spare EVA anti-shock inserts included. All three are CE approved, designed and developed in Italy and made in the EU.

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MOMODESIGN and TCX sign licence agreement

Italian brands MOMODESIGN and TCX have signed an international licence agreement for the production and distribution of technical motorcycle footwear.

The two Italian brands say they have combined their skills to create a collection of footwear that is said to be brand new in the motorcycle market, "a perfect union of function and style, where the technical know-how that TCX has developed over the years has been adapted to the iconic contemporary style of MOMODESIGN".

The deal involves a new Tech Sneakers collection that seeks to represent "a perfect combination of functionality and aesthetics, combining the excellence of the two brands".

The MOMODESIGN range of motorcycle sneakers offers "technical materials, innovative design and technical-structural function", according to the company. "Devised to accommodate the needs of the urban motorcyclist who wants to wear state-of-the-art footwear which isn't necessarily distinguished by a motorcycling look, but still has the high quality, functional performance and protective qualities needed by riders".

Top of the range is the Firegun-1 WP with an upper elasticated, engineered fabric waterproof gaiter, external water-repellent zip fastening, internal upper in breathable mesh fabric, lining in breathable mesh and a rear reflective insert.

Protections and reinforcements include an EVA sole with ZPLATE insert, reinforcements on malleolus, toe and heel counter and a TPU shift pad. Other features include quick-lacing internal fastening and an OrthoLite footbed, an EVA midsole and Groundtrax tread in wear-resistant rubber.

The Firegun-2 GTX features an upper in breathable engineered fabric and microfibre and an EVA midsole with ZPLATE insert, a TPU shift pad as well as reinforcements on the malleolus, toe and heel counter. Comfort is ensured by a Gore-Tex extended comfort footwear membrane, an OrthoLite footbed, lacing and Velcro fastening. The sole is also an EVA midsole with a Groundtrax tread in wear-resistant rubber.

The Firegun-3 WP "stands out for its contemporary and sporty design with a mid-cut design to satisfy a specific need for style and functionality for riders seeking versatility, walking comfort in everyday use" with a breathable fabric upper and side reflective inserts. Additional features include internal lining with waterproof membrane, OrthoLite footbed,



Firegun-1 WP



Firegun-2 GTX



Firegun-3 WP



Firegun-3 WP woman

quick-lacing fastening and lace storage pocket on the tongue. The Firegun-3 AIR is ideal for urban use during warmer weather.

Finally, the Firegun-3 WP Woman is designed for the female rider, embellished with refined details and finishes and also features an engineered breathable fabric upper.

TCX recently became part of the Dainese Group, which is owned by the Bahrain Investment Corporation (BIC - aka Investcorp); Dainese also owns the historic AGV helmet brand.

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LV-10 Carbon Fiber for Z 900

Based on its direct experience of racing in the Moto2 and Moto3 World Championships, LeoVince has developed a new line of exhaust systems for the Kawasaki Z 900 - its new LV-10 Carbon Fiber exhaust, which completes the LV-10 range. "The new LV-10 Carbon Fiber maintains the compact and lightweight design that



characterises the LV-10 range," says Brand Manager and Racing Team Coordinator Roberta Astori.

"The pre-preg, double-layer carbon sleeve and the CNC 'Full-Carbon' bracket enhance

LeoVince



its lightness and aesthetic intensity, ensuring the best performance. The stainless steel end cap with sandblasted finish, combined with the rear stainless steel mesh, gives the silencer a convincing race-ready look, boosted by the unmistakable LeoVince sound.

"Uniquely in the LV-10 range, the matt finish, the TIG welded LV-10 Carbon Fiber is enhanced with an aluminium plate, embossed with the LV logo, previously used by LeoVince exclusively in racing, reflecting the strong bond between the LV-10 Carbon Fiber and the racetrack."

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Gaerne - three for the road



G.VENTO

Gaerne's G.Vento is a premium made in Italy Gore-Tex touring boot designed for hot conditions. The upper combines Cordura plus leather and the Gore-Tex extended comfort footwear membrane offers superior breathability and 100% waterproofing.

Additional features include malleolus reinforcement, gear protection, elastic zipper and Velcro for a customised fit, reflex insert for better visibility even in poor conditions, and a rubber touring sole designed with specific grip areas. Gaerne's G.Razor is a comfortable sport shoe with lightweight and street-styled upper that combines suede and technical fabric with soft pads at the ankle area and on the heel.

The lace loop holder keeps them safely secured and the boot securely closed;

the Gore-Tex extended membrane gives increased breathability while the newly designed rubber sole provides excellent on and off bike grip.

G.Rocket has been designed for sport racing, but is comfortable off the bike as well. The upper is made of highly wear resistant microfibre and there is lateral air vent perforation to improve inside ventilation and comfort.

High protection features include malleolus reinforcement and shift pad and heel protection. The mixed laces and Velcro strap closure system is fast and functional with a micro-injected insert to facilitate grip. The exclusive compound rubber sole is integrated with the upper design and offers maximum grip and wear resistance. There is also an internal breathable and antibacterial membrane. G.Rocket is also available with a Gore-Tex extended membrane for increased breathability.

All three models are CE certified.

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NEWS BRIEFS

Energica MY2021 models are now equipped with the CHAdeMO charging system option, and is therefore the first electric motorcycle manufacturer to adhere to both the major international protocols on charging systems currently in use on the global market - CCS and CHAdeMO. The company has developed a new control unit to manage the dialogue between the vehicle and the CHAdeMO charging station. This system manages the exchange of information to initialise and stop the charge and manage all the CHAdeMO protocol needs.

Some 230 or more classic motorcycles (mostly rare or very rare) have been destroyed in a fire that reduced the world's highest motorcycle museum to ashes. Located more than 8,000 ft (2,000 m) high in the Austrian/Italian Alps, Austria's 'Top Mountain Motorcycle Museum' at the crosspoint where Austria and Italy meet high in the Timmelsjoch Pass - a popular riding route with motorcyclists. The museum was founded in 2016 by twin brothers Alban and Attila Scheiber as a way to show off their personal collection of mostly European marques, and in 2020 it hosted a well-received exhibition of important and rare Indian motorcycle examples.

Battery electric vehicles took 54% of total new car sales in Norway in 2020 - making it the first country in the world in which EVs have outsold ICE units in a year, and putting the nation well on track to meet its previously announced objective of eliminating all new combustion engine vehicle sales by 2025 and becoming a zero emissions nation by 2050.

BMW to abandon INTERMOT and EICMA permanently

Described as a realignment of its strategy for product launches, BMW Motorrad has announced that it will no longer exhibit at the two major international European trade fairs that it has historically supported from its head office corporate communications budgets - INTERMOT and EICMA.

"New live and digital formats will increasingly take the place of traditional trade fair appearances at BMW Motorrad in the future. In particular, this means that the traditional commitments at the two leading motor shows EICMA in Milan and INTERMOT in Cologne, which were previously organised centrally by BMW Motorrad, will no longer apply. "This realignment of the communication strategy for new BMW Motorrad products and offers includes in-house BMW Motorrad and BMW Group formats as well as external formats - both live and digital - taking into account the respective defined requirements of the different target groups and media genres."

Dr. Markus Schramm, Head of BMW Motorrad, is quoted as stating: "Our strategic communication realignment in which we make use of increased live and digital formats will enable us to inspire even more people worldwide for BMW Motorrad products and offers in the future and to approach



them in an optimally targeted manner. "By using our own trade fair-independent live and digital formats, we cannot only time world premieres and product launches more flexibly, but it also enables more intensive interaction with all target groups as well as an increased information reach."

The company says that it will "continue to present its product range to visitors at selected regional motorcycle shows and will be open to new formats", but not ones where it would actually mean meeting, you know, people!

Ever since the tightening of the coronavirus lockdown in Germany was announced in January, there has been increasing industry speculation that many of the planned motorcycle events in the first half of 2021 could yet end up going the same way as most did in 2020, and that even an event slated for November, such as

EICMA, was already looking vulnerable - and that was before this news threw a Molotov cocktail into the hen house.

Indeed, in announcing that it was severing its long-standing relationship with Garmisch-Partenkirchen for its annual BMW Motorrad Days celebration of all things "blue and white" - in favour of Berlin - the lack of a confirmed date (aside from a vague statement about the summer of 2020) appeared to presage uncertainty about that investment too. As this INTERMOT/EICMA news started to circulate towards the end of January, there were two mutually opposing and competing perspectives doing the rounds - namely that this move either suggested that BMW would also abandon the planned Berlin event, or that it will step-up its Berlin plans for a mono-brand-fest at Berlin that gave it the opportunity to tightly regulate its messaging and brand presentation without competitive pressures to distract its disciples.



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