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AMERICAN MOTORCYCLE DEALER

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New 1200cc Sportster Custom sees launch of Harley's new H-D1 customer options program

HARLEY-Davidson has introduced its new H-D1 factory customization program with the launch of the new 1200 Custom. This is the second mid-model year new launch, following the debut of the Softail-based Blackline.

This new initiative allows customers the opportunity to choose from seven option categories to optimize fit, function and style at the dealership at the time of purchase.

Customers have the option to select a choice of factory-installed wheels, handlebars, seats, paint, foot control position, security system, and engine finish.

The black powder coated 1200cc Evolution engine with chromed covers used in the 1200 Custom is fitted with Electronic Sequential Port Fuel Injection (ESPFI), and is claimed to produce 79 ft. lbs. peak torque at 4,000rpm.

The 16 x 3in chrome, five-spoke cast aluminum wheels fitted to the bike are a new design created specifically for the 1200 Custom and further features

include a front-end that runs new polished wide triple trees to allow the fitment of a 130-section Michelin 'scorched' front tire.

Along with the wider triple trees the front end features 39mm forks with 30 degrees of rake and re-tuned suspension rates to match the new tire/wheel combination.

Under the H-D1 program customers have the option to change the wheels (to black five-spoke cast aluminum with machined highlights, chrome laced, or black laced), the handlebars can be swapped for drag bars or mini apes, the forward controls can be changed to polished mid-mounts, the two-up seat can be substituted for a solo seat, engine covers can also be changed, and Harley-Davidson's Smart Security System can be specified as well as paint options.

The H-D1 factory customization tool is available on Harley-Davidson.com, where customers can view the bike they are creating as different options are selected and then print out a description of the bike and take it to a

Harley-Davidson dealer to review the motorcycle with the dealership sales staff, and place an order.

Delivery from the factory of each H-D1 customized bike is expected to be less than four weeks depending on demand. H-D1 factory customization will be available only through Harley-Davidson dealers in the United States and Canada.

The principle behind the H-D1 program is neither new, nor is it rocket science.

The aftermarket has seen several attempts at something similar - projects from Hard Bikes and Dar Holdsworth (Brass Balls Choppers and Bobbers) come to mind especially.

Indeed whether 'brand-programmed' or not, similar opportunities have been available, to a greater or lesser extent, from several OE's before - not least from some of the Japanese manufacturers' metric cruiser offers.

Indeed it could be argued that the Screamin' Eagle program itself has, in effect, offered much of this thinking at point-of-sale for years.

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V-Twin EXPO

by Easyriders



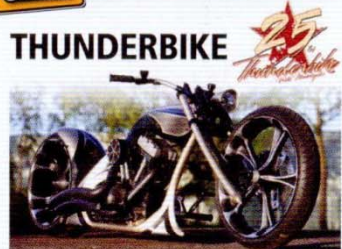
V-TWIN EXPO 2011 Review

PRODUCTS



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AMERICAN MOTORCYCLE DESIGN



Cook's customer NORTON



Due to the success that winning the 2009 World Championship brought him Dave Cook was unable to build a bike specifically for the 2010 Championship but was able to enter a Norton built for a customer. Full story p68

EDITOR-IN-CHIEF

ROBIN BRADLEY
robin@dealer-world.com

PUBLISHER

SONJA WALLACE
sonja@dealer-world.com

ADVERTISING ASSOCIATE

MARY BETH CROWE
marybeth@dealer-world.com

EDITOR

DUNCAN MOORE
duncan@dealer-world.com

INTERNATIONAL EDITORS

HORST RÖSLER
motographer@t-online.de

FRANK SANDER

frankthunder1@aol.com

AL FRANCK

al@dealer-world.com

DESIGN & PRODUCTION MANAGER

BEN OAG
ben@dealer-world.com

DESIGN & PRODUCTION EDITOR

TOM JACKSON
tom@dealer-world.com

INFORMATION MANAGER

NEIL BLABER
neil@dealer-world.com

PUBLISHING MANAGER

BEN BRADLEY
benb@dealer-world.com

ACCOUNTS MANAGER

EMMANUEL DI BONA
emmanuel@dealer-world.com

Chapman House,
Chapman Way,
Tunbridge Wells
Kent TN2 3EF, GB
TEL: 0044 (0)1892 511516
FAX: 0044 (0)1892 511517

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News

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Showzone: V-Twin Expo 15-22

This year's 11th annual V-Twin Expo at Cincinnati will turn out to have been the most important yet if demand grows this year ...



Showzone: 'Industry Picture' - class of 2011 26-27

Once again the AMD booth became the place to be on the Sunday afternoon at the V-Twin Expo when the magazine gathered the industry 'faces' together for its annual photo call

Products: The new, the best and the must-haves 32-51



Roland Sands Design p.32



Sumax p.41

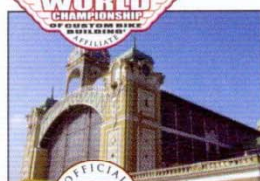


Heel Guard p.49



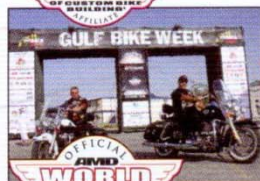
Showzone: Swiss Performance 55

This year's World Championship affiliate program is now underway with one of the first events to take place being the Swiss Performance show. A first for the affiliate program at this show was the win being taken by a streetfighter, built by Streetfighters Switzerland of Interlaken



Showzone: Euro Bike Fest 56-59

The four event series of shows that make up the first annual East European Championship of Custom Bike Building has begun with events in both Poland and the Czech Republic



Showzone: Dubai Bike Week 60

Proving the truly international reach of the World Championship affiliate program, Dubai Bike Week, the largest motorcycle event in the Middle East, has become the latest event to send the winner of its custom show to the World Championship in Sturgis

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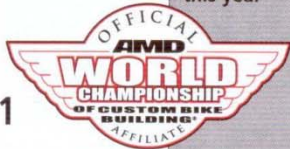
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AMERICAN MOTORCYCLE DESIGN



Swiss Performance

Swiss-Moto
Zurich, Switzerland
February 17-20 2011



Staged annually at Switzerland's Swiss-Moto expo, this was the second year that Ruedi Steck's 'Swiss Performance' was an AMD World Championship affiliate event ...

THIS was Ruedi Steck's 11th annual 'Swiss Performance', and co-staging it at Switzerland's annual four-day Swiss-Moto exhibition takes the custom message to a record total show attendance of 69,000 visitors.



Ruedi Steck has 'salt fever'! After four trips to Bonneville, Ruedi has joined the ranks of those who dream of the ultimate prize and is planning a streamliner project to go after the motorcycle land speed record

Urs Wisler (left) and Andy Guntern will put their Triumph Speed Triple streetfighter up against the air-cooled V-twins at Sturgis this year



The Swiss market remains relatively small, but it is remarkable for the popularity of motorcycles in general on a per-head of population basis, and is one where Harley-Davidson can proudly point to number one status in market share terms, with a 9 percent growth in 2010 (over 2009) giving them 21 percent of the 650+cc market in Switzerland, and putting them ahead of BMW and Honda.

Although a heavily regulated market, the net effect of years of tight controls has been to drive the market's customizers towards ever greater design ingenuity and engineering quality, with predictable effects on their achievements at international custom events.

Last year's winner 'Enerjicer', by Swiss customizers Ronnie Stoecklin of Speed Dept. A.G., and Radja Stritzko of Mayhem Kustomz, went on to

score 10th place at Sturgis in 2010, so this year's much anticipated event had pedigree in terms of the quality of custom bikes that it attracts.

This year saw a breakthrough for European streetfighter styling, with the first ever World Championship affiliate win being taken by a streetfighter. The Urs Wisler and Andy Guntern (Streetfighters Switzerland of Interlaken, www.streetfighters-switzerland.com) Triumph speed triple wears its customizers passion for streetfighter design and performance at every angle of its superb, muscularly angular lines and will now take its place alongside the air-cooled V-twins at Sturgis this summer.



www.swissperformance.ch

Llunatica Benicassim, February 3-6 2011

In early February, the Llunatica Custom Show took place at Benicassim in southern Spain, the fourth year the competition has been affiliated to the World Championship of Custom Bike Building. This year saw an increased number of bikes entered, and a range of classes expanded to include Freestyle, Modified Harley, Metric, Chopper,

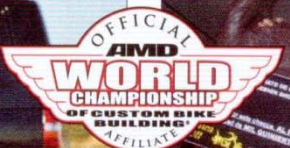
Bobber, Streetfighter, Home-Made and Rat Bike.

Winner of the Freestyle class and the Best in Show title was Sueca Iron Performance Cycles with "Walk On", who beat 2009 Faro winner and fellow European Championship competitor Malicia Indigena, with No Stock Bikes third.

Winner of the Modified Harley-Davidson class and Best in Show runner-up was Adolfo Calles of Madrid-based shop Bonneville Motorworks, with Fin Customs' "Montjuic Series" taking the Metric class win and Best in Show third place. The Best in Show winning competitor gets a 5,000 euro contribution towards expenses of competing at the 8th annual World Championship of Custom Bike Building in Sturgis on August 7-10.



Pic credit: Fernando Ibañez
www.objetivocruel.com



Jose Ferrer of Sueca Iron (center) with Best of Show runners up Fin Customs (left) and Adolfo Calles of Bonneville Motorworks (right)

ASSOCIACION LLUNATICA
BENICASSIM, SPAIN
www.llunatica.org

