

INTERNATIONAL DEALER NEWS

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EICMA 2021 - "A tank full of passion"



That is how the Italian motorcycle industry trade association that organises EICMA (ANCMA) described this year's "return of the king" of annual international motorcycle industry shows.

Calling it a return of "pre-pandemic enthusiasm and confidence for the International Two Wheels Exhibition in Milan" and a "test of strength for the industry" to "rekindle fans' dreams", the organisers claim that the attendance "reached the maximum limit of capacity allowed by the current legislation on the days open to the public" with 342,644 "presences overall".

Italian expo attendance figures from the likes of EICMA and others are always "creative", always open to interpretation and conjecture, but based on what we here at International Dealer News saw on the first three days, including the first of the four public attendance days, our forecast that the smaller show (in OEM and PG&A vendor exhibitor number terms) would still attract sufficient visitors to keep vendors and numbers

in harmony have proven to be true. From the IDN perspective it was an excellent event, and the first time we had been able to go to an expo anywhere since February 2020. Here is the organisers' press release in full ...

MILAN, 29 November – "In the end it was passion that won - the great desire by the public to experience the event in person, the determination of the exhibitors and the desire by the



Photo courtesy EICMA

trade to get back to doing business in person.

"The 78th EICMA, the International Two Wheels Exhibition, closed its doors on Sunday, November 30th, at Fiera Milano Rho with a success that takes the exhibition event back to pre-pandemic enthusiasm. This statement, after the forced stop last year, also

takes on great symbolic value and confirms that the model of trade fair implemented by the historic Milanese show is up to date.

"Despite the contraction of the exhibition area, dictated by the consequences of the pandemic, in the four days it was open to the public, a **total of 342,644 presences [were recorded] in the five halls occupied this year and in the outdoor areas.**

"This result was distinguished by a visitor experience in complete safety and with over 94% of the tickets purchased online thanks to the decision of the organisation to avoid pressure on the ticket offices of the trade fair area - making EICMA the best attended event hosted at the Milan Rho fair facility since 2020.

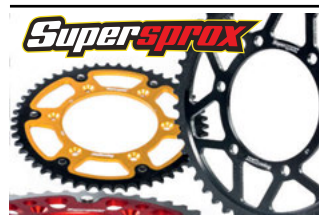
"The international popularity of the exhibition event among business visitors was also good and, despite the latest restrictions and the difficulties linked to international travel, with 28,841 trade professionals (43% foreign) and 45,127 journalists,

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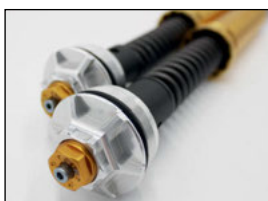
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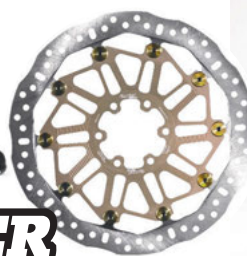
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EICMA came, EICMA went, EICMA conquered

It may only have been "half a show", half of its former scale in booth and visitor number terms, but though smaller, it was perfectly formed and performed perfectly.

Of course, the lens through which I view shows is very different to the one that motorcycle manufacturers and PG&A vendors see through. However, down the years (32 'Milan' shows and counting) I have become sufficiently adept at reading between the aisles to understand what is going on.

In the case of the 78th EICMA, it can't be said to have been business as normal - after all, what's normal about a missed show, a global pandemic, booming demand and product shortages? It was definitely not a return to normality - in fact, it was an abnormally big leap into the unknown. But maybe we have now had our first insight to the "new normal" that people have been talking about. One that will prove to be a business landscape in which the sands shift with even greater and more unexpected speed and outcomes than ever, and one in which market instability really is the "new normal".

There has always been change, of course. Indeed, although it is a cliché, the time to worry is when there is no change. Change is the engine room of the business dynamic, the driver of progress and the builder of profits.

But the kind of changes that the current complex matrix of generally conflicting and often counter-intuitive pressures is producing takes a lot of careful analysis - the suspension of orthodoxies and the embrace of the unknown is emerging as the new platform for business planning.

We here at International Dealer News (and our sister magazine American Motorcycle Dealer) were as incredulous at the apparent closedown of business activity that we appeared to be facing in March 2020. Now we are just as incredulous about how this particular so-called 'recession' has played out.

I know we all have to cope with the law of unexpected outcomes, but where we are now is off the scale compared to where many, myself included, initially thought we would be by the end of 2021.

In our case, demand for both editorial content and advertising space is running at post 2007/2009 financial crisis record levels. In our case, the 'Now More Than Ever' message has resonated and IDN (and AMD) has provided a much needed lightning rod, channel of continuity and communications platform at a time when all appeared likely to go dark.

In the case of the industry we serve, dealer inventory shortages and vendor supply chain issues have resulted in a business picture that is quite unlike anything I for one can ever recall experiencing throughout my 32 years of visiting EICMA.

It is tempting to say that what we are seeing currently simply does not compute but, in fact, there is underlying logic to what could otherwise be interpreted as weakness - and therefore the potential for market strength and opportunity.

The fact is that we are in an industry where demand for our primary products is robust - this is a good thing. This is an awesomely good thing.

At a time when the greater transport industry of which we are a small cog could, theoretically, be facing potentially existential challenges, ours are the challenges of growth. Rather than failing to meet the challenges, we are turning them into opportunities.

For example, one of the most striking trends we saw at EICMA wasn't the panic that impending sustainability requirements were inducing, but the willingness to

reshape, rebuild and embrace the opportunities that sustainability represents. Reduce, reuse and recycle, as Mauro Orlandi of GPR Exhausts puts it.

Far from being the end of the world, we are in fact eyeing the birth of a whole new way of building and judging balance sheet health - and the air smells good.

From exhaust and brake pad manufacturers to apparel, helmet and, yes, even performance engineers - EICMA provided a much needed and timely showcase for so many new directions that it was as if it had always been thus. When (not if) shows like EICMA do 'build back', they really will be better.

I am perfectly sure that if we look back at pictures of EICMA 2009 through the lens of 2030, the change that the show will bear witness to will have been dramatic.

One advantage of seeing EICMA 'cut down to size' was that the increasing number of forward-facing businesses, especially the electric vehicle makers, are shown in stark relief against a much smaller vendor head count. In particular against an OEM sector that is proving to be a lot less agile in its response to future business opportunities than one would have hoped and expected.

Only a very small percentage of the electric vehicle start-ups we are seeing today will still be around in a decade, and a large percentage of those that will be around

haven't even started up yet. However, in among the slew of poorly designed, ill-conceived and clearly undercapitalised budget-spec 'me too wannabees' was a reassuringly growing number of well capitalised, well conceived and very promising entrants from which tomorrow's market leaders will emerge.

The brand values that consumers are already showing that they expect from an electric vehicle maker, in the PTW industry especially, are already making it difficult to see

how all but a very small number of the existing motorcycle and scooter brands and factories are going to be able to 'crossover'.

Brands associated with internal combustion engine transport solutions will likely be able to sell to their existing customer base - they will be able to leverage their brand meaning with their dealer network footprint.

But will they any longer be able to compete with other manufacturers of the same pedigree? Will a Honda dealer be able to lure an historically loyal Yamaha customer, or will any of the existing 'players' be able to compete for non-brand loyal, non-legacy new generations of customers looking for vehicles in a competitive environment that will reward platform-specific credentials and authenticity?

Some, no doubt, will square the circle and leverage their existing status and resources. But of the other established manufacturers, only a few will survive. Add into the mix the say that returning legacy brands are likely to have in the future OEM line-up, alongside the winners from the purpose-specific entrants, and ten years from now EICMA will indeed look very different compared to ten years ago - it already does.

“an awesomely good thing”

Robin Bradley
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MOTOGP - MOTO 3



TEAM SIC 58
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STAT ATTACK

Europe: ACEM stats for the 'Big Five' European national markets (Italy, France, Spain, Germany and the UK) show motorcycle registrations for the first nine months of 2021 rising by +10.6% compared to the same period of 2020, totalling 792,819 units. Almost all the main national markets registered volume gains in 2021 compared to the same period in 2020, with Italy showing the biggest increase (+27.9%). UK, Spain and France also performed well (+13.5%, +8.7% and +8.5% increases respectively) with only Germany declining, by -4.9% YTD. Compared to the first nine months of 2019, the 'Big Five' were +8.2% compared to the 732,594 new units registered for the January to September period in 2019.

Italy: New motorcycle registrations for September were +2.31% at 8,911 units, +4.02% for October (6,758 units) and -2.21% for November at 4,901 units. For the YTD (Jan - Nov 2021), Italian registrations are heavily up on the year-ago period at +28.14% (115,442 units), and compared to 96,158 units in 2019. This compares to 98,917 units for the first 11 months of 2019 and 94,108 for the 2020 period. In total PYW terms, the Italian market was +24.43% YTD at 262,572 units. The top-selling motorcycle is the Benelli TRK 502X (6,455 units YTD), with the R 1250 GS next with 3,894 units sold, Honda's Africa Twin third on 2,877 units, with Yamaha's Tracer 9 fourth (2,873 units). Total scooter sales for the period were +21.67% (147,131 units).

UK: New motorcycle registrations in the UK for the YTD period to November 2021 were +12.76% at 100,919 units, having actually been down for seven of the 11 months of 2021 so far. In monthly terms, the UK had a spectacular November, with registrations +24.30% at 6,690 units. The UK market is now ahead of the sales levels seen in 2019 and 2020. In fact, this has already been the best year in the UK since 2016. In total PTW terms, the UK was +12.11% at 107,470 new model registrations in total. 'Naked's' remain the largest motorcycle segment, accounting for 23,281 units YTD. The UK scooter market accounted for 24,869 units. The best-selling model in November was the Royal Enfield Meteor 350 and Honda was overall market share leader.

Changing times in production

Our thanks to Supersprox Director DJ Maughfling for more news about the production changes and improvements being implemented at the company's Ukraine factory. Under his guidance, Supersprox is joining the drive that is

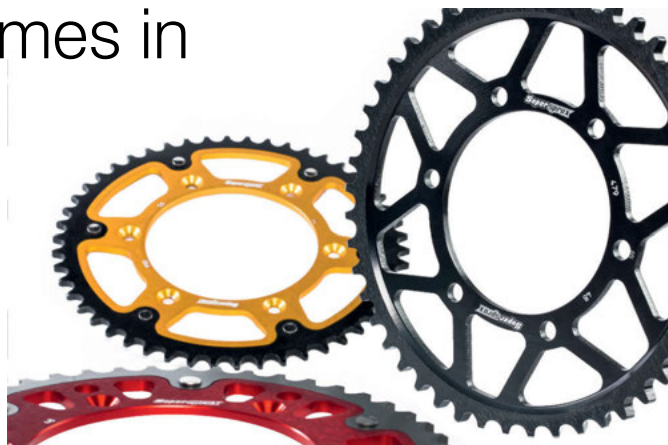
'Stopped using conventional cooling fluid'

increasingly seeing motorcycle industry OEM and aftermarket parts vendors embrace sustainable manufacturing processes.

"The world of manufacturing is changing constantly," DJ told IDN, "but sometimes we get so used to a particular procedure or rule of manufacturing, that we forget to look for new alternatives. For example, anyone machining steel or aluminium, with high productivity goals, knows for sure how important tool cooling is.

"At Supersprox we were able to improve our environmental impact when we stopped using conventional cooling fluid in the machining process."

This is a counterintuitive claim to those who have assumed that the orthodox principles are here to stay, so we wanted to know more. After all, this idea conflicts with our understanding of the processes that have dominated sprocket and other



production procedures for decades. DJ continued: "We machine sprockets every day and doing so creates thousands of tons of waste. Much of the waste is in the form of small metal chips, created by the cutting tools in turning, milling and gear cutting processes.

'It is now possible to keep tool temperatures below 70 C'

"Each chip is coated with a fine layer of oil-based cooling fluid, and that is taken out with the metal chips. We lose about 300 litres of oil each month with this process. Recovery of the oil is possible, but too expensive. Considering the type of product we produce, the oil loss was inevitable.

"Technology changes have now brought new techniques within our reach - techniques that can allow us to dry cut mass production parts. These days, tool coating technology allows tools to have such a high

degree of cutting efficiency that cutting steel becomes more like cutting butter.

"In the past, we used HSS steel for making our parts. With a hardness of about 60 HRC and temperature resistance up to 650 C, it worked well enough for the times. The conventional tooling used was first commercially used way back in the 1940s and had not changed all that much since then.

"Then we jumped up to Carbide tooling, with a considerably harder structure of around 180 HRC - Carbide based tooling is able to withstand higher temperatures. But these tools are not able to machine steel in dry conditions at high speeds and high feed rates.

"However, the addition of surface coatings mean increases in surface hardness into the

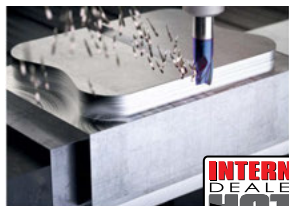
'Surface coatings mean increases in surface hardness into the region of 3,000 HRC'

region of 3,000 HRC, and this ensures the tool edge remains sharp for a long time - it is now possible to keep tool temperatures below 70 C when cutting steel parts.

"We are happy to be able to reduce the oil waste that would otherwise end up leaking into the ground or getting burned in the open air. We are pleased with the reduction of oils in the workplace - it is a positive health benefit for the operators. "We believe that we will be able to totally eliminate cutting oils from our processes during the next two to three years - with a positive impact all round."

www.supersprox.com

Supersprox



INTERNATIONAL
DEALER NEWS
HOT 100
AWARD



<<< Continued from page 64

with smaller, agile 50 cc or 125 cc machines.

Koelnmesse is positioning INTERMOT as a trade fair for bikers of all ages though, and, importantly, as a "technology platform for innovations and as a platform for the mobility

"world of 125 cc"

concepts of today and tomorrow." Wolff sees INTERMOT showcasing "worlds of experience and new themes" as well as being a primary "motorcycle industry purchasing platform for the national and



The AMD World Championship of Custom Bike Building returns

international specialised trade".

A newly imagined showcase for "products and solutions for eMobility, new technologies and smart safety components" will propel the meaning of INTERMOT into the future.

Additionally, there will be a "World of 125 cc" to attract younger target groups and to inspire owners of driving licences and target groups with no affinity for two-wheelers (B196) with displays and test ride opportunities for the motorcycle industry's "entire product range (vehicles) in this segment - the world's largest test centre".

Of major significance and interest to aftermarket vendors will be the "SHOP@INTERMOT" initiative whereby "product purchase opportunities will offer visitors added value and incentive". Orders from exhibiting vendors for new 2023 season products will be channelled through the vendor's nearest dealer to the buyer.

"This will have a positive effect on the ordering behaviour of the exhibitor's specialist dealers and give customers the opportunity to start the season with guaranteed new product deliveries through pre-orders at the show."

Another 'out of box' initiative will be a

"World of Parcours" feature - "with three test courses as impulse generators for purchase decisions for big bikes, e-bikes (motorbikes), 125 cc+ driving without a licence, e-scooters and scooters.

There will be a "World of Touring" feature with comprehensive presentations on the subject of touring, inclusion of test rides in the course, and the expansion of existing 'product worlds'.

Last but by no means least - as INTERMOT stages its 'comeback' so

"Shop@INTERMOT"

too the Final of the internationally renowned AMD World Championship of Custom Bike Building returns, showcasing the latest and the best in terms of custom motorcycle engineering and trends with up to 100 of the world's finest concepts being showcased together for the first and only time.

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Germany: New motorcycle

registrations in Germany in September, October and November were all down, with seven of the 11 months YTD being down on 2020. For the first 11 months registrations have been -7.33% at 109,329 units compared to 117,329 for the year-ago period, but they remain modestly up over 2019 (108,404 units). In total PTW terms, the German market is -5.80% YTD at 183,652 units. The best-selling models are the R 1250 GS (9,045 units sold YTD), the Kawasaki Z 900 (3,929 units) and Z 650 (2,701), Yamaha MT-07 and Honda Africa Twin. No surprise that BMW remains share leader in its home market (23.35% share, 25,525 units sold YTD) with five models in the top 20 sellers.

Spain: New motorcycle registrations

in Spain for the first 11 months of the year were +7.16% at 152,893 units, having been up by +21.21% in November. While the YTD in Spain is up compared to 2020, it remains behind the same period of 2019 by around 12,000 units. In total PTW terms, the Spanish market was +4.31% YTD, with 168,967 new units registered. Some 1,247 electric units were sold in Spain in November, which was 116.9% up on November 2020. Scooters were up +40.1% (7,027 units) in November.

Japanese Exports: Exports of Japanese made motorcycles to Europe (250 cc and larger) have been continuing to be up on 2020 (and 2019). They were 48.75% up on the first ten months of 2020 at 150,619 units. In total PTW terms, Japanese factory exports were +47.56% YTD at 166,411 units. Japanese brand PTW exports to USA were +70.96% for the first ten months at 104,353 units. In total PTW terms, Japanese factory exports worldwide were +49.64% for the first ten months at 363,883 units - which is up on 2019 and 2020.

USA: The MIC (Irvine, California) is reporting new retail motorcycle and scooter sales for the first nine months of 2021 in USA as up by +9.5%. The data is gathered by the MIC from 14 leading manufacturers and distributors in the U.S. (MIC Retail Sales Reporting System).

Brembo and SBS to develop new, increasingly sustainable products

Always a manufacturer to be "ahead of the curve", Danish brake component specialist SBS and its parent company Brembo are acting early, and hard, to be ahead of the increasingly strict regulations that affect the brakes components industry in terms of environmentally sustainable and responsible production and processes in the future.

In fact, SBS has always been among the leaders in terms of attending to its environmental responsibilities and has a good platform on which to build, and EICMA saw it and Brembo announce a



strategy aimed at reducing the environmental impact of friction materials for two-wheelers.

"Thanks to Brembo's many years of experience in the braking systems sector and SBS Friction's strong know-how in the development of brake pads for the motorcycle industry, the two companies have expanded their collaboration - with the aim of developing and using increasingly sustainable processes and materials".

This journey will lead to the progressive replacement of its existing aftermarket pad range by 2024.

"Brembo and SBS Friction continue to be at the forefront of sustainability. Thanks in part to Brembo's experience gained in the four-wheel sector - which has very stringent rules - Brembo and SBS Friction together have decided to accelerate the commitment of both companies to unfold environmentally sustainable innovation in the two-wheel segment.

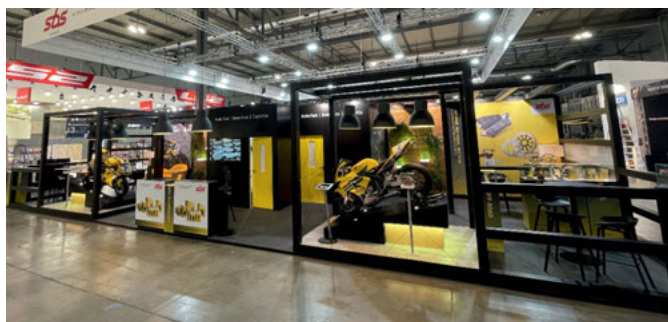
"Brembo and SBS Friction are responding to the need to reduce the impact on our planet by introducing a new standard for aftermarket motorbike pads and then for Original Equipment.

"This path, which began a year ago with the acquisition of SBS Friction by Brembo, is in line with SBS Friction's mission to enable braking excellence for all motorcycle riders and Brembo's mission to become a 'solution provider' - to answer the new paradigms of sustainable mobility and offer the best possible riding experience".

www.sbsbrakes.com/green



GO AHEAD



SHOW ZONE

Based on information as at 9/12/21

2022

Motor Bike Expo (MBE)

Verona, IT • Jan 13-16

www.motorbikeexpo.it**AIMExpo**

Las Vegas, USA • Jan 19-21

www.aimexpousa.com**Motorama Madrid**

Madrid, ES • Feb 4-6

www.motorama.es**MotorBeurs**

Utrecht, NL • 24-27 Feb

www.motorbeursutrecht.nl**Salon du 2 Roues**

Lyon, FR • Mar 3-6

www.salondu2roues.com**Motosalon**

Brno, CZ • Mar 3-6

Warsaw Motorcycle Show

Warsaw, PL • Mar 11-13

www.motorcycleshow.pl**Roma Moto Days**

Rome, IT • Mar 11-13

www.motodays.it**Mecanic Show Pecquencourt**

Pecquencourt, FR • Mar 13-14

Tokyo Motorcycle Show

Tokyo, JP • Mar 25-27

www.motorcycleshow.org**BikerFest**

Lignano Sabbiadoro, IT • May 19-22

www.bikerfest.it**Bike Shed Show**

London, UK • May 26-30

www.bikeshedmoto.com**Isle of Man TT**

IOM, UK • May 29-Jun 10

www.iomtt.com**BMW Pure & Crafted**

Berlin, DE • Jul 1

BMW Motorrad Days

Berlin, DE • July 2-3

World Ducati Week

Misano World Circuit, IT • Jul 22-24

www.ducati.com**INTERMOT**

Cologne, DE • Oct 4-9

www.intermot-cologne.com**Salaoduas Rodas**

Sao Paulo, BR • Nov 1-6

www.salaoduasrodas.com.br**EICMA (#79)**

Milan, IT • Nov 8-13

www.eicma.itLetter from Italy -
Passionate People

"Well, yes, we did exhibit at EICMA. We excited, we enjoyed, and we witnessed the start of an exciting recovery - for the show and for the industry.

"The value of meeting distributors, dealers and the riders who are the end users of our products has always been high - but 'now more than ever' getting back in front of the industry face-to-face was important, so we had no hesitation in doing so.

"Newfren chose to take part in the first post-pandemic edition of EICMA because we felt it was right to make ourselves available for contact with our customers at the first available opportunity.

"It was a choice that we made without any doubts, even though we were

aware that, given the still difficult situation, the attendance would be reduced and the risks still there.

"However, maximum seriousness in observing precautions and rules to contain contagions were implemented professionally by the organisers and observed diligently by us on our booth and by the visitors in the aisles.

"As the 78th edition of EICMA now recedes in our rearview mirror, our judgement is that it was a success and that the enthusiasm of dealers and riders for being present at EICMA 2021 was overwhelming.

"At the Newfren stand, we met dealers and distributors from countries as far away as South Korea, thus confirming that the Milan International Motorcycle Show is still



by Elisabetta Quadrini

recognised as the only unmissable professional event for two-wheelers, and we welcomed many of the riders who raced their season with Newfren products.

"At the Newfren stand we met a lot of passionate people."

"Now, after the 'face-to-face' can come the equally vital 'virtual'. We have let all the distributors and dealers who were not able to be there in person know that they can now connect with us digitally - this way nobody is left behind, and nobody is disadvantaged for their decisions.

"We continue to believe that the enthusiasm that animates each of our days and each of our projects should be our guide - once again we have had confirmation that this 'belief' proves us right.

"Thanks to those who continue to appreciate high quality Italian design and technology of all kinds, and now for the next edition in the 'Meet Newfren' system!"

The 'Meet Newfren' channel can be found on the company's website at www.newfren.com

Bihr adds Spain to its Arai
distribution network

Pan-European distributor Bihr has extended the list of markets in which it sells Arai helmets to include Spain. Arai is announcing to have reached an agreement with Bihr to become the distributor of Arai helmets in the Iberian market effective as of November 2021.

The distribution of the Arai products will be managed by Bihr Iberia, the Bihr Group division that "serves our Iberian retailers with industry-leading rider gear brands," said Christophe Piron, CEO of Bihr.

"We are honoured to have the opportunity to distribute Arai products in Iberia. Arai has a fantastic range with a safety reputation that is second to none. Our partnership with Arai in France, Germany, UK, Switzerland and Belgium has been extremely successful and we are thrilled to expand it into



Iberia," he added.

Michio Arai, CEO of Arai Helmets Ltd., is quoted as saying: "We are very pleased to have found an agreement

with Bihr to distribute our helmets in Iberia. The Bihr team has clearly demonstrated its ability to distribute our products in several other European countries, and we are more than happy to expand our collaboration to Iberia."

www.mybihr.com



B&C Express joins Powersports Distribution Group (PDG)

Breda, Netherlands based Powersports Distribution Group (PDG) has continued its acquisition programme with the purchase of the entire share capital of B&C Express in the UK. "With this acquisition PDG further strengthens its position as a national distributor of premium motorcycle parts and accessories in the United Kingdom. "The purchase of B&C Express follows three previous acquisitions. In 2019 PDG acquired Bradbury Brothers and



PDG CEO Tom Beyers: "The acquisition of B&C Express is another important step in the further development of our Hoco Parts UK platform, which we are actively and continuously expanding."

Rob Hunter, followed by the acquisition of Neo Distribution in 2020. The combined company is now trading as Hoco Parts UK Ltd. from its new and recently established Huddersfield facility, growing the Hoco Parts UK total warehouse capacity to 40,000 square feet". Mark Fenwick, Director and owner of B&C Express, said: "We are delighted to be joining PDG and look forward to working together with our staff and the Hoco Parts UK team under the umbrella of Powersports Distribution Group. This is a great opportunity for us and will strengthen the position of all our brands and help us to offer an even greater service to our existing UK dealer base."



Tom Beyers, CEO of parent company PDG, said: "We are very pleased to welcome B&C Express to the Group and we look forward to further developing the company together with Mark and his team. Their knowledge and experience of the UK market will further strengthen Hoco Parts UK. The acquisition of B&C Express is another important step in the further development of our Hoco Parts UK platform, which we are actively and continuously expanding." B&C Express started out in the 1980s, breaking bikes for spares and becoming one of the most recognised parts distributors in the UK, specialising in high-quality, high-profile brands and offering highly regarded standards of technical back-up and service to its dealer network.

B&C has also helped propel numerous racers and race teams to championship wins around the globe and still remains one of the leading suppliers of parts to race teams in the UK. The company and warehouse are located near Lincoln in the UK. Majority owned by Torq Capital Partners (in partnership with management and former owners), the PDG portfolio additionally includes DC AFAM in Belgium (transmission and battery brands such as AFAM, Nitro, Shido and the recently launched 'Black Edition' programme), major pan-European H-D aftermarket and custom V-twin distributor Motorcycle Storehouse (Groningen, NL) and CMS (a global distributor of vintage Japanese motorcycle parts).

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NEWS BRIEFS

Best known for its motorcycle luggage, German accessory manufacturer SW-MOTECH has partnered for distribution in Canada with Motovan; www.motovan.com

Yamaha Motor Europe has launched the Yamaha Motor Academy - "an innovative skills-development institution within Yamaha's European network of dealers and service shops - bringing high-quality business and technical training, as well as business development opportunities to Yamaha authorised dealers. With a unique pan-European approach, the Yamaha Motor Academy, part of Yamaha Motor Europe headquarters in the Netherlands, brings a broad portfolio of widely accessible online and offline training programmes to anyone working in a Yamaha dealership".

CAKE, the uniquely different manufacturer of electric powered two-wheelers in Sweden, has reported raising some \$60m in new finance for its planned production bases in North America, Asia and Europe. CAKE says it also plans to develop retail and service outlet networks and add new products. The company is already selling its 'Makka' scooter and 'Freeride' off-roader. CAKE was established in 2016; www.ridecake.com

Borilli has become the title sponsor of the iconic, historic six-kilometre off-road park managed by the Trentini family at Pietramurata, near Trento in northern Italy. Feared and admired in equal measure, the multi-discipline, multi-ability facility sits in stunning scenery and has been a regular MXGP venue many times.

Dutch apparel brand REV'IT! has invested in travel start-up Motourismo - an online motorcycle travel platform offering specialised two-wheeled travel for a global audience. REV'IT! CEO Ivan Vos said: "As a leading apparel brand in the motorcycle industry, our mission is to inspire people to ride. We do this not only by developing high-performance, well designed and certified motorcycle apparel, but now also by offering specialised services and unique customer experiences."

Electric scooters designed and made in Italy - WOW!

Described as the "100% Italian zero-emission brand", WOW used EICMA to announce its Italian designed, Italian made range of steel double cradle frame electric scooters with the debut of its 774 and 775 L1e and L3e WOW 774 and 775 models.

After an initial 'soft' launch on the Italian national market in July, WOW has acted quickly to capitalise on the positive press its convincing and robust design "green urban mobility" packages have attracted by additionally unveiling L1e and L3e delivery platforms.

The technology and design of the WOW line-up, which includes Eco, City and Sport driving modes and reverse, have been conceived by founder Diego Gajani to bring to Europe "a new concept in urban mobility" - it doesn't take long looking closely at the WOW platforms and talking to Diego to realise that central to that concept is quality.

The WOW 774 and WOW 775 are robust, durable, ergonomic urban street and traffic-friendly electric scooters that genuinely look as if they are made for riding and for surviving the downtown jungle.

Based around 50 km northeast of Milan (Saronno, VA), the new delivery



platforms are purpose-specific evolutions of its urban electric scooters - the two iterations of those urban electrics give options for 14 year olds (the L1e 774) with a 4 kW battery that limits the speed to 45 km/h and the L3e 775, which has a 5 kW battery and reaches 85 km per hour.

The removable batteries need about five hours to fully recharge, allowing a range of 110 km for the WOW 774 and 95 km for the 775. The 775 also has CBS (Combined Braking System), featuring electronic braking as an alternative to disc brakes. Activated by

a button, it transforms 80% of the kinetic energy into recharging the battery.

Full LED light clusters, a brand new, low centre of gravity housing for the batteries that makes 50 l underseat storage available for two helmets, 16-inch wheels (100/80 wide tyres at the front, 120/80 at the rear) and an integrated 10W USB socket for charging all electronic devices make these good value, feature-rich, but above all, strong electric scooters. The synchronous and brushless motor sits in the swingarm, with the 15 kg/32 kWh or 18 kg/42 kWh batteries housed in an aluminium case, all wrapped up in a safe, stable steel double cradle frame - overall both models come in at under 100 kg.

Having launched in Italy initially, where they are being sold through Gajani's own Italy2Volt distribution operation, elsewhere he is seeking third party distribution partners - initially for the French, Spanish, Dutch, Belgian and German markets.

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Twins Championship-winning suspension set-up for the Aprilia RS660

Italian suspension manufacturer Bitubo is celebrating race success - with Kaleb De Keyrel and the Robem Engineering team claiming the 2021 Twins Championship of MotoAmerica with Bitubo suspension equipped Aprilia RS660s.

Featuring what Bitubo describes as an "incredibly advanced configuration", De Keyrel's win featured its pressurised EBH cartridge.

Containing a series of innovative systems such as its patented Full Pressure System (FPS) with anti-friction surface coating and new overpressure control system (OPC). Race-proven (World SBK, BSB, IDM, CIV), they feature lightweight alloys, including Cr-Si steel springs, an Ergal (zinc aluminium alloy) cartridge body and 27 mm Ergal piston, 10 mm pumping rod with anti-friction surface coating and mechanical bottom-out with polyurethane buffer in oil resistant NBR (nitrile-butadiene rubber).

The upper fork cap has integrated spring preload adjustment and damping adjustment in compression and extension. Additional features include a patented Coaxial Compensation Chamber, pressurisation force control system and hydraulic lubrication separated from sliding lubrication. The kit includes spare springs (one each with a softer and a more rigid coefficient) to allow for three different set-up combinations.

At the rear, and derived from its race-winning XXF shocks, the XXZ (previously only available for its official race teams) is Bitubo's top-of-the-line technologically advanced rear mono shock.

Features include four-way adjustment - compression and extension at low and high speeds - with new settings designed to give the driver the best feeling possible.

The 14 mm stem increases smoothness, while a 30 mm piston



reduces the fluid masses in motion for a faster response to stresses. Particular attention was paid to maximising the sensitivity and accuracy of the adjustments with the XXZ specifically designed to reduce inertia and ensure an immediate control of suspension oscillations. The XXZB1 is the version with the most extreme pneumatic preload of the XXZ line, with "precision, speed and



bitubo



lightness the essence of a new design that can be operated via a separately available rechargeable quick coupling reservoir. The XXZ31 offers hydraulic preload adjustable up to 12 mm; the XXZ31V2 version allows the preload to be adjusted to a maximum of 10 mm".

www.bitubo.com

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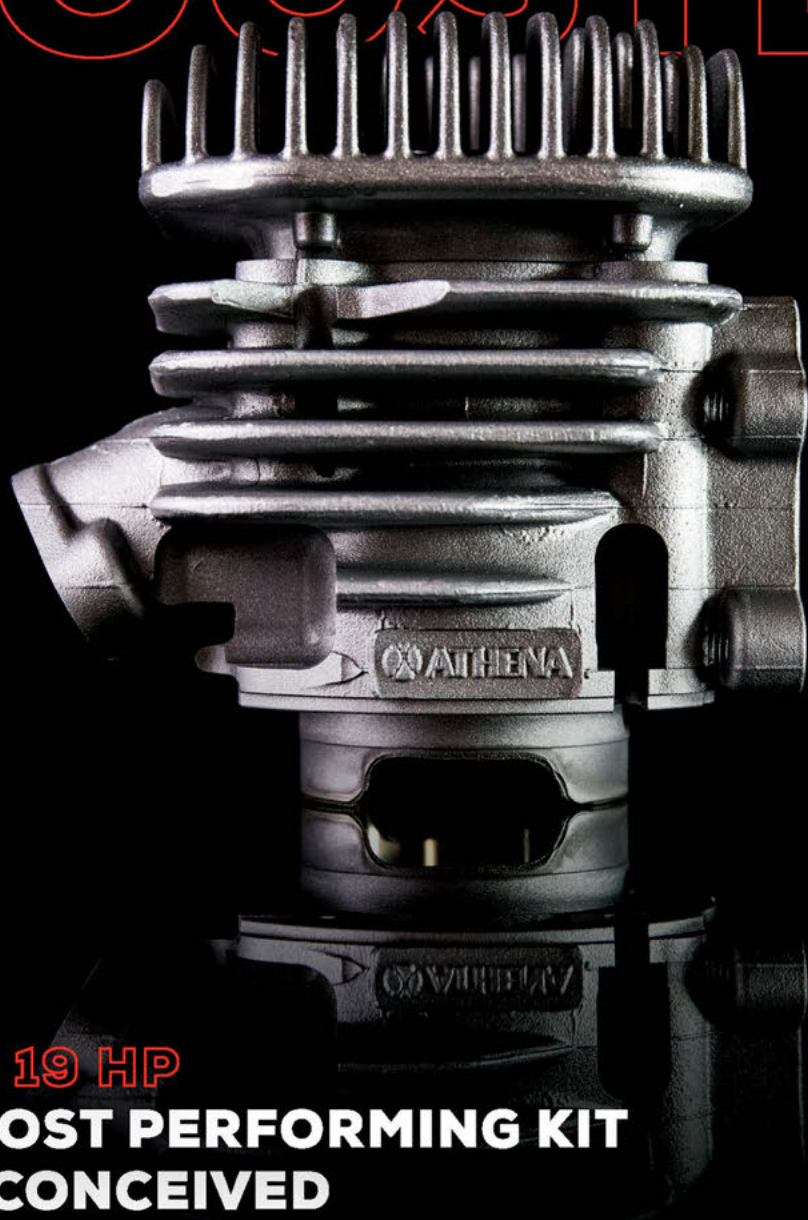
Long Life Warranty

From 2021, Bitubo has been making its 'Long Life Warranty' programme available for all its products. Up to 2020, the standard Bitubo warranty was 24 months, but that can now be extended for up to a maximum of six years if a

periodic overhaul is carried out by a Bitubo Technical Centre before the expiry of the standard warranty period. The list of Bitubo Technical Centres is visible online in the Dealers and Technical Area of its website.

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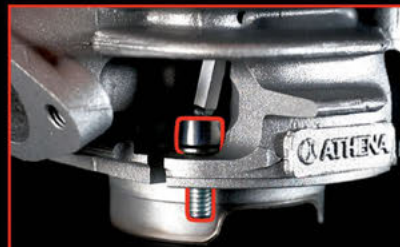
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Benelli TRK800

By Ben Purvis

Benelli has been quietly bolstering its range over the last few years, but the company's new TRK800 is without doubt the most significant machine it has launched since Chinese company Qianjiang took ownership back in 2005.

There's been little secret that the TRK800 was under development, and it's not a revolutionary bike by any means. The chassis and 754 cc parallel twin engine are existing units, used by the likes of the Leoncino 800 and, in China, the QJMotor SRT750. In fact, the QJMotor machine is extremely similar, sharing much of the TRK800's styling including the lights and turn signals, and of course the bikes will all be made in Qianjiang's Chinese factory.

The importance of the TRK800 stems largely from the fact that Benelli's smaller adventure bike, the TRK502,



has been the best-selling motorcycle in Italy in 2021, outstripping all rivals including BMW's R1250GS. That means the TRK800 has a springboard to make a similar impact on the market, and if Benelli can expand its dealer network and brand recognition further afield, it could start rising in the charts outside Italy as well.

It won't be making too much impact on the 2022 sales charts, since Benelli says the bike won't be available until the second half of the year, and as such the final specifications have yet to be

confirmed. Power is rated at 76 hp, with 49 lb-ft of torque, which means the bike will be up against the likes of Yamaha's Ténéré 700 and more road-oriented adventure models including the (updated for 2022) Kawasaki Versys 650. The suspension comes from Marzocchi, with full adjustment for compression, rebound and preload at the front, and rebound and preload at the back, while the brakes are from Brembo. A large, 7" TFT dash means the TRK800 matches or beats its rivals in terms of rider amenities.

Kawasaki H2 SX joins the radar revolution

By Ben Purvis

Bosch's motorcycle radar technology has been one of the most notable new developments of 2021 with Ducati, KTM and BMW all adopting the system - and for 2022 Kawasaki becomes the first Japanese brand to get on board with a radar-equipped development of the Ninja H2 SX.

Kawasaki might have been beaten to the radar punch by some European rivals, but the H2 SX version of the system appears to be more developed than any of the other models to adopt it. While KTM's 1290 Adventure S and BMW's R1250 RT and R1800 models can be had with front-facing radars, Kawasaki's system has both front and rear-facing radars, something that was previously only available as an option on Ducati's Multistrada V4 S. As on the other bikes with the system, the front radar enables forward collision warning - with dashboard lights to warn if you're getting too close to the vehicle ahead - and adaptive cruise control where the bike automatically keeps a pre-set distance from the vehicle you're following. The rear radar adds blind spot monitoring to the mix, with mirror-mounted blind spot warning lights.

The technology itself is well-established - cars have used it for years, and the sensors on bikes are just



the same as those on four-wheelers. However, the fact that bikes lean in corners mean the computers that interpret the radar reflections have to be smarter.

Where Kawasaki's Ninja H2 SX takes a significant step forward over its rivals is in the integration of the radar sensors themselves. Bosch's radars can see through some materials, including thin plastic, but KTM, BMW and Ducati have all opted to leave the sensors fully exposed, to the detriment of their bikes' appearance. Kawasaki, however, has cracked the problem of making radar-invisible covers to hide the sensors while still allowing them to work properly. At the front of the H2 SX, it's pretty clear that the radar sits below a new, smaller headlight, where

the company has added a smooth, curved plastic panel to cover the sensor. At the back it's less obvious, but the rear radar sensor actually hides inside the licence plate bracket, again under a cosmetic plastic cover that completely hides it from sight.

Radar aside, the 2022 H2 SX benefits from a minor restyle, largely to accommodate the front sensor, and tech upgrades including a new 6.5" TFT dashboard with smartphone connectivity and around 20 purpose-made apps for functions like navigation, weather reports, media control and messaging. The engine is unchanged, keeping its 197 hp output, and as in previous years, a higher-spec 'SE' version is also offered, with Showa 'Skyhook' semi-active suspension.



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NEWS BRIEFS

Dorna Sports has announced a new Amazon Exclusive 'docuseries' following the FIM MotoGP World Championship. Produced by THE MEDIAPRO STUDIO, in collaboration with Dorna, the Prime Video series will premiere in 2022 and "take viewers behind the scenes of the world's fastest motorcycle racing championship, showing MotoGP as never seen before". The new series will feature eight 50-minute episodes.

Dorna Sports has agreed a new contract with the Circuit de Barcelona-Catalunya, extending the partnership between the FIM MotoGP World Championship and the classic Catalonia venue for another five years. The new agreement guarantees the Gran Premi de Catalunya a place on the 2022 calendar and confirms a minimum of two more events to be held between 2023 and 2026. The circuit has been part of the MotoGP roster since 1992. The provisional dates for the 2022 Catalan GP are the 3rd to the 5th of June. From 2023, the Circuit de Barcelona-Catalunya will then alternate with other venues on the Iberian Peninsula.

Following on from its MX and Enduro success, Italian manufacturer Fantic Motor has taken the bold decision to make its Dakar debut in 2022. A brand-new 450 cc single-cylinder 4-stroke, specifically designed by Fantic's Race Department, will be ridden by Franco Picco, who will be making his 28th attempt at the Dakar Rally.

Brembo CEO Daniele Schillaci is eyeing start-up deals to boost the software content of its premium brakes as software takes a bigger role in brakes (Reuters). The company, whose customers include Ferrari, Tesla and several Formula One teams, presented 'Sensify', a pioneering braking system that can operate independently on each of a vehicle's four wheels. It includes a digital "brain" that uses data to adapt braking to personal driving styles and changing road conditions. Schillaci, an automotive industry veteran with previous stints at Nissan Motor and Toyota, said mechanics were still predominant in the Sensify system, compared with software content. "But soon the mechanic and software contents will be equivalent and by the end of the decade software will become predominant in braking systems."

Brabus to launch KTM-based super naked

By Ben Purvis



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Brabus has been a leading light in the world of Mercedes tuning since the 1970s and currently offers an array of off-the-shelf Merc-based machines with up to 900 hp ranging from luxury saloons to SUVs. Now the company is about to offer its first two-wheeler in the form of the Brabus 1300 R.

Yet to be officially revealed (at the time of writing), the bike's existence has been betrayed by a paper trail of official documents that show it's set to hit the market as a 2022 model. The first clue comes from a trademark application, made in November to the

European Union Intellectual Property Office, to register the 'Brabus 1300 R' name to Brabus GmbH, specifically to be used on motorcycles. However, the real detail comes from type-approval paperwork, again filed in Europe, showing the bike is approved as part of the KTM 1290 Super Duke range. That means Brabus isn't employing its famous engine tuning expertise here. The 1300 R has identical performance to the 1290 Super Duke R and Super Duke RR, with 177 hp from a 1,301 cc V-twin engine. Instead of engine tuning, the Brabus elements will be in

the form of visual changes, no doubt including lashings of carbon fibre, and potentially, improvements to the suspension.

The bike's dimensions, revealed in the approval documents, show it's shorter than the stock Super Duke R, putting it closer to the single-seat Super Duke RR limited-edition machine that sold out in a mere 48 minutes when it was unveiled earlier this year. The Brabus is the same height as the other models, showing it hasn't gained a screen or fairing, but narrower, suggesting it has clip-ons or stubbier bars than the stock ones. It's also around 5 kg lighter than the normal Super Duke R, but the same amount heavier than the Super Duke RR, hinting that it will have some weight-saving parts, like lighter wheels and carbon bodywork.

What's unknown is how deep the association with KTM runs. If Brabus is to make the 1300 R as an officially sanctioned machine, it could open the door to a whole array of other Brabus-branded, KTM-based bikes in the future.



The Brabus 1300 R will likely be based on the KTM Super Duke RR.

CFMoto sports concept

By Ben Purvis

CFMoto's signals of intent have been clear in recent months. Not only has the company launched the 700CL-X in Europe, but it's revealed the massive 1250TR-G tourer and 800 MT adventure bike in China, and now this - the carbon fibre bodywork SR-C21 concept.

Although CFMoto has shown the SR-C21 in China, it is not yet confirming the specifications or performance. Close inspection appears to show a parallel twin engine, but not one that matches any of the company's current products, or those of KTM - a close partner of CFMoto and source of both the 800MT's parallel twin and the 1250TR-G's V-twin engines.

The engine in the SR-C21 has a layout that's similar to some KTM engines,

suggesting it could even be an early glimpse of the long-awaited small KTM twin that's due to appear in future '490' Duke and Adventure models. However, given CFMoto's own engineering abilities, it could just as easily be a home-developed engine.

It sits in a steel trellis frame with Öhlins suspension, Brembo brakes and Pirelli rubber - European influences that may stem from the fact that the concept was designed not in China but at Modena near Rimini, which acts as CFMoto's European design arm.

The styling itself has distinct similarities to the company's existing 300SR sports bike and even more so to the upcoming 300 SR-R, which adds winglets and a single-sided swingarm to the mix. The SR-R has yet to be

officially revealed, but has appeared in Chinese type-approval documents and closely mirrors the SR-C21's appearance (but uses the existing 300SR's frame and single-cylinder engine).

Although theoretically a concept bike, the SR-C21's components appear largely production ready. When displayed in China, the bike was seen to have a fully-operational TFT instrument display and even a conventional key. Some elements, like the stylised headlights and the forged carbon bodywork components, are less likely to reach production, but a parallel twin CFMoto sports bike - perhaps rivaling the Aprilia RS660 or Yamaha R7 - looks likely to join the range in the not too distant future.

To back up the company's interest in sport bikes, CFMoto has revealed that it's entering the 2023 Moto3 Championship, in collaboration with PrustelGP and with Xavier Artigas and Carlos Tatay taking on riding duties. Given the close ties between CFMoto and KTM, it's no surprise to see that the CFMoto Moto3 entrant is essentially the same as the existing KTM racer.

SR-C21 shows near-production future sports bike





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AMERICAN REPORT

Denmark based brake pad manufacturer SBS has named Tucker as a U.S. distributor. Tucker says it will offer SBS a significantly increased domestic inventory and make SBS "a relevant and preferred brake parts supplier across the U.S. network".

Tucker Rocky Corporation, Inc. recently assigned all of its rights in the Malcolm Smith Racing, MSR and MSRHP brands and as such announced that it will no longer be fulfilling orders for any products that bear the Malcolm Smith Racing, MSR or MSRHP trademarks, logos or branding. The move brings an illustrious relationship with the legendary and pioneering MX racer to a close, ending a multi-decade business relationship that at one stage saw TR leading the Off-Road G&A and hard parts segment with the MSR brand.

In USA, H-D has already had to issue a safety recall on certain of its 2021 RA1250S and RA1250 Pan America ADV production models - the seat base may not be fastened properly, which could cause the hand-hold portion of the base to fracture.

Ski-Doo, Can-Am and Rotax owner BRP has reported Q3 revenues down by -5.2% (CAN \$1,588.0m), representing a "previously anticipated decrease of product deliveries mainly caused by supply chain disruptions." Revenues were CAN \$5,300.4m for the nine-month period ended October 31, 2021 (+28.1%). It has seen market share gains in ORV and PWC in North American powersports, despite retail sales being down by -20% (compared to a 2020 third quarter) due to limited product availability in the network.

KTM North America has signed a two-year deal for AFT Singles Championship contender Max Whale to remain with the Red Bull KTM Factory Racing team through the 2023 American Flat Track Championship. In his fourth season in the class, the Aussie has established himself as a force in the AFT Singles division. "With four Main Event victories and four top-five finishes in his first season with the team, Whale continues to build on his solid platform aboard the KTM 450 SX-F FACTORY EDITION for the next two seasons".

Norton V4 reborn as V4SV

By Ben Purvis

Under new ownership, the Norton brand is bringing back the V4. After Norton Motorcycles (UK) Ltd folded early in 2020 - with its remains being sold piecemeal by liquidators - the depths of the problems with the company's flagship V4 superbike started to emerge. Now, after months of work to fix and improve the bike, it's heading back into production.

The current iteration of Norton might have a familiar name and logo, but it's a new company, The Norton Motorcycle Co Ltd, owned by Indian bike-making giant TVS, which bought the brand and other assets when the old company was liquidated. Originally, there were hopes that the handful of V4SS models that had reached customers would be able to be repaired and improved, but having discovered a list of 35 faults, 20 of them safety issues, the company has decided that's not viable. It continues to try to support customers where possible but isn't liable for the flaws in the old bikes.

The new Norton V4SV might look near identical to the previous V4SS, but it's had some big changes to fix the previous problems.

Under the carbon fibre skin lies essentially the same 1,200 cc V4 engine, albeit with flaws in the original addressed. Power is down from the previous 200 hp to a more modest 185 hp at 12,500 rpm and torque is reduced from 130 Nm to 125 Nm at 9,000 rpm, but the bore, stroke, V-angle and compression ratio are all the same as before.

It sits in the same TIG-welded aluminium tube frame, with off-the-shelf Öhlins NIX 30 forks and TTXGP shock, with Brembo brakes - all proven parts. On board, there's a 6" TFT dash, keyless start and, as before, a rear-facing camera, although it doesn't replace the mirrors.

Two versions are to be offered, one in bare carbon, with carbon fibre BST wheels, the other finished in silver - rather than the chrome-effect of the



original - and using forged alloy Oz-Racing rims in red.

One major change that's yet to be seen is the exhaust. The original V4s were never given full emissions certification, but the new version is intended to achieve Euro 5, and as such will get a compliant catalytic converter and silencer in final production form, with the race-style pipe seen here offered for track use.

Royal Enfield SG650 concept

By Ben Purvis

Royal Enfield calls itself a company 'in transition' - for decades it was the very embodiment of tradition, only recently adopting such radical ideas as five-speed gearboxes. But with machines like the Himalayan and the parallel twin Continental GT and Interceptor 650, the Indian brand is dragging itself into a new market position.

While still targeting buyers looking for a classic experience, the addition of a huge new UK-based R&D operation, including a large number of ex-Triumph personnel (and the acquisition of leading chassis engineer Harris Performance), means Enfield is in a position to move in a much more sophisticated direction.

That's where the SG650 comes in. Officially, it's a concept bike, and elements like a fuel tank machined from billet aluminium, with a matching headlight cowl and triple clamps, along with billet alloy wheels, are clearly not viable for production. But dig a little deeper and the SG650 is really a lightly disguised, pimped-up version of the next big model range to come from Royal Enfield - a range of cruiser-style twins based on the same 650 cc engine that's used in the Continental GT and Interceptor.

The SG650's frame is pure production

Royal Enfield to go cruising?



bike, identical to the chassis that will underpin the upcoming cruiser line. Just as Triumph spun off the Bonneville Bobber and Speedmaster by slotting its Bonneville twin into a cruiser-specific chassis, that's what Royal Enfield will do in 2022. One new model is likely to be a bobber, visually similar to the SG650, but there will also be a more traditional cruiser-style machine with longer fenders built around the same frame and engine. Just as Harley-Davidson creates a wide array of bikes around a common set of building blocks, the Royal Enfield cruisers are sure to be offered with

various fenders, alloy or wire wheel options and different pipes and suspension set-ups to expand the range to suit a wide number of potential customers.

The bikes will coincide with the company's 120th anniversary, which is being celebrated in 2022 with a limited run of 480 Continental GTs and Interceptors, with 120 bikes - split 50:50 between the two models - to be sold in each of the company's four main markets, Europe, India, South-East Asia and America, each with a special black chrome finish, brass badges and yellow graphics.

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Bimota KB4 and KB4RC By Ben Purvis

It has been two years since Kawasaki's surprise announcement that it had bought a 49.9% stake in Bimota, and now we're seeing how the pairing will work going into the future - with the new KB4 and KB4RC going back to Bimota's earliest traditions of wrapping stock Japanese powertrains in a sharp-handling chassis.

Although the Tesi H2 was revealed alongside the Kawasaki deal, combining the supercharged H2 engine with Bimota's hub-steered Tesi chassis concept, the KB4 is a much more representative model. Its title follows directly on from the KB3 of the early 80s, and since Kawasaki looks set to provide all Bimota's engines for the foreseeable future, we can expect a KB5, KB6 and more to follow on without the near 40-year gap between the last two Kawasaki-powered Bimotas.

Kawasaki ownership makes its mark



Bimota built its brand around the idea of transplanting powerful, reliable Japanese engines of the 1970s from its original, uninspiring frames into stiffer, lighter bikes, but that niche was eroded as Japan's bike makers learnt how to make their own bikes handle

well.

With the KB4 and the naked KB4RC (for 'Race Café'), the company goes back to the same idea, employing some radical thinking to regain the edge in terms of handling and weight reduction.

While the bikes take their 1,043 cc four-cylinder engines from Kawasaki's Ninja 1000SX, leaving them completely unaltered so they still pass emissions tests without extra expense, the 140 hp motors are bolted to a chassis that radically reduces the bikes' wheelbase - repositioning the radiator to a new spot under the seat. That means the front wheel can be moved back, leading to a short, 1,390 mm wheelbase and shifting the mass of the engine towards the front, all while retaining a long swingarm for good traction. Side-mounted ducts take air to the radiator.

The frame itself is part steel tube, part billet aluminium, with a purpose-made alloy swingarm and the usual combination of Öhlins and Brembo components for the KB4, while the KB4RC has been shown with Marzocchi suspension.

Reborn BSA Gold Star

Norton and Royal Enfield aren't the only famous British bike brands to be under Indian ownership. Another legendary name - BSA - is part of the Mahindra empire and being revived with a new machine to bear the Gold Star name.

Clearly putting its sights on Royal Enfield, the new Gold Star is a 652 cc single-cylinder, making 45 hp at 6,000 rpm to fit into the A2 licence category, with 55 Nm of torque at 4,000 rpm, driving through a suitably old school five-speed transmission.

Despite the prominent cooling fins on an engine that's designed to physically resemble the air-cooled, pushrod Gold Stars of old, the new engine is

actually water-cooled, and twin overhead cams lurk in the cylinder head, operating four valves. That engine is mounted in a traditional steel chassis, with conventional 41 mm telescopic forks and twin rear shocks, adjustable only for preload. That combination makes for a bike that weighs 213 kg ready-to-ride, with a full 12-litre tank of fuel. The modest tune of the Euro 5-compliant engine means it's rated for 70.6 mpg, enough to squeeze around 186 miles of range from a full tank.

The spec includes single brake discs front and rear, each gripped by Brembo calipers, and 18" front and 17" rear wheels - wire, of course - shod in Pirelli

Phantom Sportscomp rubber. Straightforward dual clocks provide the info you'd expect without the sort of smartphone-connected excesses of many modern bikes, although there is a small LCD multi-function display alongside the speedo and rev counter.

Initially, production is expected to take place in India, but Classic Legends, the company that owns BSA (and itself 60% owned by Mahindra), also intends to build a manufacturing base near Birmingham to maintain the BSA name's links to the city. Classic Legends' other brands include Jawa.

The Gold Star might reflect BSA's past, but going into the future, BSA intends to develop an electric bike in the UK, where it has been awarded a grant by

the Government towards the creation of such a machine.

In the shorter term, the Gold Star is due to hit the market in Spring 2022, and while prices have yet to be revealed, they're expected to be competitive when compared to similarly sized rivals like Royal Enfield's 650 cc Interceptor.



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AMERICAN REPORT

In an "Outdoor Recreation Meets Gaming" move, Polaris is to give gamers virtual off-road vehicle experience through a partnership with Battlefield 2042. Fans will be able to operate a Polaris Sportsman within EA's latest game and enter a giveaway featuring a custom Polaris Sportsman ATV grand prize. The deal makes Polaris the Official Off-Road Vehicle Partner of Battlefield 2042.

Michelin has won a unanimous defence verdict in a \$66m motorcycle tyre lawsuit in South Carolina. A jury ruled unanimously in favour of Michelin North America, Inc., in a high-profile product liability case involving a 2017 motorcycle accident. The crash resulted in catastrophic injuries to both occupants, including the driver who sustained permanent paralysis. Plaintiffs alleged that the motorcycle tyre was defectively manufactured. Michelin stated that "while we sincerely regret this tragic accident and the devastating effects it has had on the family, the evidence presented throughout the eight-day trial showed that the accident resulted from severe under-inflation and improper maintenance of the Michelin tyre, not a manufacturing defect".

KTM has marked progress of an all-new \$50m North American Group Headquarters with an event at its site at Murrieta, CA. KTM gave guests a first look at the project's 150,000 sq ft (15k sq m) plans that include amenities for over 300 employees. The three-building campus is set to include corporate offices, state-of-the-art technical and warehouse spaces and racing departments for all three brands.

The Bureau of Economic Analysis (BEA) released 2020 data detailing how outdoor recreation continues to generate billions in economic output and create millions of American jobs. When it came to adding economic value, motorcycle and ATV riding came in fourth largest among the most popular outdoor activities in the United States.

Polaris has launched an all-new, all-electric Ranger XP Kinetic UTV. An entirely new, quiet electric powertrain has been derived from Polaris' partnership with Zero Motorcycles - featuring fewer moving parts for lower maintenance costs and more uptime for increased productivity. It is a 3-seater with the Premium model equipped with 14.9 kWh of lithium-ion battery capacity, offering an estimated range of up to 45 miles.

Kawasaki's vision of the future - hybrids, electric bikes and hydrogen fuel

By Ben Purvis

With climate change making headlines across the globe, Kawasaki is the first major Japanese motorcycle company to make a definitive commitment to a zero-emissions future - making the bold promise to electrify its entire range, in developed countries, by 2035.

It's an ambitious plan from a company that's yet to put a single electric model into showrooms, but it fits with wider intentions across Kawasaki Heavy Industries to clean up emissions on everything from shipping to aircraft. Having revealed a tentative prototype electric bike back in 2019, Kawasaki used the announcement in Tokyo to present a hybrid development machine. Although the company didn't reveal specifications, it appears to use the parallel twin engine from the Ninja 400 allied to an electric motor mounted above the transmission - which remains a conventional manual, albeit with electronically-activated shifts via bar-mounted buttons.

A small but powerful 48 volt battery pack, mounted under the rider's seat, powers the electric motor, which also doubles as a generator to replenish the battery while the bike is running on its petrol engine. A second, 12V battery operates the other electrical systems conventionally.

The hybrid system features an array of automated clutches that allow either the petrol engine, the electric motor or both to be connected to the transmission. In normal riding, outside towns, the idea is to use the petrol engine - remember, bikes are already a relatively green form of transport - while regenerating power for the battery while braking and coasting. Come into a city centre and the petrol engine is turned off altogether, with Kawasaki suggesting that geofencing technology could be used to automatically switch to all-electric mode whenever you come into a zero-emissions zone.

Finally, both the petrol engine and electric motor can be used together to give extra acceleration and power. Kawasaki has previously patented bar-mounted controls for precisely this use, incorporating a 'boost' button on the throttle grip, operated by the right thumb, to engage the electric assistance.

The hybrid prototype is just the



start, though. Kawasaki's development schedule for electric bikes is incredibly ambitious, with the company saying it will have more than 10 all-electric or hybrid production bikes in showrooms by 2025, with an average of 16 new models of all types to be unveiled every year by then. It's not just street bikes either, as there are also plans for electric and hybrid off-landers and quads.

However, it's still not the end of the road for the combustion engine, at least as far as Kawasaki is concerned. The company is developing a hydrogen-fuelled, supercharged, four-cylinder engine - based on the H2 superbike's design - as a virtually emissions-free way to keep current technologies alive. Although not totally zero-emissions, as a hydrogen-fuelled engine it will still emit some NO_x, most of the exhaust would be

simply water vapour. The supercharged H2 engine already gives Kawasaki a head-start, as forced-induction is vital to making an efficient hydrogen-fuelled combustion engine.

As a development step towards the design, Kawasaki has revealed a dual-injected version of the H2's engine, with direct fuel injection straight into the cylinders as well as conventional port injection. The DI system on the prototype still uses petrol, fired into the cylinders and 1,450 psi (compared to 44 psi for the normal port injection system), using a mechanical pump, driven from the camshafts, to achieve it.

As well as showing the prototype engine, Kawasaki revealed a concept sketch of a futuristic, hydrogen-fuelled sports-tourer, clearly derived from the existing Ninja H2 SX. Far from being drab, Kawasaki's vision of a low-emissions future looks like one to look forward to.



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MV Agusta ADV bikes point to MV's future

By Ben Purvis

Jumping on the adventure bike bandwagon might be the least surprising thing a manufacturer can do these days, but MV Agusta's first dip into the market is significant - marking two important developments that will impact the company's future far beyond the bikes they're introduced on.

MV has launched not one but two Lucky Explorer adventure models, both styled to call back to the Cagiva Elefant Lucky Explorer and the Paris-Dakar

racers of the 1980s and early 90s. Since MV is the direct descendant of Cagiva, it's got a strong link to that heritage, although Ducati - which was part of the Cagiva group from 1985 to 1996 - stakes its own claim to the same history with its new DesertX model.

The first Lucky Explorer, dubbed 9.5, is what we'd expect from MV, with a derivative of the F3's three-cylinder engine and high-end components throughout, while second - the 5.5 - is a 550 cc parallel twin that promises to be an affordable way to get into the MV brand.

Starting with the 9.5, it introduces a new generation of the three-cylinder engine, measuring 931 cc and tuned for torque rather than peak power. With 123 hp on tap, it's some way short of the more powerful 800 cc versions of the engine used elsewhere in MV's range, but it makes up for that with 75 lb-ft of torque at just 7,000 rpm. Most of the engine is new, including the cylinders, pistons, crankshaft, head and

rods, with increases to both bore and stroke, and it's very likely that the 931 cc engine will later appear in more highly tuned form in other MV models. At 220 kg dry, the 9.5 isn't as light as you might expect, but it is strong on technology, including all the rider aids you'd expect from a 2022 exotic, plus the option of a centrifugal Rekluse clutch and an electronically operated gearshift. That means the MV can be spec'd to compete against Honda's DCT Africa Twin, which has proved enormously popular over the last few years. Like the Africa Twin, the 9.5 has serious off-road credentials, with a 21" front and 18" rear wheel allowing proper off-road tyres to be fitted, plus around 220 mm of suspension travel. Shifting focus to the smaller Lucky Explorer 5.5, this bike is the first offspring of a partnership between MV Agusta and Chinese company Qianjiang - owner of Benelli and the China-only QJMotor brand. Underneath its undeniably attractive bodywork, the 5.5 shares its chassis and basic engine design with the Benelli TRK502, a model that's currently Italy's best-selling motorcycle. In China, the QJMotor SRT500 also uses the same

'Lucky Explorer' 5.5



components, with another different set of bodywork.

MV's version, as well as gaining dedicated styling of its own, is the first to feature a new 554 cc version of the Qianjiang parallel twin engine, offering an A2-licence-legal 47 hp, but other than that, MV hasn't opted to significantly upgrade its components; suspension still comes from KYB, for instance, and both the Benelli and QJMotor derivatives can be had with Brembo brakes like the MV. At 220 kg, it's as heavy as the bigger 9.5. Both Lucky Explorer models are still under development with no definite on-sale date yet.

'Lucky Explorer' 9.5



Brian Crichton's rotary revival

By Ben Purvis

There have been several efforts to bring rotary engines to bikes - the Suzuki RE5 and Hercules W2000 spring to mind - but Norton's 1980s and 90s efforts shine above the rest thanks to its loophole-exploiting race successes.

Norton's rotaries scored British superbike titles and a memorable TT win, with Steve Spray, Trevor Nation, Ian Simpson and of course Steve Hislop all winning on board the machines. The 588 cc Wankel rotaries in the company's RCW588 and F1 racers offered huge straight-line performance advantages over 750 cc four-cylinder, four-stroke rivals thanks to the difficulty in establishing an effective equivalency formula in racing. Engineer Brian Crichton was the brain behind those rotaries and now his own name is appearing on a spiritual successor to the machines.

The Crichton CR700W looks very much like the last rotary Norton - the NRV588. Intended to race at the TT in 2009, and itself a direct development of the 1990s machines, Crichton was behind that bike. Freed from the need to comply with racing rules, his CR700W is probably the most powerful rotary bike that the world will ever see.

Its heart is a 690 cc twin-rotor engine, designed by Crichton for Rotron

Power, which makes a variety of Wankel engines for use in aircraft, drones and other applications. Incorporating all the knowledge Crichton has gained from previous efforts, in uses innovative cooling solutions and materials to help solve the problems of apex seal wear that dog traditional rotaries. Power is rated at 220 hp at 10,500 rpm, with 105 lb-ft of torque at 9,500 rpm, from a tiny engine with just three moving parts. It's just 34 cm long, 24 cm in diameter and weighs a mere 24 kg, or 43 kg when the bespoke six-speed transmission is fitted.

With no need for road-going kit, the bike itself is incredibly light, too. The frame follows the same extruded alloy Spondon design of the 90s racers, while the bodywork - which mimics the NRV588 - is carbon fibre, so the whole bike is just 129.5 kg dry. Carbon



fibre Dymag wheels help keep the mass to a minimum, while customers will be offered a choice of Öhlins or Bitubo suspension.

Crichton himself, now 73, will hand-build the bikes at the Rotron factory, and just 25 are due to be made. Unsurprisingly, they're expensive, with a starting price of £85,000 (€100,000).

Crichton said: "In so many ways the CR700W is the culmination of my career's achievements. Developed with my excellent lead engineer, Shamoon Quarashi, it encapsulates the absolute best of my engineering wisdom. And I believe the result is the ultimate track and racing motorcycle." Alex Head, CEO of Rotron Power, adds: "The CR700W is a unique motorcycling masterpiece and a true

work of art, born out of Brian's passion and genius when it comes to creating extraordinary engines and race bikes. It is more powerful per cc than any other normally aspirated engine in the world, with a greater power-to-weight ratio than the Aprilia RSV4, or even the supercharged Kawasaki H2R.

"The performance speaks for itself, yet despite the numbers it is far from a highly-stressed racing engine that needs rebuilding after every race weekend, and instead, thanks to its low-revving design, ultra-low friction materials and unique internal geometry, it is resoundingly robust and reliable, and will run a full season before requiring internal inspection. There are few machines as exclusive, with performance and uniqueness to match."



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Italjet - new Dragsters, electric version in 2022

Founded in Bologna in 1959, the name Italjet is synonymous with the Italian scooter industry. For 2022, Italjet has announced the arrival of a new DRAGSTER 125/200 - due to be shipping to dealers by the end of 2021. Nicknamed the "Urban Superbike", it is an unconventional, high-tech vehicle with hypersport styling and a completely bespoke design. "Conceived and created for those who do not want to give up the pleasure of sporty riding, even on a scooter, it is a nexus of technology - an ideal vehicle for those who want to stand out, continuing Italjet's path of innovation". Based on a steel tube trellis frame, with integrated die-cast aluminium plates and patented Independent Steering System (I.S.S.), the new models are equipped with a new single arm, forged aluminium swingarm. The Euro 5 approved single-cylinder 4-stroke liquid-cooled

engines of 125 and 200 cc feature a DOHC twin-cam, four-valve head set-up powered by Magneti Marelli electronic injection - providing a claimed near 10 kW (13 hp) in the 125 cc displacement and 13 kW (18 hp) in the 200 cc version. "For racing, and to add further character to the new DRAGSTER, its new Power Parts line has been conceived to increase power and performance - relying on partnerships forged with some of the best world-class specialists such as Akrapovic, Malossi, Brembo and Öhlins. These parts allow the 125 cc version to regain the full 15 hp and the output of the 200 cc version to be increased to over 20 hp. Famous for its high-performance exhaust systems, Akrapovic has built two tailpipes for the DRAGSTER - one approved for road use, the other in a Racing version, and both will be available from



February 2022. Malossi, another famous Bolognese company with a long tradition in supplying special parts for mopeds, scooters and motorcycles, has developed a DRAGSTER kit for the 125 cc and 200 cc engines to improve the performance of the transmission - both kits will be available from February 2022. A Racing cylinder kit is also under development. Brembo will supply Racing brake levers and master cylinders and Öhlins a suspension set in collaboration with Andreani Group. A series of carbon accessories developed directly by Italjet will also soon be available. Speaking at EICMA, Italjet President and CEO Massimo

Tartarini said: "We started production a few weeks ago - the debut of the new DRAGSTER on the market is imminent. Once again, we are ready to bring Made in Italy to the world, strengthened by an all-Italian heritage and the ability to create innovative, daring and non-replicable products. "The DRAGSTER is Italian excellence that stands out for its quality and attention to detail, a vehicle that enthusiasts from all over the world can't wait to drive." In additional news - 2022 will see Italjet unveil a zero-emission electric DRAGSTER version - its #e01 Electric, with a 12 kW maximum power electric motor. www.italjet.com



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<<< **Continued from cover**
influencers, technicians and
communication professionals (35%

from abroad) taking advantage of the
exclusive press day on the Tuesday.
"The success of EICMA 2021 with the

public did not end in the halls, but
expanded to the outdoor spaces of the
event which, as well as hosting the
exclusive tribute to the career of
Valentino Rossi, this year presented a
rich and consolidated programme of
exhibitions, performances, races and
test ride opportunities which were
greatly appreciated by the lovers of
two wheels.

"First of all," the **Chairman of EICMA Pietro Meda**, said, "I want to underline that we concentrated our efforts to apply the rules on the control of the accesses very strictly, which entailed a major organisational effort in collaboration with Fiera Milano and with the approval of the exhibitors. "The great presence of the public allowed us to reassert the international centrality of our appointment and to project it again into the future. Over the past few months, we have strongly promoted

the correct behaviour during visits, necessarily also relying on the common sense of fans during their visitor experience. In the light of the restrictions in force, that result achieved is the best result possible. It is a test of strength made possible thanks to the trust of the exhibitors and their loyalty to the public, who responded with great enthusiasm. Our sincere thanks go to them."

Paolo Magri, CEO of EICMA, is quoted as saying that "it was precisely the commitment of the companies in the sector and of the partners that was decisive - the commitment to channel the great desire for two wheels that is coming from the market into a unique package of global opportunities and to display the results of the investments of the industry of reference and the future of mobility on two wheels."

The date for EICMA 2022 has been set for 8 to 13 November.

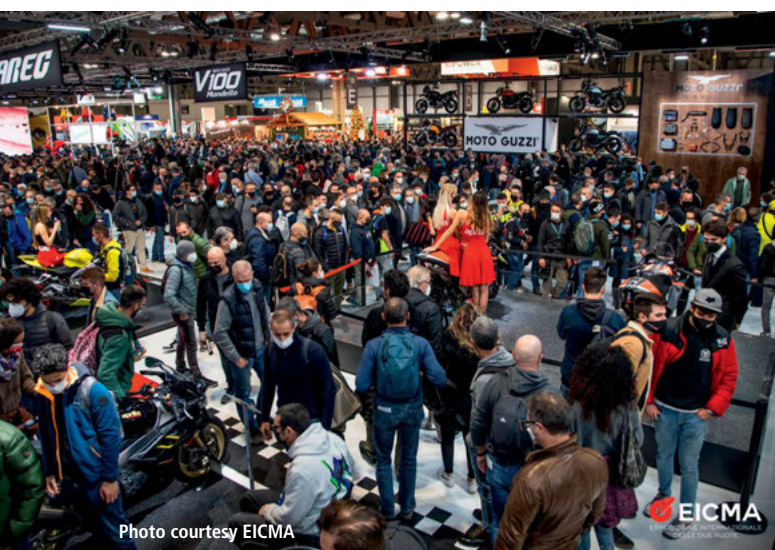


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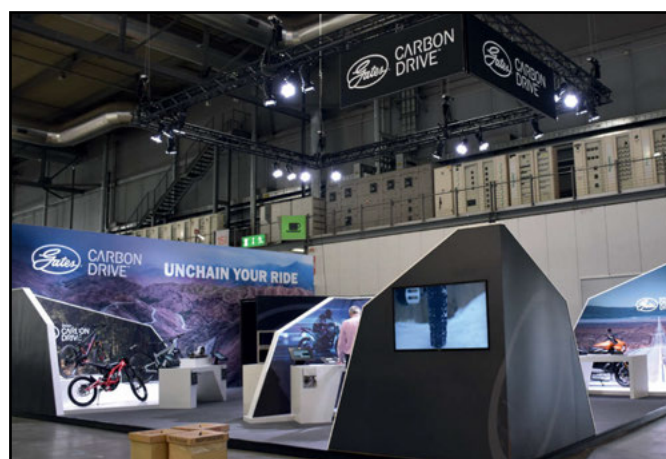
Airoh Helmets: Going into EICMA, Airoh Helmets was celebrating another stellar year of race and championship wins for its riders. Airoh man Tony Cairoli wrapped up a legendary career and raced for the last time in the world championship, and Jeffrey Herlings took his fifth MXGP world title. Airoh's haul of titles hit the 110 mark, with additional wins by Andrea Sofia Rabino as Trial 2 Women's World Champion, Brad Freeman as Enduro GP and E3 World Champion, Andrea Verona E1 World Champion, Josep Garcia E2 World Champion and Billy Bolt FIM HardEnduro World Champion;
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CAKE: The brainchild of noted Swedish designer Stefan Ytterborn, CAKE has garnered considerable international acclaim for its electric scooters - such as the MAKKA urban and KALK off-landers. EICMA saw the debut of its Osa Flex platform-derived modular, cargo-friendly, task-tuned WORK series;
www.ridecake.com



Gates Carbon Drive: Founded in Denver, Colorado, in 1911, for many decades Gates Rubber has been a discreet name in the motorcycle industry. Understood as a mission-critical component supplier for almost all OE motorcycle manufacturers, and as a brand perhaps best known in custom motorcycle circles for its all-conquering transmission belts, Gates is one of those industries that we would be racing to invent if we didn't already have them in our midst. With the entire PTW industry heading towards a future in which conventional chains will be largely replaced by transmission belt technology, Gates Carbon Drive unveiled its first belt drive for electric two-wheelers in 2012 and with its Mudport sprockets and new Moto X9 belt, Gates is set to be up front and centre as the world grapples with the power transfer needs of its electric PTW future; www.gates.com



Innteck: One of the fastest growing distributors in Italy, Innteck was founded between Turin and Genoa in 2004 and now boasts an additional warehouse in Boise, Idaho. The company is perhaps best known as the Italian importer for the Swedish made SKF component brand, but sells some 7,000 parts in total to over 2,000 dealers. Brands represented include D.I.D, KYB, Excel, Meteor Piston, POD Active (Australia), XTrig (Germany), Motion Pro (USA), Woessner (Germany), Wiseco (USA), Rekluse (USA), PROX (NL), Fly Racing (USA) and Yuasa; www.inntecksrli.com



LEM Motor: Operating from a 3,000 sq m headquarters are Sarno, Italy (near Naples), LEM Motor by Viky Italy Srl was born from the courage and entrepreneurial tenacity of Vincenzo Marasco, who, after the experience gained in the family business, the decades-old Marasco SPA, decided to explore a market as fascinating as it is arduous with "niche" products such as quads, minibikes and electric vehicles. The result has been "the creation of a company that is currently a leader in Italy and in Europe in the design, production and marketing of category L products, and more"; www.lem-motor.com



Mandelli: Founded in 1945 and still in family ownership and operation, Mandelli's extensive involvement in the motorcycle components business has often been overshadowed by the dominant position in key sectors of the bicycle industry. All that changed in 2021 though with the announcement of its purchase of noted scooter and urban mobility apparel and accessory specialist Tucano Urbano. CEO Marco Biollo gave IDN an insight into some of the exciting plans they have for leveraging the synergies between the two businesses, but, initially, in typical Mandelli family fashion, they will be focussed on the integration of Tucano Urbano into the business before going public with some very interesting ideas and opportunities that the acquisition represents; www.mandelli.net



OJ Atmosfere: Best known for a range of gear and apparel, shoes, bags and gloves, Marcello Merighi, Product Manager (left), and Massimiliano Merighi, Sales Manager, owners of OJ Atmosfere Metropolitana introduced their first helmet at EICMA, the 'Soffio' scooter helmet. Homologated to ECE-22.05, it is made in collaboration with Helmo Milano and initially available in 'Rubber Black' and 'Pearl White'; www.ojworld.it



BMC Air Filters: The Italian high-performance filter manufacturer specialises in 4-layer washable and reusable cotton designs that are both ecological and money-saving. Founded in 1973 by Gaetano Bergami as an automotive products distributor, Bergami introduced his now widely recognised red filters in 1996. Their popularity was immediate and by 2010 an in-house R&D team was developing advanced composite component design and production of complete airflow management systems, and a new factory was opened in 2018. BMC filter designs are said to feature a wider filtering surface, maximum air permeability, greater retention and screening and the best 'pressure drop' ratio; www.bmcairfilters.com

Five Gloves: The French glove specialist's philosophy towards protection is predicated on the importance of what is one of the most complex and therefore most difficult to protect parts of the human anatomy. "Protecting your hands is essential. We don't always think about it, but, by reflex, we tend to put our hands forward in the event of a fall. They are therefore particularly exposed. Our ambition is to reduce the risk of specific injuries linked to the practice of motorcycle riding". A simple mission, but it is one that Five Gloves has fifteen years of experience and R&D invested in; www.five-gloves.com



Landport: In common with many of the market's battery vendors in Europe, Dutch battery specialist Landport has responded to the new European regulations on sulphuric acid that became effective from February 1st (EU 2019/1148 - prohibiting the sale of sulphuric acid to end users) by increasing its investment into closed SLA or GEL batteries - the advantage being that they are factory-activated (filled and charged). The batteries are immediately ready for use and the dealer no longer has any additional battery acid handling overhead; www.landportbv.com

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Merlin: British waxed cotton and textile apparel brand with three different collections - Heritage, Leisure Moto and D30 equipped Riderwear - for three different segments of the motorcycle ownership and riding experience; www.merlinbikegear.com



MIPS: Quite simply the best thought-out and most thoroughly researched and tested motorcycle helmet additive technology yet conceived. Helmets with the increasingly recognisable 'Yellow DOT' are typically premium safety and feature-rich designs, and MIPS continues to innovate with the latest generation of its Virtual Test Lab (VTL) technology proving and evaluation system ensuring that each MIPS system is custom-tuned for the helmet design it is fitted to. Its patented system and "our 20 plus years of research and simulating real-world accidents have led us to this ground-breaking way to virtually test helmets," says MIPS CEO Max Strandwitz; www.mipsprotection.com



Ognibene: Founded in 1948 and still family founder owned and operated, in 2019 Ognibene supplied 4,600 km of industrial and motorcycle chain to customers all over the world! But there is more to the leader in transmission technology than advanced sprockets and chain packages. Its Trofeo ("Trophy") brake products programme saw the addition of new heat and wear-resistant ceramic brake pads recently - delivering improved performance all the way from low temperatures right up to over 500 degrees Centigrade"; www.ognibenechaintech.com



Öhlins Racing: Now part of the huge American Tenneco Group (which additionally swallowed up Federal Mogul last year), the Swedish suspension specialist continues to enjoy motorcycle industry market leadership. Following its introduction a year ago, Öhlins gave an EICMA debut to its latest MX and Enduro shock absorber - the TTX Flow DV. "This new twin-tube shock was engineered to help dramatically improve the riding experience by delivering exceptional traction and comfort without compromising bottoming resistance and chassis stability". Öhlins claims it represents "a complete overhaul of flow damper technology, resulting in more accurate and consistent damping during both compression and rebound". "The shock's new high-speed compression adjuster allows riders to adapt their set-up to virtually any track condition or riding style," said Johnny Bräster, two-wheel OE aftermarket sales, marketing and product management; www.ohlins.com



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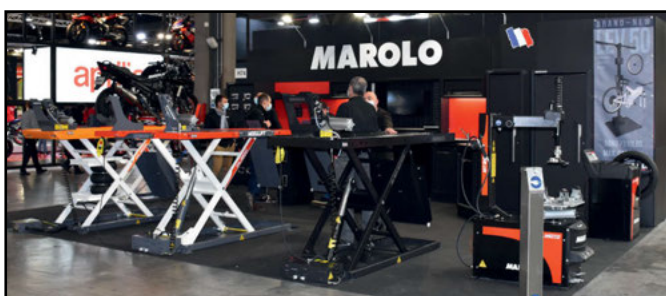
Plastic Bike: The noted Italian sports and race bike specialist produces advanced, lightweight, aerodynamically efficient, ergonomic and stylish bodywork for many of the most popular race bikes and production models in a range of advanced materials from GFK, carbon and composites; www.plastic-bike.com



Bull-It Jeans: The British riding jeans brand is widely appreciated as just about the best that riders can buy if they are serious about protection. Manufacturer Covec has an innovation track record matched by no other brand. They were the first in the world to achieve CE Level II for a motorcycle denim jeans in 2013. Vertically manufactured from polymer - through filament yarn - into spun yarn, the technique delivers super lightweight fabrics for jeans and motorcycle racers; www.bull-it.com



Impactec: "Our premium protectors are the result of many years of R&D, exploring various types of material to perfect our protector production and safety rating. We believe in protecting the environment, ensuring your safety, managing our productivity, and of course, in continuous research to improve the quality of our products. Our mission is to be the market leader in the world of personal protection"; www.impactec.eu



Marolotest: One of Europe's premier workshop equipment and system manufacturers, the French specialist's extra flat 1200 W is one of the most advanced, highly rated and ergonomic workshop platforms in the world. Recent additions include its LEV50 - a new lift designed to specifically handle e-bikes weighing up to 50 kg; www.marolotest.com



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Polini: Founded in 1945, Polini produces one of the largest ranges of replacement and upgrade components and accessories for scooters and other low displacement machines in the world. From race parts to street bikes, Polini is all about performance, reliability and durability. But it also likes to have some fun along the way - 2021 saw it collaborate in the setting of a new Guinness endorsed world record (with veteran Italian motorcycle journalist Valerio) for the distance ridden on a minibike in a 24-hour period - they smashed the prior world record with a distance of 751.488 km (approx. 467 miles) on a Polini 910 Carena RS 6.2 minibike - 1,236 laps of the Castelletto di Branduzzo track in Pavia, Lombardy, south of Milan; www.polini.com



Showa: Along with Keihin and Nissin, Honda's former suspension subsidiary is now part of Hitachi Astemo (Advanced Sustainable Technologies for Mobility), a multi-billion euro, three-brand joint venture with Hitachi Automotive Systems in which the two Japanese majors have combined their interests in order to build forward for a changing automotive supply chain landscape in which President & CEO Brice Koch says "CASE technologies that include connectivity, autonomous driving and electrification will determine who wins and who loses." With 90,000 employees spread over 27 countries, Koch says that "Hitachi Astemo has the scale and technical expertise to pursue rapidly changing technologies while providing comprehensive coverage to our OEM customers and partners across the globe. Building on the strengths of our four founding companies, our diverse human resources are committed to providing mobility solutions that reduce environmental impact, increase traffic safety and improve comfort. As a core member of the Hitachi Group, we are committed to achieving a sustainable society by providing environmental, social and economic value that sustainably improves our quality of life and makes our world a better place." The European headquarters is based in Munich; www.hitachiastemo.com



TracTive: Known for its suspension products for Adventure motorbike applications and electronic suspension systems like ESA, during the past years TracTive has grown into supplying electronic damping technology to OE manufacturers like BMW. The company's active damping valve technology (DDA) is nowadays the benchmark for applications like the BMW S1000RR. Based on this technology, TracTive is the only suspension company worldwide to supply full plug & play electronic aftermarket systems for many BMW motorbike models. But also for other brands TracTive provides suspension solutions for the demanding customer, like for the Honda Africa Twin Adventure Sports; www.tractivesuspension.com



Tucano Urbano: Now back in motorcycle industry ownership following acquisition by Mandelli, 36 months on and Tucano Urbano is basking in the success of the launch of its 2019 T.Ur touring accessories and G&A brand at EICMA in 2018. "Designed for the most demanding riders", the flagship J-ONE is a CE certified riding jacket made in high-quality materials with advanced ergonomics and thermal comfort, featuring a three-layer modular system made up of a detachable, thermal inner jacket, the main outer jacket, plus a 100% waterproof layer; www.tucanourbano.com, www.t-ur.com



STM Trading: Big changes are underway at the noted Turin, Italy based slipper clutch specialist with core R&D and high-tech precision manufacturing competencies being leveraged for new business segments - first away from the start-line will be a whole new, first ever range of motorcycle accessories. From 'ArtedaCorsa' to Art for All; www.stmitaly.com



Ride Vision: The high-tech Israeli specialist has developed a system of Rider Assist that react to critical threats in real time. Ride Vision's 360° wide angle cameras and LED alerts help riders prevent accidents. The exclusive Ride Vision system works by using two small wide angle cameras mounted on the rear and front of the vehicle; these cameras transmit video to Ride Vision's integrated processing unit, where a patented algorithm is used to detect and notify motorcyclists of collision hazards in real time; www.ride.vision



QD Exhaust: Magnum, Ex-Box, MaxCone and Power Gun exhausts have taken QD to being one of the most talked about exhaust brands in Europe. Based near Milan and backed by an advanced extended warranty option programme, QDs are noted for their performance gains, advanced features, heat and sound management and manufacturing quality and durability - and you have quite a package. Wrap all that into one of the finest styling programmes in the European exhaust industry, and its quite the winning proposition; www.qdexhaust.it



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'KYOTO' battery charger

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

This microprocessor-controlled charger of the 'KYOTO' battery charger will automatically carry out the entire charging process of the battery until the end of the charging cycle and the charge maintenance.

An LED indicator informs about the progress of the charging process, whether the charging is complete or if the connection has been made incorrectly. Modern safety technology with reverse polarity protection, overheating protection, overload protection and short-circuit protection ensures safety.

Sifam is one of the best-known France based motorcycle parts, accessory, gear and apparel distributors with a wide range of famous name and own brand products available from its 3,900



sq m headquarters warehouse.

Sales Manager Joao Ramos says the company is looking for new dealers in England, Germany and Benelux - enquiries can be sent to him by email (see below).

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Tel: +33 (0)4 97.00 07 78

jramos@sifam.fr

www.sifam.fr

Sifam

Barnett heavy-duty KTM Belleville clutch spring

Internationally respected Californian clutch and cable manufacturer Barnett has added to its late model off-road replacement clutch component upgrades with this heavy-duty Belleville type clutch spring for select 2012-22 KTM 450 and 500 cc models.

Made of high carbon spring steel and heat-treated, it's 15% stiffer than stock and is a direct replacement for the stock spring. Barnett says that for optimal performance, dealers should additionally consider installing a Barnett Dirt Digger clutch plate kit in their customers' bikes along with the new spring.

Founded in 1948 and still under the ownership and management of founder Charlie Barnett's family, the company manufactures all its clutch



components and cables in-house at its Ventura, California headquarters.

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www.barnettcables.com

Top box options

Available through distributors around Europe, including plastic bodywork specialist and parts manufacturer Pyramid in the UK, Puig has introduced a line of delivery and storage top box solutions.

Initially offered for Honda PCX 125 and Harmony Vision 110s and for the STM Symphony SR50 - three of the most popular models with urban and peri-urban delivery riders and services - they come in a range of sizes including 'Big' 60 L, 'Maxi' 90

L and 'Mega' 100 L.

There are also a wide range of fitting options, including brackets to mount to existing tail racks or straps to fix to the tail of a scooter with no existing fittings.

Puig's top boxes are manufactured from ABS, meaning they are completely waterproof and robust. There are even insulated bags and internal tray kits available for those delivering hot food. Also available in a range of colours and with or without integral locking systems, depending upon the riders' requirements.

To join Pyramid's popular new trade website, contact sales@pyramid-plastics.co.uk to get activated.



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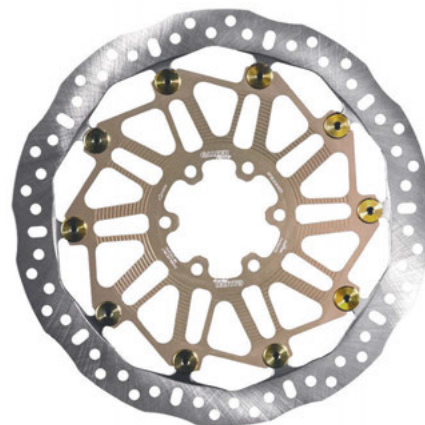


Unleash the fun of the Rebel 1100 with Vance & Hines' Upsweep slip-on. The new 4.5" muffler delivers the right rumble and performance, with improved cornering clearance and a 50% reduction in weight, making it the perfect upgrade for the Rebel 1100.

To apply to become a Motorcycle Storehouse dealer, please visit:

MOTORCYCLESTOREHOUSE.COM

Galfer Floatech brake disc system



One of the new product highlights at EICMA in November 2021 was to be found at the Galfer booth. The internationally respected Spanish brake components manufacturer's in-house R&D and Innovation team have an established record of developing solutions for problems that the motorcycle brakes industry didn't even realise it had, and kudos to the Galfer team for their latest innovation.

Floatech is a high-tech system of improvements that looks closely at the interaction between the brake disc track and the carrier and answers several weaknesses that are built-in to most conventional floating disc designs.

Ivo Bristot, Galfer's International Sales and Marketing Director, is a long-time motorcycle brakes industry innovator - his fingerprints are on several design advances that the industry and riders take for granted now, including the classic DiscWave design. One of the main features of the Floatech system is improved thermal behaviour. Ivo explained that "at high temperatures (above approx. 200 °C) the brake rotor tends to expand in all directions. The new GALFER Floatech system makes it possible to control this growth and avoid potential problems caused by the rotor surface becoming locked-up in relation to the hub."



He went on to explain that "the system allows the rotor to expand freely and avoids the loss of floatability by incorporating a set of parts that consists of washers and a pre-loaded spring. The spring presses on and fixes the brake rotor so that it maintains the same position at all times and is correctly aligned with the brake pads in any situation. "This eliminates the free movement that occurs with



the majority of racing disc brakes on the market and avoids the problem of the brake pads being applied in an uncontrolled way and causing braking difficulties - even when faced with the strong vibrations or gyroscopic forces that occur at high speeds.

"The new Floatech system ensures perfect self-alignment between the brake discs and pads at all times so that the caliper pistons always maintain the position set by the brake manufacturer and braking is far more stable."

Having studied the braking forces and the possibility of being able to design specific directional discs (left/right), Galfer says it has additionally been able to determine the key points for optimising the design of the disc hubs (the carriers), providing greater rigidity with the minimum weight possible. Galfer has innovated the design of directional brake discs that are specific for each side of the wheel - delivering an optimised left/right structure.

Also improving the heat management of the rotor/carrier system, Galfer has improved the thermal break between the two components by using a new gold-nitrided pin design to join the two parts of the disc brake.

It is made out of titanium and improves the thermal barrier between the two parts due to its low thermal conductivity. Other materials such as aluminium are more conductive and transfer heat more directly.

The new GALFER Floatech system allows the disc brakes to exhibit "improved and more stable behaviour in any position and at any temperature. What is more, they reduce weight, which provides



better bike handling and increased rider confidence".

"Several world-class MotoGP and WSBK riders have already used the new Floatech disc brakes during the 2021 season, including Italian rider Dennis Foggia (Leopard Racing), who took five victories and five podiums in Moto3, and South African Steven Odendaal (Evan Bros), who achieved five victories and six podiums in Supersport 600.

"They all say they experienced the effectiveness of braking with the new Floatech disc - with real, improvements and differences to their braking and cornering feel."

GALFER plans to extend this exclusive technology to all teams by the 2022 season and to make it accessible to the general public on medium to high-capacity motorcycles in the medium term.



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70 cc big bore cylinder kit for Yamaha-Minarelli vertical engines (CW)

Newly available from Italian specialist Athena, "innovative technical solutions and unprecedented performance" are said to be the hallmarks of this new big bore cylinder kit for vertical air-cooled 70 cc Yamaha-Minarelli engines.

Used in well-known scooter models from the likes of MBK Booster, Yamaha BWs and the legendary Aprilia SR, this special cylinder kit features patent-pending technical solutions for power that can reach as high as 19 hp.

Features include an entirely reinvented fastening system with the normal stud-based cylinder head and cylinder clamping replaced by special bolts, similar to the system used in racing applications.



This solution reduces cylinder expansion, thereby ensuring more efficient clamping, and allows for a sophisticated redesign of the intake and exhaust port.

The intake features a CNC-machined fifth port that ensures a greater flow of fresh intake gases, while the oversized exhaust port has an oval geometry with side boosters - a solution that cannot be found on any other cylinder of this type on the market today. The result is the highest performance cylinder kit of its kind ever conceived.

A special flat-head piston has been developed with a CNC-machined window on the casing, which is designed to maximise the intake flow, thereby delivering greater pressure on the pump casing and better lubrication of the roller cage.

This is just one of a large range of replacement and upgrade components available from Athena for



scooters equipped with this engine, such as racing crankshafts, a 28 mm carburetor with dedicated air filter, and the Big Valve System - an intake system with reed valve that further increases and optimises intake gas flow and, therefore, engine operation.

ATHENA
Alonte, ITALY
Tel: +39 0444 727272
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www.athena.eu

LV-10 Full Black

Italian designed exhaust brand LeoVince has added to its popular LV-10 slip-on line with its new Full Black - "for those who love darker tones".

The result of its collaboration with the best Moto2 and Moto3 teams, and of the know-how acquired from LeoVince's many years of experience in MotoGP and SBK competitions, it says it "developed an extremely compact silencer to ensure maximum lightness, the best performance and the unmistakable LeoVince racing sound".



Manufactured entirely from AISI 304 stainless steel, the LV-10 Full Black body sports a total matt black finish, both on the body and on the inlet and outlet end cap.

Unlike the LV-10 Black Edition, the LV-10 Full Black is laser marked with the LV "Racing" logo. The same high-temperature resistant LV sticker used in Moto3 is supplied in the package, "which will embellish the LV-10 Full Black, giving it the racing look that your customers are looking for". It will be available starting from spring 2022.

LeoVince

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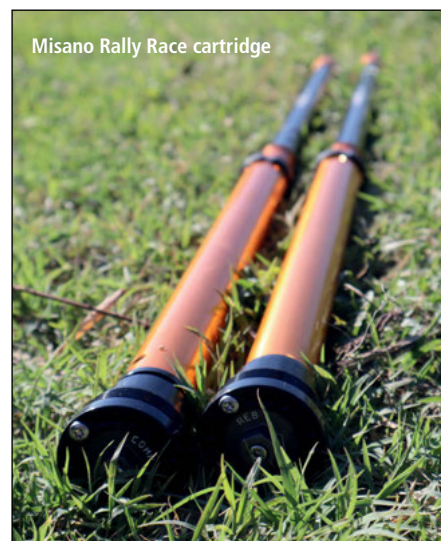
 **LightTech**
Italian racing components

Andreani adds tools and updated Misano cartridge options

Like all the vendors who decided to exhibit at EICMA in November 2021, Italian suspension specialist Andreani was glad to be able to get back to meeting its customers face-to-face, indeed, its continuously 'rammed' booth suggested that its customers were pleased to see them too.

The company showed a wide range of its speciality suspension tools, tuning aids and workshop equipment, with new or recent tool additions including a hydraulic shock spring disassembler, a combined top cap tool and an incredibly useful fork grub screw removal kit.

However, its new product highlights centred around its internationally popular and award-winning Misano cartridge kits. At EICMA 2018, Andreani unveiled a massive extension to its cartridge kit applications list, with the Misano EVO as an upgrade to its previous Misano iteration.



Misano Rally Race cartridge

Featuring a 20 mm piston with increased oil passages, a DLC (Diamond Like Carbon-based coating) treated tube and a CNC-machined cap, the EVO is fully adjustable in compression, rebound and spring preload (with adjustments directly on the cap for an easier setting), and is said to guarantee the rider "exceptional performance both in cornering and braking".

Available for hundreds of applications - with further new ones for the Triumph Trident 660, Ducati Monster and Harley-Davidson Pan America 1250 - Misano EVO cartridges come complete with springs customised for rider weight and riding style.

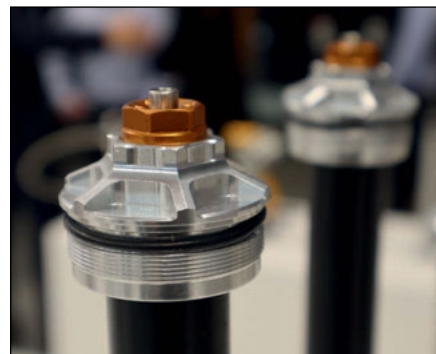
However, new at EICMA 2021 and a result of its most recent track experiences, Andreani has unveiled another cartridge kit upgrade with a brand new Andreani Big Piston cartridge for Showa BPF 41 to 43 mm forks that have been developed to increase the big piston forks' performance.

A plug & play install, the BPF cartridge features a sophisticated hydraulic system, a DLC treated tube and the EVO design top cap. Easy to install as it does not require disinstallation of the fork bottom during assembly.

Another Andreani debut was the 'Rally Race' cartridge for those wishing to obtain maximum performance from their front suspension - even on dirt roads.

Born from the experience gained during the Italian Motorally Championship and Yamaha Ténéré Challenge, the Rally Race cartridge is available for all twin cylinder motorcycles (KTM, Honda and Yamaha) and has a double compression piston, an increased excursion and a hydraulic end-of-stroke.

This updated cartridge kit is extremely easy to install as it does not require disassembly of the fork bottom during installation and comes complete with springs matched for rider weight and riding style.



Misano Evo cartridge



Misano Big Piston cartridge



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High-tech by Lightech for the MT-09

Internationally recognised Italian high-tech parts and accessory specialist Lightech has designed and tested a wide range of model-specific parts and accessories for the new Yamaha MT-09. Model-specific designs include complete and adjustable rearsets in three configurations: basic with fixed footpegs, "W" version with folding footpegs and its top-of-the-line "R" version equipped with carbon heel guards, titanium bolts, high-quality bearings and folding footpegs. These rearsets allow both standard and reverse shifting. Machined from billet aluminium 7075-T6, to guarantee exceptional rigidity, safety and performance in all riding conditions, the levers work on



high-quality bearings that allow an excellent precision resistance mechanism even during the most extreme demands on the track and on the road. Fully serviceable, a complete range of spare parts and accessories makes these rearsets fully customisable. The lever set is manufactured from magnesium and CNC aluminium; the ultra-light licence plate holder has pre-drilled holes for OEM or aftermarket LED turn signals and the super precise chain adjusters (with the metric scale stamped into the alloy) allow riders to achieve a 100 percent accurate line-up of left and right sides - available in two colours (red and black). The accessories line includes also frame protections, coloured wheel axle sliders in black, red, gold and cobalt, a newly designed fuel tank cap and more. All these model-specific parts have been manufactured to bring Italian design and precision manufacturing "to perfectly match this special bike," says Export Sales Manager Sheila Zaccaron.

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Puig additions

Z2 rearview mirror



Seen here on the Aprilia Tuono 660, this mirror has a stylish and "fluid design that creates elegant and aerodynamic shapes". The homologated dimensions of the convex mirror ensure good vision and the ball joint final adjustment system allows the mirror to be adjusted manually.

"Its different formats allow it to be mounted on most motorcycles, with or without fairing. The main frame and the foot are made of injected thermoplastic with a textured matt black finish, the connecting support between the two being made of steel".

The version for mounting to the handlebar bracket includes adapters for M10/125 and M8 (right and left threads), while, in the version to mount to the motorcycle fairing, the foot can be fixed if the distance between centres of the screws is between 22 and 57 mm.

Engine spoilers



Designed and manufactured in Barcelona, Puig engine spoilers "adjust perfectly to the lines and volumes of the motorcycle". Tested in the virtual wind tunnel to achieve a more aerodynamic volume and improvement in stability while riding, they protect the lower area of the bike from possible impacts, dirt, etc.

"Manufactured with the highest technologies, its components are made of aluminium and/or ABS materials that are highly resistant to impacts and UV rays, in turn they are light and durable. The plastic parts have a built-in surface treatment that improves the behaviour against chemical agents and in turn also offers total protection against UV rays. This layer avoids the need to have to paint the engine spoiler. The metal supports are made of 2 mm metal with anti-corrosion treatment, resistant and easy to install.

"In addition to protecting the motorcycle, Puig engine spoilers are designed to give the bike a sportier character, so most models come with a sticker kit to customise them, available in black or carbon-like finishes".

New Generation Sport Plus windshield for 2020 MT-09



Designed to "improve the Naked character of the MT-09, this New Generation Puig Sport Plus windshield is made from 3 mm thick ABS material - highly resistant to impacts, it will reinforce a part without coverage of the motorcycle. It offers multiple customisation options that will allow you to provide your customer's machine with the exclusivity that

they value so much".

Available for the Yamaha MT-07 '18/'19 and MT-09 '17-'19 models, it can be adapted to two of the New Generation models, the Touring model or the Sport model, completing the cover and giving the bike complete protection against the wind. In the case of model MT-07, only the lid is offered.

V-Tech Sport windshield for 2021 Forza 750



Designed to add a sporty look to the popular Honda Forza, Puig's new V-Tech line Sport screen is 210 mm lower than the original and has been developed in the wind tunnel to ensure its aerodynamic improvement and stability. Made of 4 mm thick, high-end CN methacrylate, the angular shape in the central and lateral portions is said to redirect and channel the wind, therefore minimising turbulence. For some particular motorcycle models, an aerodynamic test is developed to improve this new screen for your customer's motorcycle; for those seeking greater wind protection, Puig also offers a V-Tech Touring windshield option.

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2021 World Champions - powered by Vertex GP-Racer's choice

Italian piston specialist Vertex (VP Italy) continues to consolidate its position as the premier piston brand, powering the titled riders of the off-road world championships, starting with Maxime Renaux of the Monster Energy Yamaha Factory MX2 team - with the new MX2 World Champion it was "Gold all round for Vertex - with quality bringing home the results.

"In the motocross 2021 season, the victory at the Internazionali d'Italia in the MX1 and Supercampione classes with Romain Febvre of the Monster Energy KRT team, the victory at the Prestige Elite MX1 Championship with Alessandro Lupino (MRT Racing KTM team) and at the Italian Women's Championship with Kiara Fontanesi (MX Fonta Racing team), all made for a truly golden season". The season had begun uphill for 21-year-old Frenchman Renaux, who dislocated his shoulder at the Internazionali and made a quiet debut in the world championship in the opening race in Russia, but then everything went better and better as the season progressed with five GP victories, seven second places and two third places to win the championship with two races to spare.

Additionally, in the MX World Championship, Vertex Pistons also got the vice-champion title with Jago

Geerts (Monster Energy Yamaha Factory MX2 team) and took second and third world championship places in the MXGP - respectively with Romain Febvre and with the multiple world champion Tim Gajser (Honda HRC team).

In the WMX, Vertex won the vice-champion title with Nancy Van de Ven (Ghidinelli Racing team) and the third step of the podium with Kiara Fontanesi. Added to these are the titles won in the European championship, where the Vertex pistons were highlighted with the victory of Valerio Lata (KTM Marchetti Racing) in the EMX125 and the second place of Kevin Horgmo (GASGAS SM Action team) in the EMX250.

Vertex Pistons then scored excellent results in World Enduro, with 6 titles won: Brad Freeman of the Beta Factory team became world champion of Enduro GP and E3, Matteo Pavoni (TM Boano Factory team) won the Junior and J2 world champion titles, Lorenzo Macoritto (also of the TM Boano Factory team) became champion in EJ1, and Albin Norrbin (Fantic D'Arpa Racing team) won the EY title.

Finally, new successes were also achieved in the Supermoto with Marc Reiner Schmidt and Thomas Chareyre, riders of the L30-Tm Racing team, with which Vertex Pistons earned the S1Gp world



champion and vice-champion titles respectively.

Vertex Pistons supported all these motocross, enduro and Supermoto champions with its GP-Racer's choice pistons.

At the top of Vertex Pistons' 4-stroke off-road production, this model is hot forged with high resistance VP-310 alloy, equipped with the exclusively machined T-Bridge (inspired by F1), DLC (Diamond Like Coated) coated pin, and high-performance rings in chromed or nitrated steel - depending on the application. "Racer's choice pistons stand out for the exclusive shape of the head, allowing a guarantee of excellent performance without any loss of reliability".

In addition to the GP-Racer's choice model, the range of 4-stroke off-road pistons is completed by the hi-tech Replica, High Compression and Big Bore models.

"All are characterised by a molybdenum disulfide coating - to enhance smoothness and wear resistance - and each is equipped with application-specific features that guarantee a perfect replacement of standard pistons with an excellent quality/price ratio (hi-tech replica), an increase in the compression ratio, which improves power and torque (high compression), and an increase in displacement, which greatly improved performances (big bore models)."

The off-road 4-stroke Vertex pistons range has been updated for the cross, enduro and Supermotard 2022 models and is available for Beta enduro motorcycles in the 350/390/430/480 RR versions and for the whole KTM, Husqvarna and GasGas range - as well as for Honda CRF 250/450, Kawasaki KX 250/450 F, Yamaha YZ 250/450 F and Suzuki RM-Z 250/450.

VERTEX PISTONS/VP ITALY S.R.L.

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www.vertexpistons.com



B-SURE - the world's first mousse for road use

Described as "an innovative safety system dedicated to motorcyclists", EICMA saw Brescia, Italy based Risemousse introduce B-SURE - said to be the world's first ever tyre mousse engineered specifically for road use.

"This revolutionary concept for the sector will cancel once and for all the apprehensions of the motorcyclist who, in the event of a puncture, will be able to go safely to a repair centre or return home without running the risk of stopping on the side of the road or losing hours waiting for the rescue and repair of his motorcycle".

B-SURE is a new patent-pending safety system that, thanks to an electronic control integrated in its special mousse and the sophisticated MEPP (Memory Expanded Plastic Polymer) compound, is able to allow the rider to sustain a moderate pace for a certain number of kilometres without having to get off the motorcycle.

"A sophisticated electronic control with backlit LEDs allows the rider to monitor in real time the pressure status of his tyre, warning him in case of puncture. The special B-SURE mousse responds to the drop in tyre pressure and intervenes by supporting the motorcycle and rider, allowing him or her to have greater control and stability of the vehicle - reaching a safe place to carry out the repair in safety".

The B-SURE blackbox acquires all the data sent by the B-SURE sensor that is stored in a special pocket of the high-temperature, pre-melted mousse. It acts as a specific "operational core" of the innovative Risemousse security system.

Thanks to the advances in technology and materials, and the know-how of its research and development department, Risemousse has managed to eliminate the conditions of greatest danger for the motorcyclist: drilling and stopping along the side of the road.

The technology continuously monitors the inner pressure of the tyre and immediately notifies of a puncture or other sudden pressure drop. The wireless sensor transmits all the information needed to the B-SURE dashboard by radiofrequency.

The product is long lasting, with the integrated battery lasting an average of three years and features an ECO mode with the sensor only activating when the vehicle is moving. The technology is versatile as



it easily adapts to all kinds of vehicles and is easy to install as it operates independently from the vehicle's electrical system.

A special formulation of techno polymers with nanotechnology allows the mousse to obtain the maximum performance during its use by memorising its density. This is possible thanks to the post-performance cooling of the mousse (lasting about 30 minutes) - a period in which the sophisticated composition of the EPP (Expanded Plastic Polymer)



"memorises" the density of the mousse, preserving its life.

There will be several B-SURE product families, one each for the primary road bike applications.

The URBAN (for low and high wheel scooters) and ADVENTURE (for road enduro bikes, on-off road and Rally) will be available from its 2,000 sqm facility from spring 2022.

With current capacity for the production of 100,000 mousses a year, the TOURER (for Touring and Naked motorcycles), SPORTY (for non-race/track use sports bike use) and a special CHOPPER version for custom motorcycles will then follow.

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LED headlight; MX FLOW handguards

Portuguese manufacturer of "Performance Plastics" Polisport has added this E-Blaze headlight to its popular headlight range, offering more LED power and a "fresh, innovative design".

The E-Blaze headlight comes as one of a kind, with a slim design that resembles a number plate. This will give the bike a slimmer and modern look - bringing it closer to a MX model. The headlight also features a large area for decoration that can be customised with decals.

"This headlight comes with six LED light units, bright and powerful enough to make you ride in pitch black conditions. The LED lights are adjustable, so you can adjust them to fit your ride".

The E-Blaze will be available in six different colours and features a mix of glossy and carbon fibre texture finish.

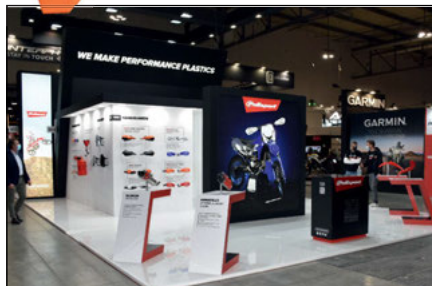


Also seen here, Polisport has introduced a new generation of its handguards with its MX FLOW programme. This MX style handguard features two mounting systems - a lever system for specific brands and models that delivers a perfect, precision fit and a universal mounting system direct to the handlebar for additional applications - both are included in the box.



The MX FLOW is a double injection plastic part with a modern design and looks that was developed to offer the best possible protection to hands and master cylinder.

"With a vented design for airflow, the MX FLOW is the best option for those looking for protection, a perfect fit and a modern and stylish look". It is available in ten different colour combinations.



POLISPORT
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Eleveit 'Metamorphosis' now shipping to dealers

Announced at EICMA in 2019 and first seen in IDN later that year, the 'Metamorphosis' touring boot by Veneto, Italy based apparel manufacturer Eleveit is now available for dealers to order - initially in black.

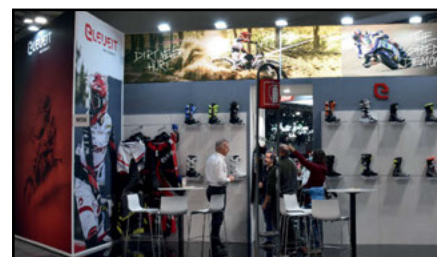
The clue to the primary feature of the 'Metamorphosis' is in the name. By using the same technology developed for Eleveit's RC Pro racing boot, 'Metamorphosis' delivers a "new level" of structural solidity. The company's Internal Protection Technology system (IPT) is based on a variable density polyurethane skeleton and two flexing mechanisms with programmed stop points. The stop points mechanically control the lateral and longitudinal movement of the ankle, preventing it from twisting beyond physiological limits at predetermined points - protecting it from possible trauma. The boot therefore controls the movement of



the ankle, keeping its movements within the natural limits of the ankle's anatomy.

Additional features include a flexible microfibre upper, a three-component rubber sole with specific grip area, waterproof lining and the

Eleveit 'Free Lock System' closure at the rear and Velcro strap closure for the upper - "to make the closure better fitting and faster".



Marking a return to the market with a third brand iteration, Italian motorcycle boots innovator Ivo Zanatta (ex of Oxstar and TCX fame) is "On the Road Again" and has scored big with the Eleveit Metamorphosis "controlled flexibility" system. The polyurethane stricture of Eleveit's IPT (Internal Protection Technology) has two flexure points and programmed restraint points. "A new ankle protection system that offers an excellent balance between flexibility and protection," says Ivo.

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HP Corse options for the legendary R1150GS



It is now possible to see just what an important motorcycle the legendary BMW R1150GS really was. It defined an era and defined a change in market direction.

It inherited what, at the time, was regarded as cutting-edge technology, but perfected it and moved the narrative of the GS and of the ADV segment decisively forward - burning

faithful companion and, thanks to the chassis and its generous engine, it always manages to guarantee great comfort and safety - delivering great driving pleasure in every situation.

Italian exhaust specialist HP Corse has embraced the electronic injection, 4-valve air/oil cooled twin-cylinder boxer engine with three options from its popular and award-winning 4-TRACK R exhaust programme - a range that itself was born for adventure.

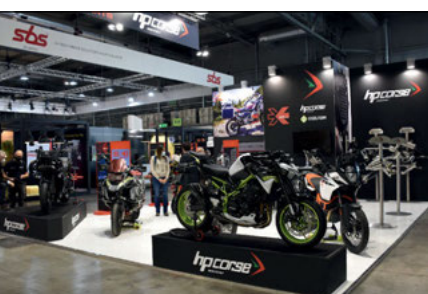
Bench and demanding on/off road-tested in the most demanding of situations, the 4-TRACK R "guarantees reliability and gives the BMW R1150GS slimmer rear lines that improve its aesthetics and adds power - especially at low and medium revs.

"The slip-on 4-TRACK R is homologated, has the laser engraved logo and is equipped with dB Killer. The silencer body is available in three different materials: titanium, satin steel, black steel and, whatever the choice of material, it will always be lighter than the original 'GS' exhaust. The case back of the 4-TRACK R is octagonal in shape and ends with a hydroformed spout with sinuous lines".



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Ermax options for 2021 MT-09/SP

Founded in Marseille in 1978 by Roger Sabater, in his 43 years in business, Roger has grown his Ermax business from a 50 m2 workshop into a 6,000 m2 factory employing some 24 people.

Ermax sells its products in France through some 1,450 dealers and distributes worldwide to more than 50 parts and accessory importers. Roger's company specialises in aluminium and plastic thermoformed parts for motorcycles and scooters and is noted for being 'quick to market' with designs and applications for most of the newly introduced best-selling models from the most popular manufacturers in Italy, Japan, Taiwan, Thailand, Spain, France and China.

The high-tech Ermax design team and research department is well known for its understanding of material properties and riding ergonomics and that has resulted in a product range that combines quality, ergonomics and riding comfort with aerodynamics, durability and strength.

Since his start in business, Roger has seen race team support as an important credential, and down the years, Ermax designs have featured on world championship-winning bikes in disciplines such as MotoGP, Endurance SBK and others. In 2019, Ermax became an official supplier of KTM Red Bull Tech3 MotoGP and Moto2, Moto3 CIP KTM and WSS Yamaha GMT 94.

Best known for the huge range of screens, seen here are new product applications for the 2021 Yamaha MT-09/SP 2021, including a 25 cm Sport nose screen with front facing air intake (available in nine colours); a 24 cm Hypersport screen in injected polycarbonate available in two colours light black or dark black; a 38.5 cm nose screen with forward facing air intake (available in clear, gray, satin gray, transparent brown, light or dark black, satin black, red or blue) and a 24 cm nose fairing that is available in raw, painted, painted two colours and three colours, satin black (Black Line) or carbon look.

Also seen here for the 2021 Yamaha MT-09/SP 2021 is a rear hugger with two-part aluminium chain guard - made with an ABS wheel guard and a 3 mm



Rear hugger



thick, black anodised aluminium chain guard. The items are sold together because the mudguard is attached to the upper casing - the wheel trim is available in raw, painted, painted two colours and three colours, satin black (Black Line) or carbon look. This EVO belly pan is a three-part design, plus grids, and accessorises the MT-09 with a racing look while protecting the lower part of the engine.

The Ermax MT-09 accessory seat cover is also available in a choice of colourways, and this SUP09 EVO aluminium licence plate holder (with blinker holder and three edp05 plate lighting LEDs) replaces the original without modification for a fully reversible install.

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Hypersport screen



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Sport nose screen

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Batteries in motorcycles are working harder than ever - powering more electronics - and they are also now an integral part of diagnostic service when the engine is not running.

A battery in poor shape or with insufficient capacity to maintain a stable voltage for an hour or two will affect or even interrupt operation of the diagnostic tool hooked up to the vehicle's ECU. Lead-acid and Lithium (LFP) batteries are now standard, but with different activation needs - even by region.

In regions where acid filling by the dealer is still allowed, lead-acid batteries need to be activated once filled, with that first charge vitally important to make sure that the battery will deliver well past its warranty. In regions where acid use at dealer level is or has been phased out, fully charged, factory-activated AGM (absorbed glass mat) batteries are being delivered, but during months of long storage they slowly lose charge.

Lithium (LFP) batteries are delivered at 30% or less charge due to transportation restrictions or in 'sleep'/transport mode (if fitted) with a resettable battery management system. Even modern batteries need reactivation prior to use, so they can perform as expected.

During 2020/2021 TecMate worked with two

European OEMs (Ducati and Triumph) to find a solution for this complex service problem surrounding batteries. A unique solution was delivered to each OEM, but TecMate also designed a product that can serve all dealers, the OptiMate PRO-1 DUO (model TM-650).

OptiMate PRO-1 DUO is the ultimate technician's battery charger.

With selection for Pb (lead-acid) and LFP (Lithium Ferrous Phosphate) batteries, it can activate or 'wake up' all new powersport batteries or recover any neglected battery from as low as 0.5 volt, and, whilst doing so, tests the battery for damage. If it is OK, it continues charging and then provides a test result (LED indication).

Time is money, as they say, and the powerful OptiMate PRO-1 DUO is able to deliver up to 10 amp of charge to get even the biggest powersport battery ready quickly - but it charges small batteries equally well as its AmpMatic processor automatically adjusts charge rate to compensate for the connected battery's size and state of health.

The 3rd selection is for on-board service, the PS (power-supply) mode provides stable battery support (at 13.6V) to the vehicle's battery and system during diagnostic service or troubleshooting.

A removable hanging hook allows for portable use at the vehicle, with the integrated rubber feet and side bumpers preventing damage to vehicle surfaces. Once the service has been completed, the wall storage receiver can keep the charger out of harm's way.

The power-efficient electronic platform accepts global input of 100 to 240V 50/60 Hz, with an exchangeable power cord making this the first 'plug and play' OptiMate that can literally be used anywhere in the world.

Martin Human, CEO/CTO of TecMate, says: "Working closely with vehicle OEMs since 1990 has helped TecMate develop the right solutions for dealers and their customers. This is the first of a new breed of OptiMate PRO do-it-all chargers that are replacing our current range of professional chargers. More to come in 2022."

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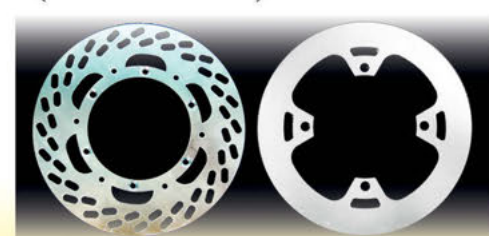


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Motorcycle Storehouse additions

All Balls Racing - maintenance products



Groningen, Netherlands based Motorcycle Storehouse now offers the comprehensive All Balls Racing line of bearing and seal kits for European and Japanese motorcycles, including BMW, Ducati, Honda, Kawasaki, Suzuki, Triumph and Yamaha. With carburetor, fuel tap, caliper and master cylinder rebuild kits, alongside wheel bearings, steering head bearings and swingarm bearings, plus fork seal and fork bushing kits, the product programme is extensive.

Motone Customs - Airblade and Microblade screens for Triumph



New from Motorcycle Storehouse are these sleek looking Airblade and Microblade screens from UK based Motone Customs. Crafted from 5052 sheet aluminium, with a hand-polished mirror finish for the Microblade and a brushed finish for the Airblade, initial fitments include Triumph T100, T120 and Speed Twin models, as well as custom applications.

Sachs clutches for BMW



Dutch distributor Motorcycle Storehouse says that as BMW dealers, independent specialists and riders know, the original BMW clutch equipment - including the clutch discs, diaphragm springs, pressure plates, clutch housings and the housing covers - are of outstanding quality. Made for decades by Sachs in Germany, "now these same Sachs clutches are available as OEM quality replacements through Motorcycle Storehouse".

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Ognibene advertisement featuring large gears and a dirt background. The gears are in the foreground, with a red one in the front and a green one behind it. The background is a close-up of a dirt surface with some mechanical parts visible.



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MIVV Euro 5 options for 1290 Super Duke R



Delta Race

Italian exhaust specialist MIVV has launched a power-boosting Euro 5 slip-on for the KTM 1290 Super Duke R. Available in single and double configuration, the new MIVV X-M5 for muscular naked sports bikes can replace the stock muffler with a choice of model-specific solutions from MIVV, each designed for the 1,301 cc LC8 twin cylinder engine, simply slipping it directly onto the original manifold.

The company's Delta Race mufflers in carbon and stainless steel versions, and the new X-M5 in titanium, are stand-outs that add great looks as well as increased power. The X-M5 is available in single or in double configuration with underseat exiting. The Delta Race silencer has a central body in carbon with a glossy finish or, alternatively, in brushed stainless steel to obtain a "pearled" effect. The exclusive shape that goes from conical to hexagonal and important details such as the 3k twill carbon end cap, double riveted perimeter bracket and solid machined inlet bushing make the Delta Race a great looking addition. Mounted on the Super Duke R, the Delta Race delivers +2.2 hp of maximum power at 10,000 rpm; +1.20 Nm of maximum torque at

8,400 rpm and a weight saving of 1.70 kg. The dyno chart highlights a further "flicker" of torque/power in the midrange between 6,000 and 6,500 rpm.

The X-M5 in titanium is the latest addition to the MIVV exhaust range, and "raises the bar for performance and significant weight savings". The X-M5 has a streamlined central body, with a conical shape, made of grade 1 titanium. The aesthetic finish with a "pearled" effect is the result of a special manufacturing process. The silencer is equipped with a 3K twill carbon end cap closed by a removable protective grill that hides the dB killer. It delivers +2.90 hp of maximum power at 9,900 rpm, + 1.70 Nm of maximum torque at 8,200 rpm and - 1.70 kg weight saving. Along the delivery curve, the highest values are accompanied by a much higher performance from 5,500 to 7,500 rpm. The underseat exit version of the X-M5 sees a bit of maximum torque and power decrease (+1.30 hp at 10,000 rpm, +0.80 Nm at 8,500 rpm) due to the flow-friendly design and lower weight when compared to the single exit standard silencer.

To improve performance still further, MIVV recommends remapping the ECU; the map configuration will be available online.

MIVV S.P.A.
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KV30 'Evo-Grayer' full-face helmet

Kappa's new 'Evo-Grayer' was presented at EICMA as an "important update" to the full-face KV30 'adventure'. Designed for the "on-off" style of touring offered by the crossovers and road maxi enduros, the helmet combines the angular shapes of cross helmets (such as the front spoiler) with design features such as a visor, sun visor and effective



ventilation system. The Evo-Grayer has a thermoplastic shell and technical features include a dual visor that combines

a transparent shield and sun visor, removable and washable internal linings, a nose guard, a wind deflector and a micrometric fastening system, as well as a ventilation system comprising four front air vents and two extractors.

The helmet comes in five colour combinations, which "perfectly complement the technical characteristics of the helmet", including high-visibility neons, military green and grey as more natural shades and bold primary colours of red and blue.

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FULBAT - wide range of ready to use batteries

France headquartered, Belgium distribution centre based FULBAT is an OEM and replacement battery brand, and with international regulations and the ever-increasing limitations governing acid handling and shipping, FULBAT has invested in new technology and tooling to provide its network with a complete range of Gel motorcycle batteries.

Ready to use, this battery range is designed to offer maximum performance and safety - 100% maintenance-free, no acid handling and initial preparation. With more than 50 models available, FULBAT covers now 95% of motorcycle, ATV, UTV, snowmobile and watercraft applications.

"For us it was obvious that we had to extend again our Gel range to meet all the new needs. Gel batteries are really the best solutions for dealers and end users as they take away the increasingly unpopular complexities of dealing with acid fill technology.

"We maintain, recharge and control all batteries in

Mouscron, our Belgian warehouse, before shipment to ensure the right performance of the product".

In parallel, FULBAT also renewed its smart charger range including three new automatic models. All compatible with lead-acid and lithium batteries, FULLOAD 1000 and FULLOAD F4 are designed to charge and maintain batteries rated 2Ah to 80Ah. "Ideal to enhance the performance of powersport batteries.

"Developed for warehouses and workshops, the FULBANK 2000 is a bank battery charger enabling



dealers to charge and maintain three batteries with different voltages and technologies at once. This space-saving three-in-one solution is ideal for professionals and offers a wide range of benefits".

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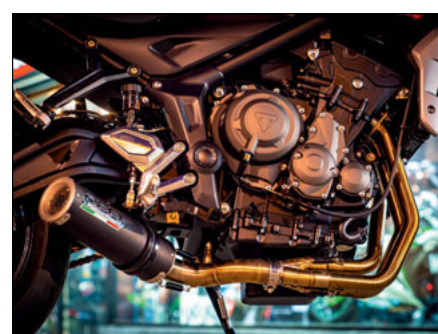


GPR '3R' sustainable production systems for Triumph Trident 660

Regular readers of International Dealer News will have seen our recent feature about Italian exhaust specialist GPR's 3R - Reduce, Reuse, Recycle - programme and its drive to achieve ISO 14021 environmental certification by the end of 2021.

At EICMA, GPR unveiled a new catalogue featuring its 3R based 2022 exhausts range and several of the new product designs and applications that will form the basis of its environmentally responsible production on a moving forward basis.

Among the first models to be equipped with exhausts with environmental sustainability based on the principles of the Circular Economy and the compensation of the Co2 emitted during the production processes, will be the Triumph Trident 660.



Its stainless steel full systems for the Trident 660 feature its Powercone, M3 Black Titanium and Deeptone silencers - all produced to meet the principles set for environmental certification and the parameters of the European homologations for noise and emissions (equipped with catalysts), "while still giving a soul to the motorbike", according to joint CEO Mauro Orlandi, "thanks to an amazing look and deeper tone sound!"

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X-LINE bags

The "soft, technical, versatile and all new" X-LINE bags from GIVI embody "technical and aesthetic solutions developed over the last two years". The range features of a blend of high-quality materials (polyester, TPU and nylon), a removable and waterproof internal bag, high UV resistance of the external bag, a selection of materials that meet REACH standards, reflective inserts and a base in non-slip material. The line comprises three cargo bags, two of which can be transformed into a backpack, with

(expandable) volumes of 20, 35 and 52 litres and three tank bags, all with pre-formed base and a lid and a Tanklock fixing system. Two of these are designed to be mounted on Maxi Enduro models (BMW, KTM and Honda). A compact and versatile multi-purpose saddlebag rounds out the collection.

The XL01 cargo bag is expandable from 15 to 20 litres, suitable for attachment to top-loading side cases, complete with belt-strap loops, and to racks or passenger saddles. The XL02 roll-top saddle cargo bag is expandable from 25 to 35 litres and can be transformed into a backpack. It is "ultra-resistant", made from 1200D W/R polyester and Hypalon inserts. The XL03 roll-top saddle cargo bag, expandable from 39 to 52 litres, can also be transformed into a backpack and is the roomiest of the X-LINE bags. The XL04 Tanklock tank bag is expandable from 15 to 20 litres and designed to be ergonomically mounted on the BMW R1200/1250 GS/Adventure and the KTM 1290, Adventure S and R, and must be



paired with the specific BF flanges. The XL05 Tanklock tank bag, expandable from 15 to 18 litres, was developed for use with all versions of the Honda Africa Twin (from 2016 to 2021) and must be paired with the specific BF25 flange. The XL06 tank bag, expandable from 15 to 20 litres, is a universal model to be paired with the specific BF flanges (depending on the motorcycle model) that fastens to the fuel cap.

The XL07 saddlebag, expandable from 9 to 12 litres, is designed to suit any kind of motorcycle and can be positioned on the saddle or fastened to top-loading side cases with belt-strap loops or racks. Equipment includes a multi-purpose reflective elastic cord, an inner mesh pocket and an adjustable shoulder strap for transportation.

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IMOLA - street legal through-rod mono shock

Italian suspension specialist MUPO has introduced a new and "innovative" shock absorber that is designed to "upgrade any superbike to levels of absolute performance".

"IMOLA is the first street legal through-shaft mono suspension ever produced and put on the market. This technology guarantees an extremely precise and frictionless operation. It operates at a minimum working pressure thanks to a new hydraulic system. "Manufactured with materials used only in the racing world so far, the new IMOLA racing suspension is conceived for riders who hit the track with the aim of beating the clock."

Construction of the body is in Ergal 7075 (hard and lightweight zinc-aluminium alloy) with a hard anodised and lapped internal cylinder, nitrile seals (NBR) and a powerful 35 mm main piston.

The 14 mm through-shaft rod is made from diamond-like coated (DLC) Hyperlox treatment with a surface roughness below Ra 0.06 and hardness greater than HV 9000. The internal system is low-pressure oil expansion compensation with minimum weight-optimised chrome silicon steel springs.



MUPO uses an SAE 2.5W synthetic oil, and as with all the products in the MUPO catalogue, the IMOLA is completely rebuildable and backed by a two-year warranty, that can be extended up to six years by servicing the suspension periodically per the operation and maintenance booklet.

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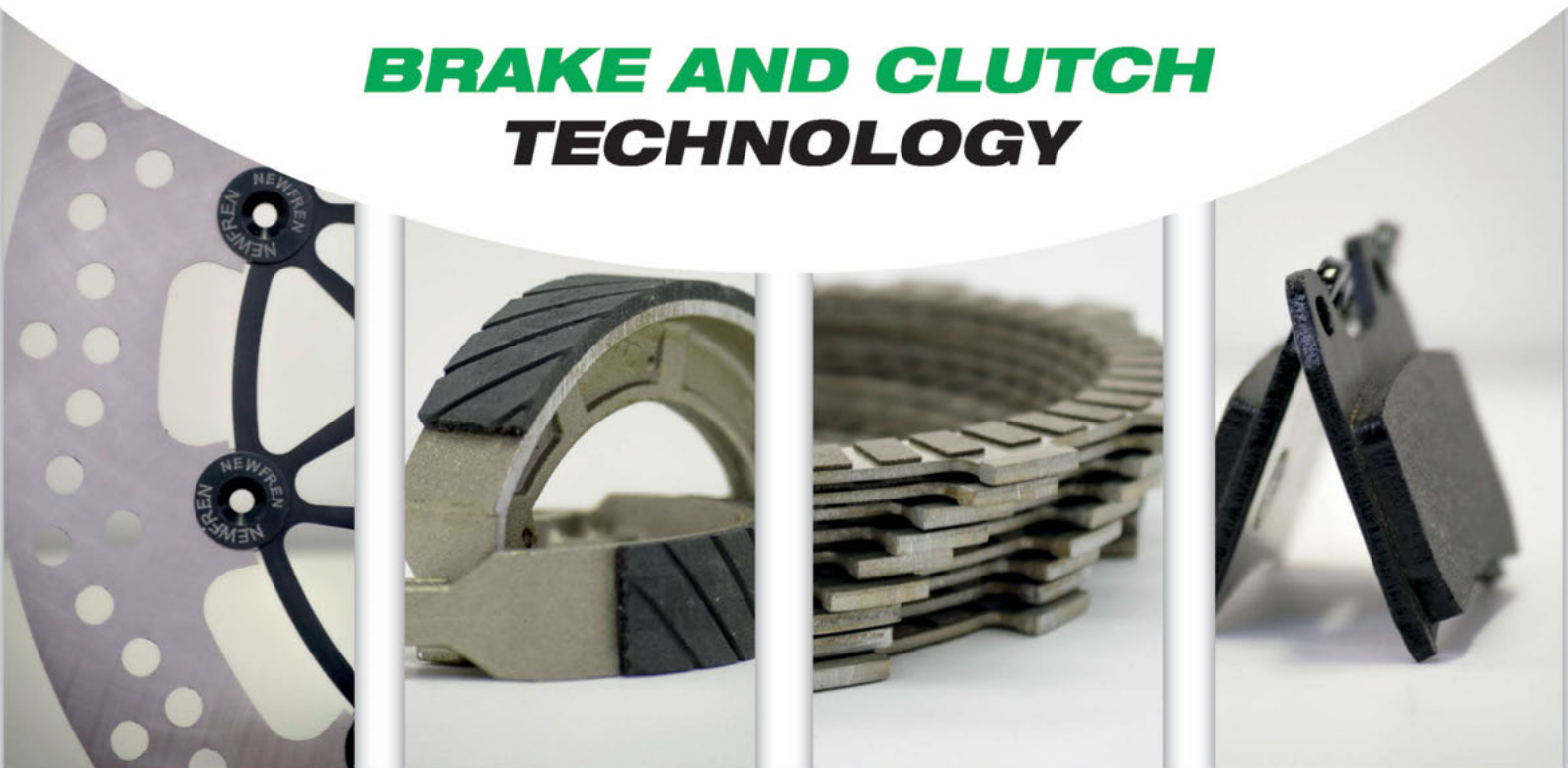


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Black Edition sprockets, chains, batteries and filters

Belgium based DC-AFAM has launched a new Black Edition programme that includes a top-end selection from the brands it owns and distributes.

"We here at DC-AFAM are specialised in the production and distribution of premium motorcycle parts and accessories. Our new Black Edition parts are all high quality and high-performance products - just a little darker! - initially based around our AFAM, SHIDO and MIW ranges."

From its established internationally known AFAM sprocket line-up, the full range of SLK off-road

SLK off-road sprocket



sprockets are now available in Black Edition finish. The superlight, high-durability black steel rear sprocket is a long-lasting T4 design with high levels of rust protection, induction hardened teeth and mud-grooves to make it self-cleaning. SLK sprockets are said to be lighter than competitor bi-metal sprockets.

A new off-road stainless steel front sprocket and the full range of AFAM fronts are available in Black Edition. Made in high durability, self-cleaning black steel, they are said to offer increased corrosion resistance and a distinctive and appealing look.

The new AFAM HDK rear sprocket seen here in high durability black steel is also made for long service life and has high levels of rust protection with induction hardened teeth, and are a "reasonably priced" new design that is available as a complete range of applications.

The new Black Edition MX6/XRR3 off-road chain

range offers a new high quality, reduced friction, longer lifespan off-road chain in black - the company says that the MX6 has "much better durability than the MX5 chain and higher fatigue strength than A520MX5".

The second brand involved in the Black Edition programme from the outset is SHIDO. The high performance range now includes a new battery that has a much higher capacity and cranking power for

"Great performance and great looks" -

Jeroen Vanrysselberghe, Sales Manager.

the same dimensions as the standard lithium-ion range.

Described as a "unique motorcycle battery that delivers quicker cold starts for greater reliability", extra power-using devices on the motorcycle will drain the battery more slowly.

To match the distinctive Black Edition look, the SHIDO DC1.0 (1A) charger (for EU use) for lithium and lead acid batteries has a unique charging algorithm for every battery type - resulting in a longer battery life - with battery health check after charging, reverse polarity, overcharging, overcurrent, overheating and short-circuit protection, trickle

HDK rear sprocket



SHIDO lithium battery

SHIDO

SHIDO DC1.0 (1A) charger



filters for a wide range of the most in demand make and model applications - all in the same appealing Black Edition look - and all delivering the same high-quality filtration that has made the Japanese made MIW line a world leader.

"Our experiences have taught us that quality always wins," says DC-AFAM Sales Manager Jeroen Vanrysselberghe. "Our commitment is to continue to guarantee this quality with detailed attention to the development, strict procedures in production and an accurate follow-up in all our products and applications."



MIW filter



mode and IP65 waterproofing.

Finally, and completing the Black Edition triumvirate, MIW is a leader in filter technology and one of the most respected OE and aftermarket motorcycle filter brands in the world with what is described "the most complete motorcycle air and oil filter range on the market".

For 2022, MIW has added new (black) off-road air

MX6/XRR3 off-road chain



"With Black Edition we have taken a step further by delivering a cutting-edge, quality programme in a contemporary look and design package that is bound to be popular with riders - great performance and great looks."



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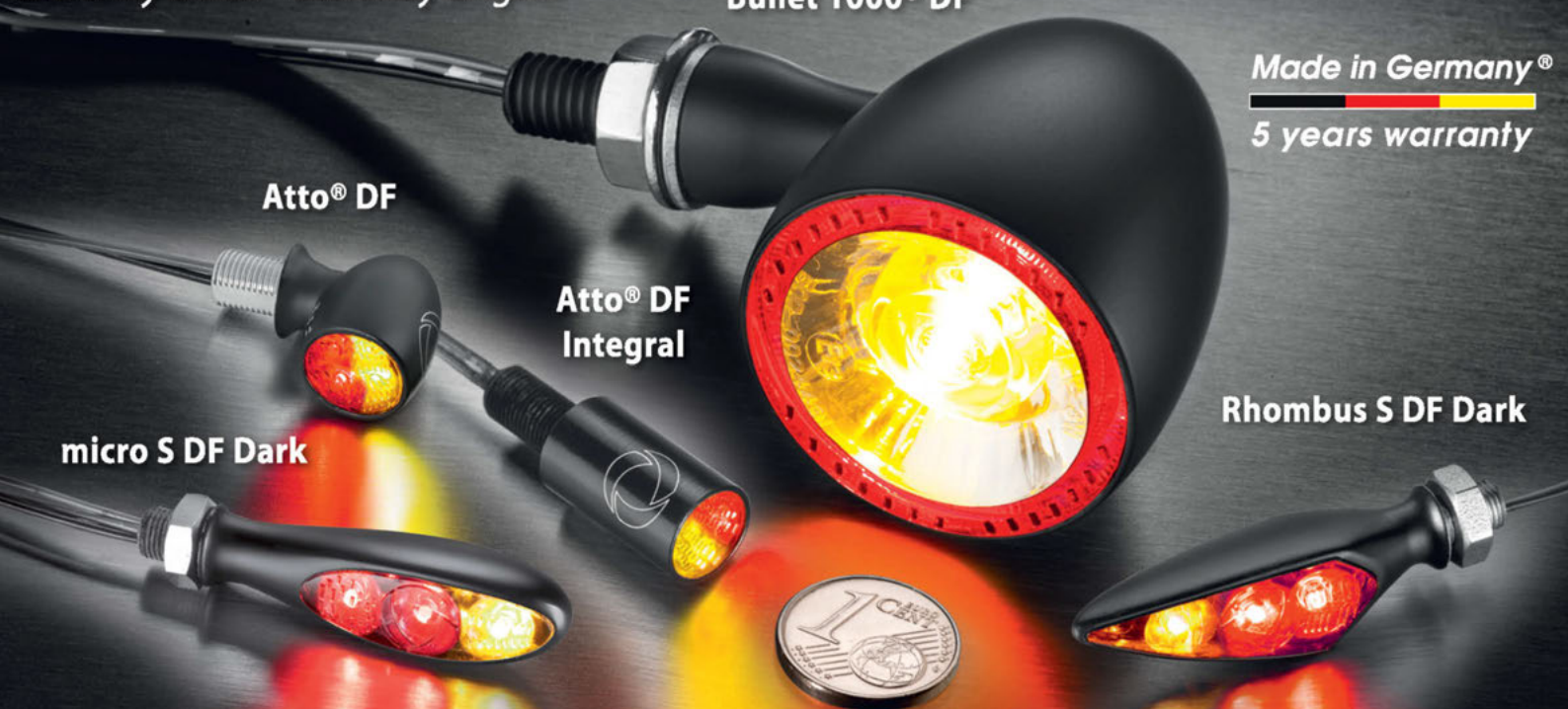
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Monster 937 suspension options

Italian suspension specialist Matris has updated its Ducati suspension options with MY2021 Monster 937 applications that deliver "better setting and handling", according to CEO Alberto Turcato.

"For the 937 we have developed specific suspension options, including a complete set of front fork cartridges - the quad valves F25R (25 mm cartridges) and F20K (20 mm cartridges).

"Fully adjustable for compression, rebound and preload, they are genuine 'plug & play' 100 percent reversible installs with no modifications needed. Different spring rates can be supplied to suit the driver and load weight."

At the rear, Matris has its M46KD monoshock series - offered with complete knob-incorporated, fully



adjustable hydraulic preload unit for glove-friendly, ergonomically easy setting changes as the rider adjusts to the kind of roads and conditions being ridden.

"Additionally featuring fully adjustable rebound, they are available in our classic orange colour or dark. A choice of easy install SDR and SDK series steering damper options are also available for the Monster 937 - fully adjustable, using our classic Speed Sensitive System."



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'Centaurus' adventure suit



The new 'Centaurus' four-season adventure suit from Hevik is "equipped to cope with long journeys in the saddle, very protective with both garments offering three independent layers, CE certification in A class and available in men's sizes".

The suit is constructed using three independent layers. The external layer in 600D polyester offers wind protection, with an efficient waterproof internal membrane combined with a third thermal layer, which can be worn with the membrane or directly with the jacket. It also features a generous ventilation system that comprises the front, rear and forearms, reflective inserts, a Neoprene collar with double button closure and button regulation on sleeves and adjustable straps on the cuffs.

Safety is provided by certified internal protectors for the shoulders and elbows and the option to insert either the Hevik HFB back protector or HCB back protector in the fitted pocket. It has adjustable sleeves and cuffs, together with the innovative S.A.R. sliding adjustment system on the upper portion of the sleeves. There are also two pleated external waterproof pockets and an internal slanted chest pocket. Three colour variants are available: white/neon red/bue; black/neon fluo; black.

The 'Centaurus' pants have the same high level of technical features as the jacket and the same styling and colourways. Safety is ensured by certified knee and hip protectors supplied as standard. The pants also have a ventilation system composed of two air inlets on the outer leg and hook and eye adjustments on the hips as well as a jacket attachment. Other features include a waterproof lining and a polyester Humax membrane with polyurethane coating with waterproof resistance of 10,000 mm water column. Both garments are certified according to CE EN 17092-4:2020 in A class.

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VStream windscreens for the R1250 RT



Z2348; H: 25.75" (65.4 cm); Z2349; H: 28.00" (71.1 cm)

Maywood, Illinois based windscreen specialist National Cycle has added to its award-winning VStream Windscreen programme with options for the 2021-22 R1250 RT.

The company says that "while the stock screen does an admirable job, only the patented VStream can offer the ultimate calm highway ride on the

acclaimed new R1250 RT. Riders have a choice of two heights delivering +1.25" (3.2 cm) or +4.0" (10.2 cm) of additional protection over the stock windshield".

The VStream's cutting-edge, aeroacoustic contour features a wider profile at the top of the windscreen that pushes turbulent, noisy airflow to the side and away from the rider's helmet. This extra width creates a quiet pocket of air with significantly reduced helmet buffeting for a calmer and quieter ride compared to the stock screen.

"VStream windscreens are made from tough, 4.5 mm Quantum hardcoated polycarbonate. State-of-the-art manufacturing techniques combined with this high-quality material provide outstanding clarity and strength characteristics unmatched by any windscreen maker worldwide.

"Exclusive Quantum hardcoating makes the VStream 30 times more scratch resistant than acrylic, and 10 times better than standard hardcoated polycarbonate - ensuring that your windscreen will stay clear and strong for many years to come. This high-quality VStream is backed by a 3-year warranty against breakage."

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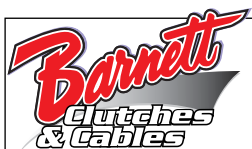
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INTERNATIONAL DEALER NEWS

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

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NEWS BRIEFS

MV Agusta has announced that its Superveloce Ago won the title of "Best bike of the show" at the recent EICMA expo at Milan in November 2021. Organised by Motociclismo magazine, the new three-cylinder collected 47.2% of the votes given by 12,567 attendees. Second place went to the Aprilia Tuareg with 19%, while the Moto Morini X-Cape took third with 7.9%.

Piaggio Group has signed a Memorandum of Understanding agreement with BP to accelerate electric mobility in Europe, India and Asia - the collaboration will be focused on the rapidly expanding market of two- and three-wheeled electric vehicles. The goal is to develop a series of integrated services such as electric vehicle charging, interchangeable battery systems and stations and vehicle leasing solutions. "The collaboration with BP will help us to realise our ideas and offers to revolutionise mobility", declared Michele Colaninno, Chief of Strategy and Product of the Piaggio Group.

The name of the Belgium based manufacturer formerly known as Bullit Motorcycles has been changed. The owners decided that a new, future-facing corporate identity was required, one that feels more contemporary to take the company in new directions and into new markets. The answer? Say hello to Bluroc Motorcycles. At present the retro modern brand specialises in small displacement Naked style and Scrambler models, selling mostly in the UK, Netherlands, France, Germany, Belgium and Portugal.

Bringing the Worlds Together - INTERMOT 2022

Following the change of show management, with **Alexander Wolff** taking over as the **Director of INTERMOT**, Koelnmesse, the Cologne, Germany International Exhibition Centre that stages and hosts INTERMOT for the German Motorcycle Industry Association (IVM,) has not only reconfirmed that the 2022 expo is going ahead, but released a detailed plan of initiatives that are intended to reboot the show and get momentum back into the event after what will, by October 2022, have been a massive four-year gap since the prior iteration. In fact, there never has been any real

"1,000 exhibitors from 40 countries"

doubt that INTERMOT would be back, when it was safe to do so, but the motorcycle industry loves a good rumour! In that time, former long-time Director **Ingo Riedeberger** has taken up the challenge to organise Koelnmesse's new urban mobility and future transport initiative **polisMobility** (May 2022). Riedeberger had successfully re-established the industry's German show at its Cologne spiritual home after the decision to end the old IFMA and move to Munich in 1998, with the then newly conceived INTERMOT backed by a rebuilt domestic trade association structure. Wolff joined Koelnmesse in 2006, just as INTERMOT "came home" and has gathered extensive international expo experience since then as Director of CCXP COLOGNE (among other projects), which he will continue to lead.

With his personal passion for motorcycling (yes, the INTERMOT Show Director is an Aprilia Dorsoduro 900 owner and self-confessed Supersmoto enthusiast), he brings a detailed knowledge of the industry to his new role. In his career to date at Koelnmesse, Wolff has proven himself as a sales manager and contributed to the success of well-attended trade fairs with a strong event feel. His is the task to now plan the next steps in INTERMOT's further



Alexander Wolff, Director of INTERMOT, a self-confessed Supersmoto fan.

development and address a complex matrix of issues, not least the Covid enforced gap in INTERMOT's customary biennial frequency and the impact that the pandemic has had on exhibitor and visitor expectations. At this stage, Wolff is projecting around **1,000 exhibitors from 40 countries**, and if prior patterns are anywhere near repeated, there will be visitors (trade and otherwise) from over 100 different countries. The rider attendance is the big variable though, but as has been seen elsewhere recently, there remains a public demand and enthusiasm for opportunities to see and feel the metal at close quarters - motorcycling has retained its visceral appeal and

INTERMOT



October 05-09, 2022

emotional connection - and with 53,000 trade visitors and 220,400 visitors in total in 2018 - and a typically northern European riding style crowd of genuine and genuinely high mileage riders - there is no reason, at this stage,

"worlds of experience and new themes"

to assume that total numbers will not at least approach the 200,000 mark a year from now.

As recent events have shown, reports of the demise or demand for, and attendance at mainstream motorcycle industry expos, have been greatly exaggerated!

For 2022 Wolff and the huge support and services team he can draw on at Koelnmesse are planning a **wide range of initiatives** that will go a long way towards reimagining the event's ability to "speak to" young target groups, and to target consumer groups with not, as yet, established affinity for two-wheelers. The potential to do so in Germany (of all markets) is huge with the PTW opportunities for Generation Y 'Millennials' due to the B196 driving licence, and massive potential for younger (1997-2010) Generation Z 'Centennial' consumers

Continues on page 7 >>>

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