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# Dealernews

VOL. 49, NO. 12 DECEMBER 2013  
DEALERNEWS.COM

# 2014 INDUSTRY SOURCEBOOK

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**It is not at all difficult to spend \$5,000 to \$8,000 accessorizing an adventure bike, with at least a thousand for the bare necessities."**

—Jim Hyde, RawHyde Adventures

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## 2014 INDUSTRY SOURCEBOOK

Containing hundreds of company listings according to dozens of aftermarket product and business service categories.

29-68

### PRODUCT LOCATOR

**ATV / SxS ACCESSORIES** – armor, hunting and utility/landscape products

**COVERS** – vehicle covers and canopies

**ELECTRONICS and SECURITY** – alarms/security systems/locks, cameras and recorders, communications systems, cruise controls and navigation

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**APPAREL, GEAR, HELMETS** – body armor, boots, casual wear, eyewear, gloves, helmets and accessories, off-road apparel and gear, outerwear (textile and leather), race suits, rain gear, snowmobile gear, wet suits, women's gear and accessories, youth apparel and gear

**BUSINESS and RETAIL PRODUCTS** – artwork; A/V systems, monitors and screens; books, calendars and magazines; DMS/computers/software; manuals (rate and repair); movies and DVD; novelties and gift items; point-of-purchase materials and displays; retail fixtures; signage; stickers and decals

**REPLACEMENT PARTS** – batteries and power systems; bearings, races and seals; body kits and handguards; brakes; cables; carburetors/fuel injection; chains and sprockets; charging systems/ignitions; clutches/primary drives; crankshafts; engine assemblies (long and short block); engine cases/castings; exhausts; fairings and fenders; fasteners; filters; footpegs and foot controls; forward controls; forks; frames; gas tanks; gaskets; gauges; handlebars and hand controls; kickstands; levers; lights and signals; mirrors; paints; pistons/rings; radiators/oil coolers; reeds/reed blocks; seats/saddles; shocks/suspensions; spark plugs; starter motors; tires, wheels and rims; transmissions; valve train components

**OILS and CHEMICALS** – additives, brake fluid, brake oil, cleaners/polishes/protectants, fork oil, lubricants, sealants

**TOOLS and EQUIPMENT** – battery chargers; bead blasters; boring, honing and porting equipment; compressors; diagnostics; dynamometers; gas cans; hand tools; lifts; parts bins; parts washers; plastic repair tools; pneumatic tools; thread repair kits; tire/wheel balancing equipment; tire changers; tool storage; valve seat cutters; welding equipment; work benches

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### SERVICE LOCATOR

**BUSINESS and RETAIL SERVICES** – associations/nonprofits; auctions; business and sales consultants; CRM; extended service contracts; F&I; inventory adjustment services; legal; marketing/PR; media; race and event promoters; real estate and location services; recycling/environmental services; retail design and merchandising; tour operators; training and education; transportation and shipping; website/ecommerce

**MAINTENANCE SERVICES** – collision repair, crankshaft rebuilding, custom painting and refinishing, electric parts rebuilding, flow testing, frame straightening, performance shops, powdercoating/plating/polishing, salvage yards, trike conversions

### E-ZINE EXTRA!

Our alphabetical listing of manufacturers, distributors, service providers and allied organizations, with full address, phone/fax and additional information, is available in our digital edition – available now at [www.dealernews.com](http://www.dealernews.com) (click on "Digital Edition") or as a free iTunes download for your iPhone or iPad.

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Earnings are up 103 percent vs. 2012. Find out why.  
By Joe Delmont
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The industry cannot move forward until it starts talking to the dealers.



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# FROM THE EDITOR

Mary Slepicka

## 2014 To-Do List (round one)

TO BECOME MORE organized in what is expected to be an extremely busy 2014, we have started our to-do list a little earlier than normal. Hurray for us. Here goes:

**JANUARY** – Focus on the V-Twin aftermarket, especially with all the P&A for the new Rushmores and Indians. Compile Buyer's Guide for our digital edition.

**FEBRUARY** – Spring/Summer Parts and Service issue. Release results of the Q4 Dealer Sentiment Index produced with Baird Research. PWC Buyers Guide, too.

**MARCH** – Big performance and racing focus, along with a roundup on electric vehicles. (Bruce Steever loves this issue...)

**APRIL** – Profile adventure-touring market. Produce Consumer Buying Forecast study in conjunction with our Progressive International Motorcycle Shows brethren. Top 100 competition opens.

**MAY** – A salute to the women — the riders, the retailers, the visionaries who have helped build the industry.

**JUNE** – Focus on custom bikes and pre-owned market (note to Beth Demont: lots of photos). Also, digital guide to business systems and software.

**JULY** – Kickoff to the *Dealernews* 50th Anniversary year, culminating with the Golden Anniversary issue in June 2015. A salute to the progress the industry has made since this magazine launched in June 1965. Print, online, video and event projects underway by now.

**AUGUST** – Big travel month with new models and PG&A introductions. Call for judges for the Top 100 Dealer competition. Figure out who's going to Sturgis. Start planning 2015 calendar (really...?).

**SEPTEMBER** – Deadline to enter the 2014 Top 100 Dealer competition. Extend one week and remind everyone to finish their entries ASAP (it happens every year). Judging begins.

**OCTOBER** – Big "Gear" issue. Judging of the Top 100 entries wraps up last week of the month. Send reminder Oct. 15 to judges that the deadline is looming. Send another reminder Oct. 25. Issue verbal threats Oct. 29.

**NOVEMBER** – Announce the 2014 Top 100 Dealers. Work on pre-Dealer Expo coverage and the show directory, plus publish the results of the biennial OEM Report Card. Turkey dinner with family sometime around then. Give thanks for Outlook reminder tool.

**DECEMBER** – Host the 2014 Top 100 Dealers and reveal the new Dealer of the Year during a grand gala in Chicago in conjunction with the 2014 Dealer Expo. Keep emcees in line (you know who you are...). Produce the Dealer Expo Show Dailies and monitor the dealer symposium. And that's just the first week.

Happy New Year, everyone. Take your vitamins.

MARY SLEPICKA

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## Valkyrie rides again

### HONDA MODERNIZES THE ICONIC CRUISER



IN RESPONSE to years of consumer requests, Honda revived a respected motorcycle icon put out to pasture more than 10 years ago. And unlike the classically-styled forebear, this machine is bang-up-to-date in terms of styling, features and performance.

Unveiled to the press corps in November at the Petersen Automotive Museum in downtown Los Angeles, Honda took the wraps off its latest futuristic cruiser: the 2014 Valkyrie (see image, above).

Compared to the original Valkyrie introduced in 1996, this new machine cuts a much more modern silhouette and features up-to-the-minute styling cues such as LED headlights and lighting, a blacked-out full LCD instrument panel and optional ABS.

Of course, the star of the show is the 1832cc fuel injected flat-six lifted from the Gold Wing and F6B models; however, in the Valkyrie the torque-y engine only has to propel 750 lbs. — 150 lbs. less than the Gold Wing.

Acceleration is claimed to be stunning, as is the ease with which the machine performs rolling burnouts, thanks to peak torque coming in at only 4,000 rpm. Braking components are lifted straight from Honda's supersport machinery, and the tall, 19-inch front wheel is matched by a sportbike-sized 180/55-17 out

back, mounted to a single-sided swingarm.

Combined with an aluminum frame, the low CoG of the flat-six should provide for reasonably lightweight handling and plenty of rider confidence, which is also aided by the low 28.8-inch seat height. The "pods" on either side of the machine housing the side-mounted radiators also serve as wind protection elements for the rider. The rear seat and grab rails can be removed and replaced with included blanking plates for a sleek solo rider style.

Finally, like the Gold Wing, a range of accessories are becoming available to improve both the style and function of the new Valkyrie.

The Valkyrie will join the Gold Wing and F6B to help cement the flat-six family of machines as Honda's flagship models, each offering a smooth, refined and high-tech take on the touring, bagger and muscle cruiser segments. As with the other machines, the Valkyrie will also feature Honda's three-year warranty as standard. The bike is will arrive on U.S. shores in first quarter, with pricing yet to be confirmed at presstime; however, Honda representatives said they expect the Valkyrie to retail around \$17,000 with the ABS version commanding a small premium.

— Bruce Steever

## DEALERS SCRAMBLE AS DUSTYMOTO.COM GOES DARK

DUSTYMOTO.COM bit the dust in late October when the online parts exchange service went dark and dealers across the country were wondering how or if they will be able to recoup losses.

By many accounts, DustyMoto.com was a great idea. Dealers signed up to join a network that let them search each other's inventory for hard-to-find parts, which meant that dealers were moving stale inventory off their shelves to other shops who needed it.

"It was good while it lasted. We got rid of thousands of dollars of stuff, but we did order stuff, too," said Jenn McKay, a sales and finance representative at Cycle Sport Yamaha in Hobart, Ind.

Some dealers listed their entire parts inventories while others listed dead and new old stock inventory. "It was a great resource to find stuff that you couldn't find, or sell things you wanted to get rid of," said Dan Ball, parts manager at North End Cycle in Elkhart Ind.

While a few dealers had good experiences, many say they are holding the bag for credits they earned for parts "sold" to other dealers over the last four years, ranging from \$1,300 to several thousand dollars per shop. Some shops had credits as high as \$10,000 over the summer but were able to spend some of it down by the time the company went under. — Holly Wagner

[Read the full story on www.dealernews.com](http://www.dealernews.com)

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## DEALERNEWS

### CALIFORNIA – Skip Fordyce

Harley-Davidson in Riverside was sold to a family that owns three other Harley dealerships across the country. The sale effectively put an end to a termination protest Fordyce H-D had with the Motor Co.

San Diego Harley-Davidson has moved into a renovated helicopter assembly plant. The bigger location will enable the dealership to have more motorcycles than in any other showroom in the state, the owner claims.

### ILLINOIS – Lake Shore Harley-

Davidson in Libertyville, which had been facing foreclosure, was sold to Revolution Motorsports Group, which owns a number of Harley dealerships across the country.

Windy City Cycles, which runs a number of dealerships in the Chicago area, is adding Piaggio, Vespa and Aprilia to its St. Charles location, which already sells Harley-Davidson and Triumph.

INDIANA – It was in Washington, Indiana, not Illinois, where Crackers Powersports lost the back half of its store on Nov. 17 when one of the Midwest tornadoes swept through. Most of the vehicles were recovered and can be repaired, personnel told local media.

MARYLAND – Four have been charged with stealing seven off-road motorcycles from Cycle World in Brooklyn Park. Five of the seven bikes had been recovered by press-time.

NEW MEXICO – Los Lunas Motorsports, an Arctic Cat, KYMCO, Polaris, Suzuki and Victory dealer, is moving from its 5,000 sq. ft. site to a new 14,000 sq. ft. location.

NORTH DAKOTA – Top 100 Dealer J&L Harley-Davidson of Sioux Falls, S.D., is leasing Harley-Davidson of Fargo until it builds a new store there, which is set to open in 2016.



**WELCOME BACK, NORTON.** After a 30-year absence, Norton introduced three models for the U.S. market and promised that a California-compliant version would be coming soon. But there are so many advance orders for the Commando 961 Sport, Café Racer and Sport Factory that Norton officials said it might be next spring before they catch up. – *Beth Dolgner*

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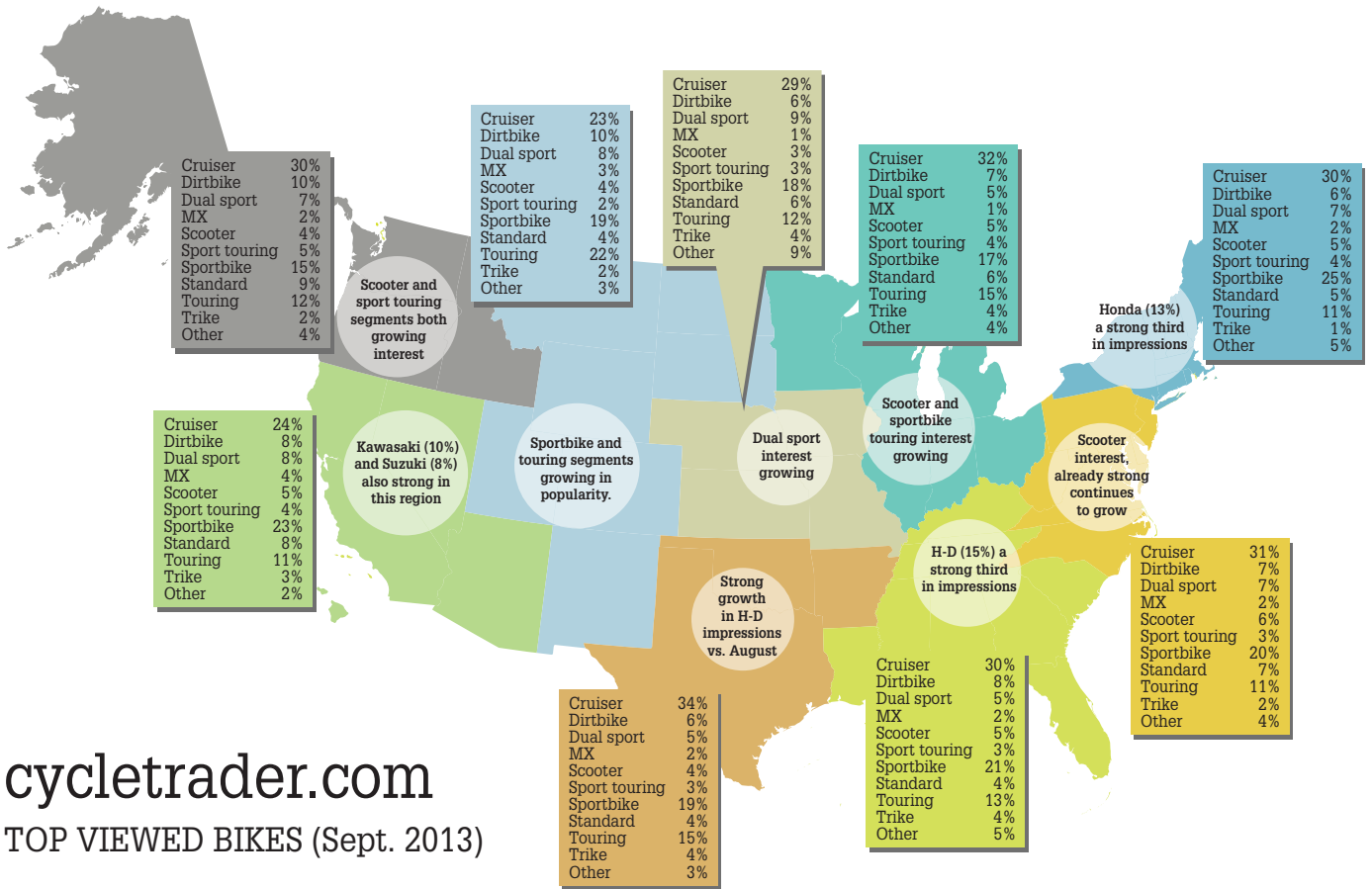


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TOP VIEWED BIKES (Sept. 2013)

Top vehicle brands by % of impressions

<b>Central Plains</b>	Honda 25%, Harley-Davidson 24%	<b>Northeast</b>	Harley-Davidson 18%, Yamaha 15%	<b>Rocky Mountain</b>	Harley-Davidson 27%, Honda 13%
<b>Great Lakes</b>	Honda 17%, Harley-Davidson 17%	<b>Pacific</b>	Honda 20%, Harley-Davidson, Yamaha 16%	<b>Southeast</b>	Honda 22%, Yamaha 16%
<b>Mid Atlantic</b>	Harley-Davidson 19%, Honda 19%	<b>Pacific Alaska</b>	Harley-Davidson 20%, Yamaha 19%	<b>Southwest</b>	Harley-Davidson 25%, Honda 21%

Consumer study of vehicles enthusiasts are reviewing online at CycleTrader.com. Study conducted by Dominion Insights, which collects data and reports to dealers and OEMs. Find out which specific models received most consumer interest at <http://dominioninsights.com/dealernews>.

## CHRISTINI UNVEILS FIVE FOR 2014, SEEKS U.S. DEALERS

Christini AWD Motorcycles updated five models for 2014 and is looking for existing motorcycle dealers in the U.S. to carry the brand.

The four-stroke AWD 450E (\$7,995) and AWD 450DS (\$8,495) have been upgraded with fuel injection. While the AWD 450E is off-road only, both the AWD450 DS and the AWD 450SM (\$8,995) are street legal in 49 states. The dual-sport AWD 450DS comes with DOT-approved knobby tires, while the supermoto AWD 450SM has traditional DOT tires.

Returning two-stroke models for 2014 include Christini's AWD 250 (\$8,895) and AWD 300 (\$8,995). Both models now come standard with Nissin brakes. They each have a GasGas motor with a Keihin PWK carburetor, an FMF Gnarly exhaust and an FMF Q Stealth silencer.

Marzocchi front forks and a Fox Podium RC2 rear shock take care of the suspension.

Christini is offering a year-end incentive for motorcycle industry employees: All AWD 300 models are \$1,000 off retail when the buyer provides proof of employment with a motorcycle company or shop.

— Beth Dolgner



AWD 300



AWD 450 E

STREET . DIRT . ATV

**RK**  
*Racing Chain*



SCAN ME FOR MORE



INFORMATION



# 2013 OFF-ROAD



MX



ATV



## GB520MXZ4 HEAVY DUTY

### GB520MXZ4

(And Non-Gold 520MXZ4)

HEAVY DUTY MOTOCROSS

MXZ4 is one of the lightest motocross chains available on the market today. Made for the professional motocross racer, GB520MXZ4 is the next generation of motocross racing chains featuring RK's new deeper gold sideplates. MXZ4 chains feature chromoly steel construction with seamless rollers and bushings, and oversized special alloy pins for added strength. All components are heat treated using RK's exclusive HIT (Heat Induction Transfer) process. MXZ4 has a maximum tensile strength rated at 9,000 foot pounds, weighs a mere 2.99 pounds for 100 links, and can handle any MX race application from 125 ~ 500cc.

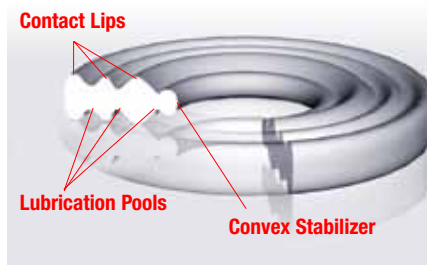


### MXZ4 IS NOW AVAILABLE IN COLORS



## GB520MXU UW-RING

### UW-RING CUTAWAY



### GB520MXU

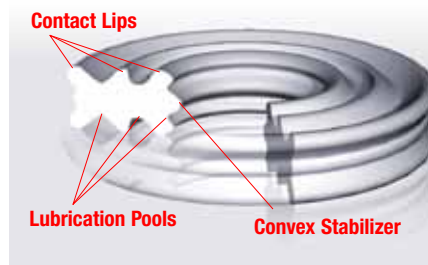
SEALED MOTOCROSS

Looking for longevity and performance? Check out RK's MXU chain. MXU is one of the lightest sealed-ring motocross chain available on the market today. Made for the professional motocross racer, GB520MXU is the next generation of motocross racing chains featuring RK's new UW-sealing rings. MXU's ultra thin UW seal is perfect for bikes with case clearance issues and the small seal contact virtually eliminates drag. MXU chain life expectancy is more than double when compared to a non-sealed chain. MXU chains are designed to provide the most consistent power delivery while increasing chain life. All components are heat treated using RK's exclusive HIT (Heat Induction Transfer) process. MXU has a maximum tensile strength rated at 9,000 foot pounds, weighs a mere 3.1 pounds for 100 links, and can handle any MX race application from 125 ~ 500cc.



## GB520EXW XW-RING

### XW-RING CUTAWAY



### GB520EXW

(And Non-Gold 520EXW)

SEALED ATV & OFF-ROAD

GB520EXW is specifically designed for ATV/Quads and Off-Road vehicles and is the best high-speed, extreme heat, off-road performance chain available today. EXW chains were developed to survive the abrasive conditions that exist in hostile off-road environments. EXW features XW-ring seals composed of Nitrile Butadiene with three contact lips and two convex inner/outer stabilizers. This means three lubrication pools to protect against high-speed abrasion, and the loss of lubricant under extreme conditions. EXW is available in Gold or Non-Gold.



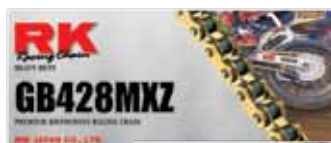
## MINI BIKE CHAINS

### GB420MXZ & GB428MXZ

(And Non-Gold 420MXZ & 428MXZ)

HEAVY DUTY MOTOCROSS

These lightweight gold racing chains were developed using the same advanced alloy materials and manufacturing technology as 520MXZ. Both 420 and 428MXZ racing chains are the lightest and strongest in their class, giving you the best value-performance rating of any motocross racing chain in the world today.



MXZ4 SERIES CHAINS	
520MXZ4 =	Non-Gold
GB520MXZ4 =	Gold
NB520MXZ4 =	Blue
ND520MXZ4 =	Orange
NM520MXZ4 =	Green
NR520MXZ4 =	Red
BP520MXZ4 =	Black



V-TWIN



GENERAL STREET



ROAD RACING &  
HIGH PERFORMANCE

# 2013 STREET

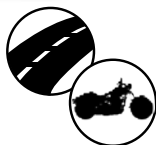


## GB520XSO, GB525XSO, & GB530XSOZ1

(Gold, Non Gold & Certain Colors XSO)

SEALED RX-RING SPORTBIKE CHAINS

Looking for an affordable, long lasting performance chain? Look no further, RK's XSO chains offer less torsional friction and increased high-stress, high-speed performance providing a longer lasting chain at an affordable price. All RX-Ring chains have "X" shaped seals and improved metallurgy giving you 7 times longer wearlife than standard O-ring chains. Viewed in cross-section, the RX-ring has two lubrication pools and contact lips versus the single contact design of a standard O-ring chain. Giving the chain a longer life gives you more value for your money.

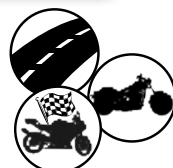


## GB520GXW, GB525GXW, & GB530GXW

(Gold, Non-Gold and Certain Colors GXW)

SEALED XW-RING ROADRACING  
& SUPERBIKE CHAINS

RK's GXW series chains are the top of the line extreme performance chains. XW-ring chains are the best high-speed, extreme heat performance chains available today. The leading edge XW-ring seal is made of an advanced Nitrile Butadiene composite and features three contact lips and two convex inner/outer stabilizers. This means three lubrication pools to protect against high-speed abrasion, heat build up, torsional flex and the loss of lubricant under these extreme conditions. As a result GXW chains provide the user with 10 times longer wearlife compared to standard chains. GXW chain seals are compression and distortion resistant to provide the ultimate in rotating efficiency.



### XSO IS NOW AVAILABLE IN COLORS

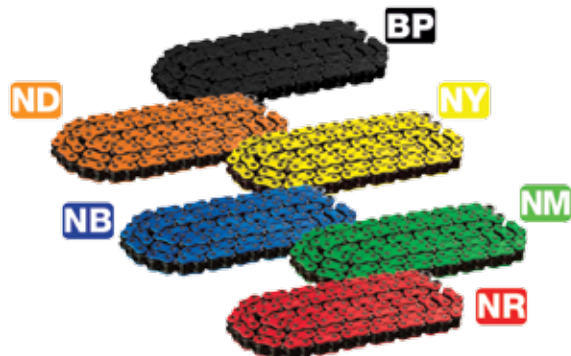


#### XSO SERIES COLORED CHAIN\*

520XSO = Non-Gold	530XSOZ1 = Non-Gold
GB520XSO = Gold	GB530XSOZ1 = Gold
NB520XSO = Blue	NB530XSOZ1 = Blue
NM520XSO = Green	NM530XSOZ1 = Green
NR520XSO = Red	NR530XSOZ1 = Red
NY520XSO = Yellow	NY530XSOZ1 = Yellow
BP520XSO = Black	BP530XSOZ1 = Black

\*Not all colors are available for each pitch series.

### GXW IS NOW AVAILABLE IN COLORS



#### GXW SERIES COLORED CHAIN\*

520GXW = Non-Gold	BP525GXW = Black
GB520GXW = Gold	GB525GXW = Gold
NB520GXW = Blue	530GXW = Non-Gold
ND520GXW = Orange	GB530GXW = Gold
NM520GXW = Green	NB530GXW = Blue
NR520GXW = Red	NM530GXW = Green
NY520GXW = Yellow	NR530GXW = Red
BP520GXW = Black	BP530GXW = Black



# 2013 RK CHAIN APPLICATIONS

RK Racing Chain	PIN LENGTH MM	PLATE THICKNESS		TENSILE LBS/FT	CLIP or RIVET	WEIGHT LBS/100 LINKS	MAX cc STREET / OFF-ROAD	Prices shown are for 120 links		
		INNER MM	OUTER MM					RETAIL PRICE*		
								GOLD	NON-GOLD	COLOR
<b>STANDARD</b>										
M420 RK-Malaysia	14.80	1.5	1.5	4,200	CLIP	1.60	80 / 80	-	\$ 13.73	-
M428 RK-Malaysia	16.85	1.5	1.5	4,500	CLIP	1.85	125 / 80	-	\$ 16.64	-
M520 RK-Malaysia	17.25	2.0	2.0	6,800	CLIP	3.28	250 / NA	-	\$ 30.16	-
M525 RK-Malaysia	18.70	2.0	2.0	6,800	CLIP	3.48	400 / NA	-	\$ 30.78	-
M530 RK-Malaysia	20.45	2.0	2.0	6,800	CLIP	3.71	400 / NA	-	\$ 31.41	-
<b>HEAVY DUTY</b>										
M415H mini bike chain	13.05	1.45	1.5	3,520	CLIP	1.47	NA / 50	-	\$ 13.73	-
GB415HR RS125 Race	13.65	1.45	1.5	4,800	CLIP	1.51	125 / NA	\$ 124.90	-	-
420MXZ & GB	15.70	1.8	1.45	5,000	CLIP	1.76	150 / 125	\$ 38.32	\$ 27.40	-
428MXZ & GB	17.60	1.8	1.8	5,800	CLIP	2.13	250 / 125	\$ 43.55	\$ 33.07	-
M428H RK-Malaysia	18.75	2.0	2.0	5,400	CLIP	2.26	200 / NA	-	\$ 19.79	-
520MXZ4 & GB	17.70	1.8	2.0	9,000	CLIP	2.99	NA / 500	\$ 104.83	\$ 87.07	\$ 120.17
M520H RK-Malaysia	18.80	2.3	2.3	7,700	CLIP	3.65	400 / NA	-	\$ 34.14	-
M525H RK-Malaysia	20.35	2.3	2.3	7,700	CLIP	3.85	500 / NA	-	\$ 34.53	-
M530H RK-Malaysia	22.00	2.3	2.3	7,700	CLIP	4.09	500 / NA	-	\$ 35.15	-
530KS	20.85	2.0	2.0	8,000	CLIP	3.75	600 / NA	-	\$ 81.25	-
530DR Drag Racing	23.35	2.6	2.4	10,400	CLIP	5.12	1500 Drag	-	\$ 148.93	-
<b>STANDARD O-Ring</b>										
420SO	17.05	1.45	1.45	4,420	CLIP	1.72	125 / 125	-	\$ 78.44	-
428SO	20.05	1.8	1.8	5,500	CLIP	2.26	250 / 200	-	\$ 86.42	-
520SO	19.90	2.0	2.0	7,700	CLIP	4.08	400 / 400	-	\$ 72.02	-
630SO	25.65	2.4	2.4	11,100	RIVET	6.50	1300 / NA	-	\$ 189.80	-
<b>PERFORMANCE RX-Ring</b>										
520XSO & GB	19.90	2.0	2.0	8,500	RIVET	3.36	750 / 750	\$ 124.15	\$ 108.03	\$ 138.03
525XSO & GB	22.85	2.4	2.3	8,850	RIVET	4.30	900 / 750	\$ 165.91	\$ 144.30	-
530XSOZ1 & GB	24.90	2.4	2.3	9,500	RIVET	4.48	1000 / 750	\$ 165.91	\$ 144.30	\$ 182.57
<b>PREMIUM XW-Ring</b>										
GB520MXU SX/MX	18.00	1.8	2.0	9,000	CLIP	3.10	NA / 500	\$ 124.15	-	-
520EXW & GB	20.80	2.0	2.0	8,500	CLIP	3.36	400 / 750	\$ 124.15	\$ 108.03	-
520GXW & GB	20.80	2.2	2.2	8,800	RIVET	3.75	1000 / 750	\$ 151.24	\$ 130.99	\$ 166.92
525GXW & GB	22.85	2.4	2.3	9,300	RIVET	4.30	1100 / 800	\$ 226.59	\$ 197.03	\$ 253.50
530GXW & GB	24.90	2.4	2.4	10,000	RIVET	4.63	1400 / 900	\$ 256.65	\$ 227.21	\$ 283.76
<b>GB = Gold Inner/Outer Plates</b> <b>40 Series Chain - 24.0 Links per foot</b> <b>50 Series Chain - 19.2 Links per foot</b> <b>60 Series Chain - 16.00 Links per foot</b>										
*Prices shown are for 120 links & are subject to change without notice.										

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## RK CHAIN ACCESORIES

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Quickly and easily break 40 and 50 type chains without busting a knuckle. The RK Chain Tool not only breaks chains but also press-fits tight tolerance 40, 50 and 60 sealed-ring sideplates to the correct depth for clip or rivet link installation. Works on most brands of chains. Includes handy molded plastic logo storage case. You'll get all the components you need for chain removal and installation in one handy kit.

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## WHAT'S TRENDING... ON DEALERNEWS.COM

### DEALER OPERATIONS > MANAGEMENT

**GE Capital: Dealers expect 5-10 percent sales growth** Nearly 40 percent of dealers responding to a GE Commercial Distribution Finance survey forecast as much as 10 percent growth in 2014, and another 23 percent predict they'll be up 10 to 15 percent.

**ADP Lightspeed integrates with Dealer Spike** DMS Lightspeed dealers get "seamless integration" of new and pre-owned inventory units, reducing staff time required for website inventory management, ADP says.

**Got storage? Lower auction prices signal deals on used units** It may be a good time for dealers with cash and storage space on hand to stock up on vehicles for next spring, if Black Book's November results are any indication.

### DEALER OPERATIONS > MARKETING

**Yamaha redesigns consumer PG&A website** Among other things, enthusiasts can create a My Yamaha profile and add products to a "wish list" that they can give to their preferred dealer.

**Colorado poker run recognized by Guinness as 'world's largest'** Some say there were 1,531 participants while others say there were 1,494, but it doesn't matter: The 12th Annual Realities Ride this year nearly tripled the previous record of 586.

### DEALER OPERATIONS > SALES

**Harley targets young urban riders with Street 750, 500** It's the first all-new platform from The Motor Co. in 13 years.

**Honda 2014 models headlined by new CTX1300** Expands Honda's Comfort Technology eXperience range and is the next step up from the parallel twin CTX700.

**Caterham to target North America with radically designed motorcycles** Brutus 750 along with the trim Classic E-Bike and Carbon E-Bike are on deck for U.S. dealers.

**Triumph expands 2014 line with cruisers, special editions** Thunderbird Commander and LT models each have a new chassis, and the steering neck is pushed forward to accommodate swept-back handlebars, which enables a more open riding position.

**Ducati intros Monster 1200, 1199 Superleggera** OEM says this incarnation of the Monster has the best ergonomics and looks to date.

### DEALER OPERATIONS > SERVICE

**Harley-Davidson recalls 400 trikes** "Due to an incorrectly machined part, the motorcycle may have an excessive steering angle, allowing the inner fairing to contact the rear brake fluid reservoir, resulting in a loss of brake fluid," the recall explained. "Additionally, the steering damper may be damaged."

**Honda recalls 21,000 FourTrax ATVs for steering column problem** CPSC says OEM had received 18 reports of the steering shaft breaking, including two where the riders were involved in a crash; but no injuries had been reported.

**Ural sidecar models recalled** Irbit tells NHTSA that aluminum rims made in April 2012 were improperly heat-treated, which could result in cracked, split or broken rims.

## RIDE IN PEACE...



photos by Gary Rohman

**Kurt Caselli**, off-road racing champion, who died Nov. 15 from injuries sustained in a crash while competing in the SCORE Tecate Baja 1000.

**Ryan Longstreth**, veteran brand manager at Cycra Racing, who died Nov. 16 in a motorcycle accident. A fund has been established to help the Longstreth family; contact Park National Bank in Newark, Ohio.



**Mark McCaffrey**, owner of **Rocket Motorcycles** in San Diego, a popular vintage repair and restoration shop as well as a Zero electric motorcycle retailer. McCaffrey (above) died Nov. 18 after his motorcycle collided with a police cruiser making a U-turn.

## NUMBERS

# 46,061

Number of motorcycles reported stolen in the United States in 2012, down 1 percent from the previous year, according to statistics released in November by the National Crime Information Center.

# 39

Percentage of stolen motorcycles eventually recovered, vs. 53.9 for motor vehicles, according to NCIC statistics.

# 46

Number of years since a Nebraska man's 1953 Triumph had been stolen to when it was recovered in California, in a shipping container bound for Japan.



# BIG FEATURES.

# COMPACT FORM.



## FG-17 FORCE

Utilizing three different shell sizes for a superior fit and optimal aerodynamics, the FG-17's lightweight fiberglass composite shell may be its defining feature. But beneath the streamlined surfaces there's much more. Along with the features listed above, there's a Pinlock-Ready shield, wide eye port for maximum visibility, integrated rear spoiler for reduced buffeting, a RapidFire II shield actuation system that facilitates shield replacement in mere seconds, plus many more features not found in helmets costing much more than HJC's all-new FG-17.



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## Doing the math on adventure touring

Q&A WITH JIM HYDE, RAWHYDE ADVENTURES

*SENIOR EDITOR Bruce Steever spent some time at RawHyde Adventures, BMW's authorized adventure riding school for the United States and one of only several in the world. RawHyde's owner Jim Hyde (see photo) has big plans for the segment, and is looking for dealers to join in on the fun. Read the full interview on Dealernews.com.*

**Dealernews:** The adventure-touring/dual-sport segment is one of the only slices of the market that is showing consistent growth; how do dealers make the most of it?

**Hyde:** There are a lot of powersports dealers that sell Triumph, BMW, Yamaha; each of these brands have product that fits into the adventure market segment. A lot of the dealers simply don't have the time to maximize the profit potential of these models' accessories sales and many of them don't quite grasp the lifestyle.

We've created a piggyback program through our World of Adventure, which is an aftermarket company co-op marketing program. We've pulled together all the companies in the adventure aftermarket under one umbrella, making it easy for both customers to connect with us and to involve dealers.

**What companies are already on board?**

**Hyde:** We've got Klim, Touratech, Black Dog Cycle Works, AST Engineering, Jesse Luggage, ALT Rider, Baja Designs, Clearwa-

ter Lights, Giant Loop, Sena, Rowe Electrics, Wolfman Luggage, AKS Engineering. We're also working with travel companies, so Edelweiss is involved, for example.

**How does a dealer get involved?**

**Hyde:** Our program is designed to help dealers become, for lack of a better term, what we are calling Centers of Excellence in the adventure market segment. They first have to make a commitment to us, which involves dedicating a person in the dealership to become the go-to person for customers that are interested in adventure riding.

For training, we're going to have a dealer rep out to our place for in-depth 'indoctrination.' We have a three-day program that we will put that dealer representative through so that he is aware of what the lifestyle is and who the companies are that are involved and so on. This includes riding lessons to give a sense of what the bikes can do and learn how to ride these bikes well. Then they'll have a chance to interface directly with the companies involved in the adventure segment.

**What can a dealer expect to see as a result of better knowing and selling to the adventure customer?**

**Hyde:** Let's calculate what the math would be: A set of crash bars is \$400, a good skid-plate is another \$250 to \$300 — so there's \$700 in components. A set of aftermarket

lights is \$500 to \$700, so now we're at \$1,400. A cruise control or throttle lock is \$100, a set of knobby tires is \$400, so now we're at \$1,900. GPS, and a GPS mount — that's another \$800. Aluminum panniers are another \$1,000. Then you start getting into the \$50 components like specialty air filters, or clutch and brake reservoir protectors. It is not at all difficult to spend \$5,000 to \$8,000 accessorizing an adventure bike, with at least a thousand for the bare necessities.

**What's the long-term goal?**

**Hyde:** It's all tied to the growth of our sport. First off, I believe that there is room for an industry association tied around this market segment. The adventure bike market segment is very fragmented. I want a hub where information can be shared, as I see our market as lacking cohesion. That's what World of Adventure is about.

When I bought my ski boat and my motorhome, I didn't have to lift a finger. The system worked on my behalf and began to funnel stuff to me that allowed me to enjoy my motorhome and my boat even more. Within a week or two, I had flyers coming in from the State of California on suitable boating areas and catalogs full of boating products.

In the motorcycle world, there's nothing. You buy a bike, the dealer pats you on the butt, says 'thank you very much,' and you go home with a new adventure bike. But I want to make something for adventure bike to allow them to instantly connect with everything that they could want as part of their ownership experience. I want to help educate and polish these dealerships, help them get engaged, be knowledgeable about the lifestyle side of it, help them put on events and understand the value of getting their customers out for a ride. I simply want the dealers to be more successful.

If a dealer sells a Triumph Tiger or a GS to a guy and that guy has a really good time, he's going to tell his friends about it. His friends are going to want to be involved, the dealer is going to sell more bikes, and basically, our industry as a whole is going to grow. Everybody wins, that's the goal.

Read the full interview on [Dealernews.com](http://Dealernews.com) ([Dealer Operations](#) > [Management](#) > [Building Your Business](#) > [Customers](#))



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# Time and Money

AT THE BACKBONE OF EVERY BUSINESS DECISION ARE TIME AND MONEY. SHOULD WE SPEND THEM OR HOARD THEM? ARE WE GETTING VALUE, OR LOSING IT?

By Tracy Harris

**TIME AND MONEY. THESE TWO YARDSTICKS** were very much a consideration when we chose Chicago as the location for the new Dealer Expo. Not surprisingly, they also have been part of almost every question since we made the announcement.

Let's see how Chicago stacks up for "time" by considering a hypothetical dealer in Los Angeles. 'Jack' has a small dealership with only three full-time employees, but they're well-trained and he's confident of their ability to handle the store for a couple of days. He uses Shop the Floor, Dealer Expo's planning tool, to tee up the exhibitors that are 'must-sees' for his business as well as a couple of seminars and product demonstrations that address issues he's been facing. By taking a little time before the show, he creates a plan of action that makes the most his event experience.

Jack's happy to learn he won't be delayed at registration, for he registered in advance, has his badge and — *Surprise!* — it doesn't need a badge holder. He'll be able to walk right into Dealer Expo.

When he first arrives, he visits the New Product Showcase (NPS) in the lobby; it gives him a quick overview of the new products introduced in 2014, as well those that will be rolled out within the next few months. He uses his smartphone to scan products of particular interest to him and uses the Shop the Floor tool to integrate the new information into his itinerary. Shop the Floor will

calculate the most efficient path to meeting his objectives according to need and scheduling. Jack also picks up a New Product Showcase catalog that he can take back to the shop for his employees.

In addition to meeting potential new suppliers and checking out all the products, Jack also gets face-to-face time with suppliers to learn about their new retailer programs. He'll get actionable information at two seminars on Thursday and from four product demos on the show floor on Friday.

Networking events enable him talk to other dealers and retailers to hear their challenges and ideas, and share success strategies. It's a tight schedule, but one that packs a lot of punch — and puts him back in his dealership on Saturday.

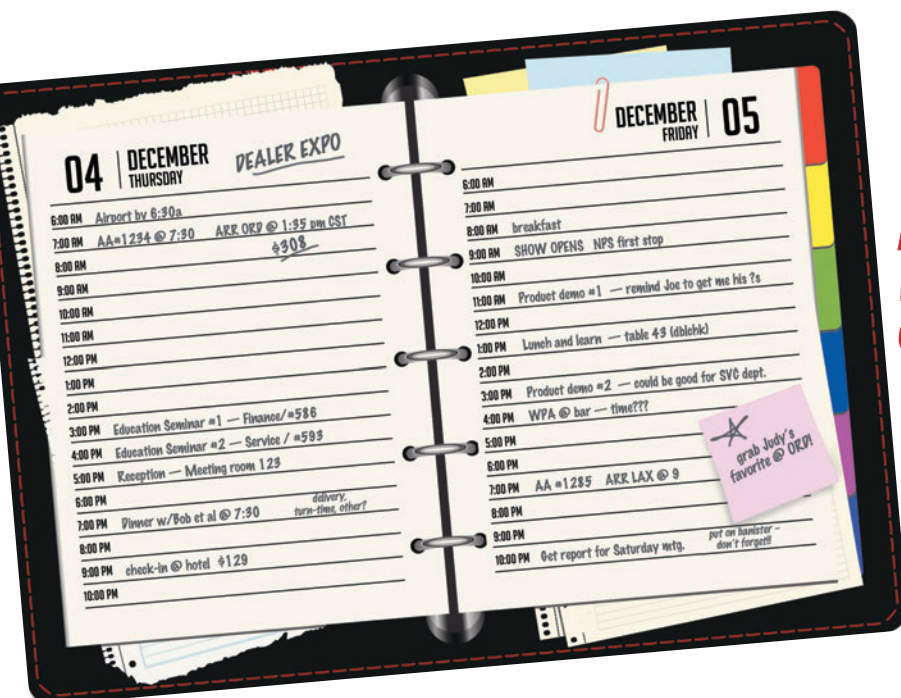
In his day-and-a-half of show time, Jack accomplished a lot. Of course, if you don't have to be back at your store for a Saturday event, you can stay longer and enjoy more opportunities. Some may choose to spend significantly more time at Dealer Expo, including a few leisure days in Chicago for the holidays.

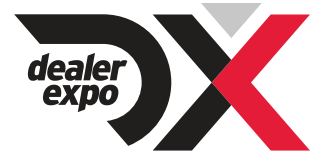
Now, let's talk about "money." Many people have voiced concerns that Chicago will be expensive. So let's take a look.

We've scanned current fares (see map), and we're negotiating room rates that will range from \$119 to \$149 at the host hotels (and from past experience, we know you wily dealers will find even lower rates at smaller hotels in the area!).

Because there's no real need for a car once you've arrived in Chicago, anyone driving should consider parking outside Chicago and using mass transit to head downtown. There's plenty of parking at McCormick Place,

**IN A BIG CITY, YOU SPEND WHAT YOU WANT — YOU CONTROL YOUR EXPENSES.**





WHERE POWERSPORTS CONNECTS

but stashing your car elsewhere helps you avoid downtown traffic (the bane of all cities) and downtown parking rates (the bane of all towns).

**ONCE YOU'RE IN CHICAGO...**

...Dealer Expo will provide a dedicated, free, nonstop, 10-minute shuttle bus service from the downtown hotels to McCormick Place. And it will drop you off inside the building.

...Dealer Expo will provide free Wi-Fi throughout the building, courtesy of our hosts at McCormick Place.

Rated 7th by *U.S. News & World Report* in visitor affordability, Chicago offers far greater price point spreads and a greater variety of choice than smaller cities. Heading out for the evening? Take a cab, rent a limo or hop on the L. Eat a hot dog, share a deep dish pizza or splurge at a world-acclaimed restaurant. Shop on Michigan Avenue or go ice skating under the stars. Drink a beer at Buddy Guy's, have a martini at The Drake or sip champagne at the Ritz-Carlton.

In a big city you spend what you want — you control your expenses.

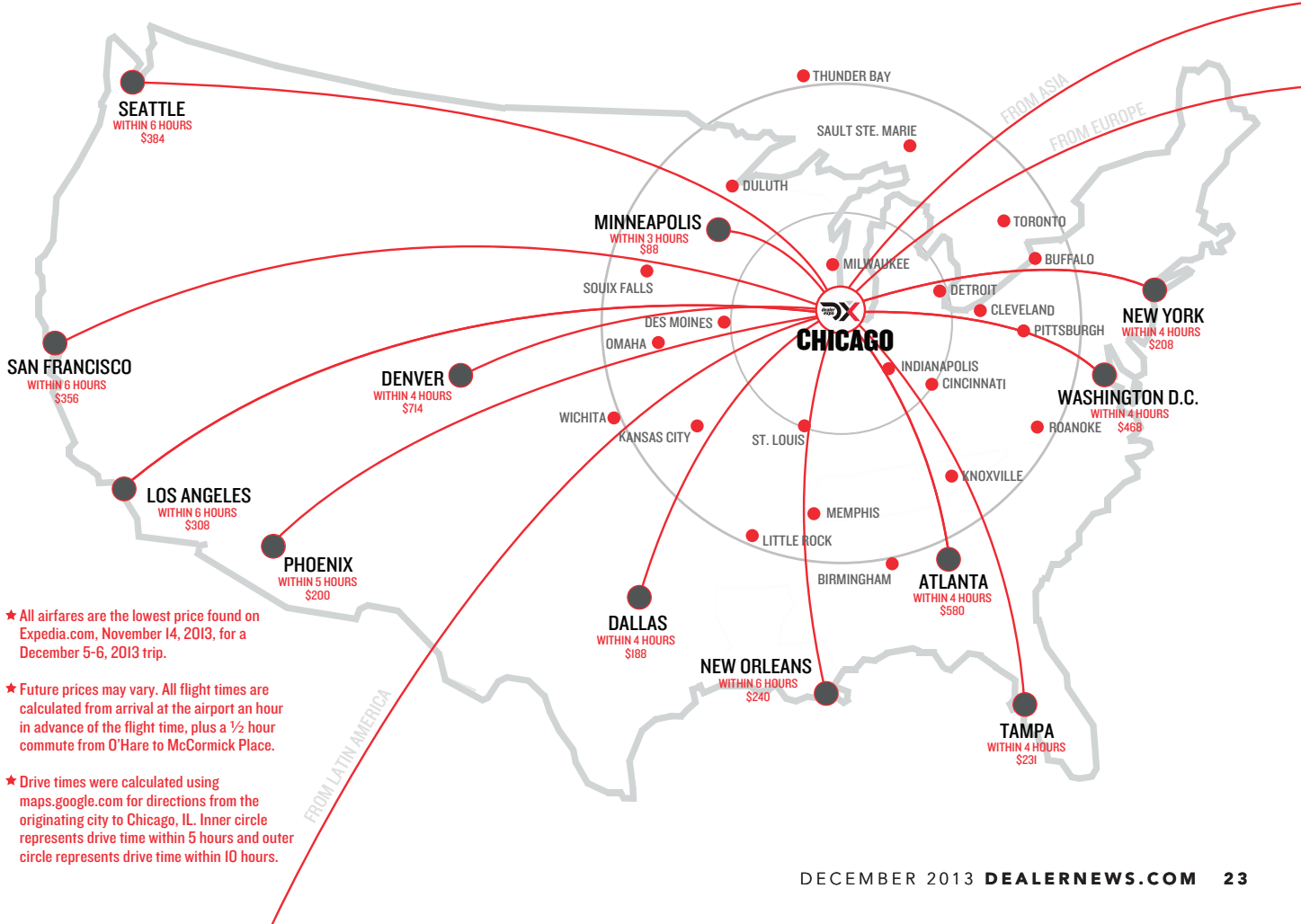
Jack, our dealer from Los Angeles, spent about \$500. His airfare was \$308, one night's hotel was \$129, he used the "L" to and from the airport and he kept his meal costs down. (His gift for daughter Judy doesn't count as a business expense.) He set a budget that he was willing to invest in participating at the industry's largest and most comprehensive powersports trade event — one that delivered new product lines for him to carry, new business strategies and a few surprises along the way.

Dealer Expo 2014 is *your* show. You decide how much time and money you can afford and what activities will return the best value for *your* business. Every business is different — how much time, how much money is unique to each.

Dealer Expo will be designed to meet your needs as well as the needs of the more than 10,000 powersports retailers across North America. And we'll prove it.

Are you ready?

**Tracy Harris**  
Senior Vice President  
tharris@advanstar.com







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## TURNAROUND ATTRIBUTED TO STRONGER MARKET AND BETTER INTERDEPARTMENTAL COMMUNICATION

BY JOE DELMONT

The Dealer LAB is a real-world service from

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Read past reports, view additional tables and post your comments to Bill at [www.dealernews.com/dealerlab](http://www.dealernews.com/dealerlab)



**IT WAS ALL SYSTEMS GO** in September at **Destination Powersports** in Punta Gorda, Fla. Unit sales exploded to \$428,090, up from \$223,229 in September 2012. Gross profit jumped to \$133,093 from \$85,949 one year earlier, and net profit climbed from a loss of \$10,843 last year to \$29,560 in the black this year.

Unit sales were up 47 percent, increasing to 50 units vs. 34 sold in September 2012. New and used motorcycle sales climbed to 31 units from 19 last year.

Gross profit for the month was 24.9 percent of sales, beating the PowerHouse Dealer Services Top Gun number of 23 percent.

Why the strong performance? Sherk actually doesn't take too much credit. "I believe it has much to do with the fact that powersports sales have finally strengthened a bit in Florida and that our three sales teams (parts, service, units) are doing a better job this year than last sharing the customer opportunities between the departments."

F&I revenue followed unit sales, hitting \$25,181, up from \$15,654 last year.

Service revenue gains were huge at \$29,168, a 61.6 percent increase from the \$18,043 posted in September 2012. Parts revenues increased — \$29,563 vs. \$28,579 last year — while accessories slipped slightly, \$22,625 this year vs. \$24,370 in September 2012.

Revenue per employee in the sales department was \$73,809, up from \$40,587 posted last September. Even better, gross profit per employee for the month climbed to \$14,461 from \$9,933 one year earlier.

Productivity in the service department soared: The number of hours sold compared to the number of hours available hit 107 percent, compared to only 58 percent last September. For the first nine months of 2013, then, service productivity was 87 percent compared to 62 percent in the first nine months of 2012.

How can you sell more than 100 percent of a tech's hours? "It is possible to sell more than 120 percent of each tech's time (9.6 hours per day)," Sherk explains. "You can do this because it's not just the tech that is doing the job. On a typical repair, you involve many other people in the dealership outside of service. The amount of the bill must cover all time invested regardless of job title, and there needs to be some left over for overhead and profit."

"If you take the amount charged and divide it by the labor rate and then compare that to the number of hours the tech spent on the job, you will often come up with more hours sold than the tech spent," Sherk adds. "If you are in a growth mode, you will often have extra techs on hand so that you have the

### Month-Over-Month Comparisons and YTD Totals: September 2013

SALES	% of Total Dollars			% of Total Dollars			% of Total Dollars			
	Sep-13	Dealer	Top Gun	Sep-12	Dealer	Aug-13	YTD 2012	YTD 2013	PVS	DLR
Units Sold (New & Used)	50			432		37	440	432		
Sales	428,090	80.1	76	223,229	72	330,562	3,375,282	3,558,301	8,237	78.1
F&I (net)	25,181	4.7	4	15,654	5.1	13,034	158,483	174,227	403	3.8
Parts	29,563	5.5	6	28,579	9.2	33,654	232,683	261,824	606	5.7
Accessories	22,625	4.2	9	24,370	7.9	31,524	262,108	267,000	618	5.9
Service	29,168	5.5	6	18,043	5.8	31,322	213,892	292,390	677	6.4
<b>Total Sales</b>	<b>534,627</b>	<b>100*</b>	<b>100*</b>	<b>309,875</b>	<b>100*</b>	<b>440,096</b>	<b>4,242,448</b>	<b>4,553,742</b>	<b>10,541</b>	<b>100*</b>
Total Cost of Sales	401,534	75.1	77	223,926	72.3	319,162	3,253,029	3,384,173	7,834	74.3
Gross Profit	133,093	24.9	23	85,949	27.7	120,934	989,419	1,169,569	2,707	25.7
<b>EXPENSES</b>	% of Dept. Gross Profit			% of Dept. Gross Profit			% of Dept. Gross Profit			
	Sep-13	Dealer	Top Gun	Sep-12	Dealer	Aug-13	YTD 2012	YTD 2013	PVS	DLR
<b>Payroll</b>										
Total Sales (5.25/4 Empl)	27,621	32.9	34	17,052	31.2	20,718	205,330	234,683	543	34.0
Total P&A (2.2/2.5 Empl)	8,242	38.9	40	10,652	79.4	9,937	69,547	82,362	191	40.4
Total Service (4.5/5 Empl)	16,857	57.8	52	13,628	76.0	18,829	136,777	178,203	413	60.9
Flooring	10,104	12	7	15,397	28.2	10,590	76,331	79,290	184	11.5
	% of Dept. Gross Profit			% of Dept. Gross Profit			% of Dept. Gross Profit			
Admin Payroll	7,255	5.5	7	6,947	8.1	7,507	63,873	66,207	153	5.7
Advertising	2,227	1.7	4	4,040	4.7	2,853	30,582	27,708	64	2.4
Administration	16,794	12.6	13	17,128	19.9	13,728	152,238	153,509	355	13.1
Rent	12,642	9.5	10	19,507	22.7	12,859	126,486	115,460	267	9.9
Co. insurance	1,624	1.2	2	1,961	2.3	2,251	18,842	29,211	68	2.5
<b>Total Expense</b>	<b>103,366</b>	<b>77.7</b>	<b>78</b>	<b>106,312</b>	<b>123.7</b>	<b>99,272</b>	<b>880,006</b>	<b>966,633</b>	<b>2,238</b>	<b>82.6</b>
Misc. Expense	0	0	3			0		0	0	0
	% of Total Dollars			% of Total Dollars			% of Total Dollars			
Additional Income	-167	0	1	9,520	3	1,599	6,280	31,482	73	0.7
<b>Net Profit</b>	<b>29,560</b>	<b>5.5</b>	<b>5</b>	<b>-10,843</b>	<b>-3.5</b>	<b>23,261</b>	<b>115,693</b>	<b>234,418</b>	<b>543</b>	<b>5.1</b>
<b>Net Profit + Misc Exp</b>	<b>29,560</b>	<b>5.5</b>	<b>5.6</b>	<b>-10,843</b>	<b>-3.5</b>	<b>23,261</b>	<b>115,693</b>	<b>234,418</b>	<b>543</b>	<b>5.1</b>

Notes: Top Gun = The top performing dealerships in the PowerHouse training group. PVS = Per Vehicle Sold. Sherk began operating Punta Gorda dealership on March 1, 2009. \* Totals equal 100 because of rounding.

production capability to handle growth. One additional tech is about 2,400 hours per year additional labor sales opportunity."

Shenk says the dealership will be adding another tech to ensure it has enough production capability to handle future growth. "But at the same time, we're always mindful that by adding those available hours we are adding the responsibility of more payroll to cover. It's always a balancing act," he notes.

Shenk credits gains in the service department to its manager, who just celebrated his one-year anniversary with the dealership. "The complete change credit goes to Rob Cortez, our service manager," he says.

## ROOM FOR IMPROVEMENT REMAINS

For the nine-month period ended Sept. 30, the dealership earned \$234,417, up 102.7 percent from the \$115,693 it earned in the same period last year. If you compare the current figure to the dealership's performance two years ago (first nine months of 2011) when it lost \$46,413, it means the store gained more than \$280,000. How's that for a nice turnaround in a soft market?

Inventories for the month were down, 235 units from a previous 270 (\$2.2 million compared to \$2.4 million), so there was a savings of more than \$5,000 in flooring. That and occupancy costs (which dropped almost \$7,000), were the big savings on the expense side. Savings were partially offset by an increase in sales payroll, which climbed more than \$10,500. Overall, expenses were down about \$3,000 from September 2012.

The sales department continued to perform well for the year, posting a gross profit of \$516,811, compared to \$461,643 last year, a gain of nearly 12 percent. Sales revenue for the nine months was \$4.5 million, up 7.4 percent from \$4.2 million last year.

Gross profit from unit sales in September was \$58,694, much better than the \$38,977 posted last September. Gross profit for the year was

\$516,811, up 12 percent from \$461,643 last year.

Traffic was up slightly in September but conversions were much better compared to September 2012. This year, the sales staff closed 59 of 104 customers, a ratio of 57 percent. Last year, it closed only 38 of 98 customers for a ratio of 39 percent.

While the improved closing ratio seems to be a cause for celebration, Shenk isn't too happy about it. "Actually that's a red flag," he says. "No sales department delivers 57 percent of opportunities. A much more real closing number is 30 percent of opportunities.

"That means that we should have documented close to 200 opportunities. It's a sign that our management is lax and that we have either training, staffing or coaching issues. I believe it is a bit of all three. Remember: If you are going to grow, there is nothing more important to know than, 'Who did not buy and why.'"

Meanwhile, as Destination Powersports team continues to improve its performance in the existing small facility, construction nears completion on the new store down the road and they're on schedule for a December opening. **D**

*EDITOR'S NOTE: The Dealer LAB project is a joint effort between Dealernews and PowerHouse Dealer Services, a consulting firm operated by former dealer Bill Shenk. The Dealer LAB details his efforts to return a Florida powersports dealership to profitability after purchasing it in mid-2009. The dealership now has several lines, including Yamaha (motorcycle, ATV, UTV and PWC), Kawasaki (motorcycle, ATV, UTV and PWC), Suzuki (motorcycle and ATV), BRP (Sea-Doo PWC and Can-Am ATV) and Polaris (ATV, UTV and Victory).*

*Financial information in this report is taken from the dealership's Composite Report supplied by Shenk and is prepared as part of the dealership's participation in the PowerHouse Dealer 20 Group. The composite report is produced from the store's monthly financial report. In preparing these Dealer Lab reports, Dealernews reviews the dealership's unaudited P&L statement and balance sheet and its composite report.*



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# 2014 INDUSTRY SOURCEBOOK

Welcome to the 2014 Industry Sourcebook, where retailers can locate providers of aftermarket products, and business and maintenance services. On the following pages, you will find manufacturers, distributors and service providers of everything from SxS accessories... to helmets and gear ... to replacement parts.

The 2014 Sourcebook lists the companies that indicated to *Dealernews*, through an online survey or a submitted form, that they manufacture, distribute and/or sell products and services to retailers in select categories. Certain companies that exhibited products and services at the 2013 Dealer Expo but did not send in a Sourcebook listing form were added as a courtesy.

Realizing that most users conduct web research when checking out new product lines, we have included company name and website URL here. Full company contact information — including postal and/or street address, phone and (if available) FAX — may be found in the “EZINE EXTRA” special section available in our December digital edition, which may be accessed either through the home page at [www.dealernews.com](http://www.dealernews.com) (click on “Digital Edition”) or downloaded to your iPhone or iPad for free from the iTunes library.

# PRODUCT LOCATOR

The Product Locator presents companies providing specialized services to powersports dealers. Full contact information may be found in the "Ezine Extra" section of the December issue, available on Dealernews.com.

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Marshall Distributing [www.marshalldistributing.com](http://www.marshalldistributing.com)

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Moto Liberty [www.rstaichusa.com](http://www.rstaichusa.com)

O'NEAL [www.oneal.com](http://www.oneal.com)

PD International [www.pdintl.ca](http://www.pdintl.ca)

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River Road [www.riverroadgear.com](http://www.riverroadgear.com)

So-Cal Cycle Swap Meet  
[www.socalcycleswapmeet.com](http://www.socalcycleswapmeet.com)

Stevens' Dist. Inc. [www.stevenscycle.com](http://www.stevenscycle.com)

The Dirt Bike Schools [www.dirtbikeschool.org](http://www.dirtbikeschool.org)

UFO Plastic [www.ufoplasticusa.com](http://www.ufoplasticusa.com)

Vega Helmet / Soaring Helmet  
[www.vegahelmet.com](http://www.vegahelmet.com) / [soaringhelmets.com](http://soaringhelmets.com)

Voss / Roadhouse [vossdot.com](http://vossdot.com)

Wind Trading Srl [windtrading.it](http://windtrading.it)

Wolverine Worldwide / Bates Footwear  
[www.wolverineworldwide.com](http://www.wolverineworldwide.com)

Yamaha Motor Corp. USA  
[www.yamahapartsandaccessories.com](http://www.yamahapartsandaccessories.com)

## CASUAL WEAR

**Bel Ray** [www.belray.com](http://www.belray.com)  
(see our ad, page 13)

**Helmet House** [www.helmethouse.com](http://www.helmethouse.com)  
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**Joe Rocket** [www.joerocket.com](http://www.joerocket.com)  
(see Sullivans ad, pages 38-39)

**Magnum Distributing** [www.magnumdistributing.com](http://www.magnumdistributing.com)  
(see our ad, page 58)

**Pacific Coast Sunglasses**  
[www.pacificcoastsunglasses.com](http://www.pacificcoastsunglasses.com)  
(see our ad, page 57)

**Power Trip** [www.sullivansinc.com](http://www.sullivansinc.com)  
(see Sullivans ad, pages 38-39)

**Scorpion Sports Inc.** [www.scorpionusa.com](http://www.scorpionusa.com)  
(see our ad, page 37)

**Sullivans Inc.** [www.sullivansinc.com](http://www.sullivansinc.com)  
(see our ad, pages 38-39)

**Western Power Sports** [www.wps-inc.com](http://www.wps-inc.com)  
(see our ads, pages 4-5 and back cover)

**World of Soul Motorcyclist Association**  
[www.worldofsoulma.com](http://www.worldofsoulma.com) (see our ad, page 14)

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509 Inc. [www.ride509.com](http://www.ride509.com)

Accident Scene Management Inc.  
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Castle Sales Co. Inc. [www.castlesales.com](http://www.castlesales.com)

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DesignWraps [www.designwraps.com](http://www.designwraps.com)

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Empire Glove Mfg. Inc. [www.empireglovemfg.com](http://www.empireglovemfg.com)

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Factory Effex [www.factoryeffex.com](http://www.factoryeffex.com)

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Gravitate Jeans LLC [www.gravitatejeans.com](http://www.gravitatejeans.com)

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Throttle Threads [www.throttlethreads.com](http://www.throttlethreads.com)  
Two Brothers Racing [www.twobros.com](http://www.twobros.com)  
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VP Racing Fuels [www.vpracingfuels.com](http://www.vpracingfuels.com)  
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Wolfman [www.wolfmanluggage.com](http://www.wolfmanluggage.com)  
Yamaha Motor Corp. USA [www.yamahapartsandaccessories.com](http://www.yamahapartsandaccessories.com)

## EYEWEAR / EYE PROTECTION

**Magnum Distributing** [www.magnumdistributing.com](http://www.magnumdistributing.com)  
(see our ad, page 58)

**Pacific Coast Sunglasses**  
[www.pacificcoastsunglasses.com](http://www.pacificcoastsunglasses.com)  
(see our ad, page 57)

**Sullivans Inc.** [www.sullivansinc.com](http://www.sullivansinc.com)  
(see our ads, page 38-39)

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509 Inc. [www.ride509.com](http://www.ride509.com)  
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Drag Specialties [www.dragspecialties.com](http://www.dragspecialties.com)  
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Firstgear [www.firstgear-usa.com](http://www.firstgear-usa.com)  
FLY Racing [www.flyracing.com](http://www.flyracing.com)  
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Guard-Dogs Aggressive Eyewear [www.guarddogs.com](http://www.guarddogs.com)  
Hyutex International [www.hyutex.com.tw](http://www.hyutex.com.tw)  
J&P Cycles [www.jpcycles.com](http://www.jpcycles.com)  
KK Motorcycle Supply [www.kkcycle.com](http://www.kkcycle.com)  
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ZAN Headgear / Bobster [www.zanheadgear.com](http://www.zanheadgear.com)

## GLOVES

**Joe Rocket** [www.joerocket.com](http://www.joerocket.com)  
(see *Sullivans ads*, pages 38-39)

**Magnum Distributing** [www.magnumdistributing.com](http://www.magnumdistributing.com)  
(see our ad, page 58)

**Power Trip** [www.sullivansinc.com](http://www.sullivansinc.com)  
(see *Sullivans ads*, pages 38-39)

**Scorpion Sports Inc.** [www.scorpionusa.com](http://www.scorpionusa.com)  
(see our ad, page 37)

**Sullivans Inc.** [www.sullivansinc.com](http://www.sullivansinc.com)  
(see our ads, pages 38-39)

**Vroom Network** [www.vroomnetwork.com](http://www.vroomnetwork.com)  
(see our ad, page 52)

**Western Power Sports** [www.wps-inc.com](http://www.wps-inc.com)  
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EVS Sports [www.evs-sports.com](http://www.evs-sports.com)  
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[www.ls2helmets.us](http://www.ls2helmets.us) (see our ad, page 21)

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**Biker Boot Straps Inc.** [www.bikerbootstraps.com](http://www.bikerbootstraps.com)  
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**Helmet House** [www.helmethouse.com](http://www.helmethouse.com)  
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Open Road Solutions Inc. [www.openroad.com.tw/](http://www.openroad.com.tw/)  
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Perewitz Cycle Fab [www.perewitz.com](http://www.perewitz.com)  
Rage Power Sports [www.ragepowersports.com](http://www.ragepowersports.com)  
Raw International [www.akitousa.com](http://www.akitousa.com)  
Reevu USA [www.reevu-usa.com](http://www.reevu-usa.com)

River Road [www.riverroadgear.com](http://www.riverroadgear.com)  
Rocky Creek Designs [www.rockycreekdesigns.com](http://www.rockycreekdesigns.com)  
Roland Sands Design [www.rolandsands.com](http://www.rolandsands.com)  
Schuberth [www.schuberthnorthamerica.com](http://www.schuberthnorthamerica.com)  
Shoei Safety Helmet [www.shoei-helmets.com](http://www.shoei-helmets.com)  
Shubandit Inc. [www.shubandit.com](http://www.shubandit.com)  
Snell Memorial Foundation [www.smf.org](http://www.smf.org)  
So-Cal Cycle Swap Meet  
[www.socalcycleswapmeet.com](http://www.socalcycleswapmeet.com)  
Southern Motorcycle Supply Inc.  
[www.southernms.com](http://www.southernms.com)  
Sparx Helmets Inc. [www.sparxhelmets.com](http://www.sparxhelmets.com)  
Stevens' Dist. Inc. [www.stevenscycle.com](http://www.stevenscycle.com)  
Super Seer Corp. [www.superseer.com](http://www.superseer.com)  
The Dirt Bike Schools [www.dirtbikeschool.org](http://www.dirtbikeschool.org)  
Two Wheel Addiction [www.twowheeladdiction.com](http://www.twowheeladdiction.com)  
UFO Plastic [www.ufoplasticusa.com](http://www.ufoplasticusa.com)  
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Vega Helmet / Soaring Helmet  
[www.vegahelmet.com/](http://www.vegahelmet.com/) [www.soaringhelmets.com](http://www.soaringhelmets.com)  
Voss / Roadhouse [vossdot.com](http://vossdot.com)  
Voztec Pty. Ltd. [www.voztec.com](http://www.voztec.com)  
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ZAN Headgear / Bobster [www.zanheadgear.com](http://www.zanheadgear.com)  
Zox Helmets [www.zoxhelmets.com](http://www.zoxhelmets.com)

## OFF-ROAD GEAR

**Helmet House** [www.helmethouse.com](http://www.helmethouse.com)  
(see our ad, page 19)

**Joe Rocket** [www.joerocket.com](http://www.joerocket.com)  
(see Sullivans ad, pages 38-39)

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(see our ad, pages 38-39)

**Vroom Network** [www.vroomnetwork.com](http://www.vroomnetwork.com)  
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Accu-Products [www.accu-prducts.com](http://www.accu-prducts.com)  
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Giant Loop [www.giantloopmoto.com](http://www.giantloopmoto.com)  
GreenRoom Social [www.uclear-digital.com](http://www.uclear-digital.com)  
Guard-Dogs Aggressive Eyewear  
[www.guarddogs.com](http://www.guarddogs.com)  
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LeMond's Yamaha Honda Kawasaki Suzuki  
[www.lemonds.com](http://www.lemonds.com)

LVP Distribution [www.lvpdistribution.com](http://www.lvpdistribution.com)  
Marshall Distributing [www.marshalldistributing.com](http://www.marshalldistributing.com)  
Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
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OutLaw Eyewear Inc. [www.outlaweyewear.com](http://www.outlaweyewear.com)  
Pro Riders Marketing [www.proridersmarketing.com](http://www.proridersmarketing.com)  
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TechNiche International [www.techniche-intl.com](http://www.techniche-intl.com)  
The Dirt Bike Schools [www.dirtbikeschool.org](http://www.dirtbikeschool.org)  
Thor MX [www.thormx.com](http://www.thormx.com)  
UFO Plastic [www.ufoplasticusa.com](http://www.ufoplasticusa.com)  
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Yamaha Motor Corp. USA  
[www.yamahapartsandaccessories.com](http://www.yamahapartsandaccessories.com)

## OUTERWEAR: TEXTILE

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**Joe Rocket** [www.joerocket.com](http://www.joerocket.com)  
(see Sullivans ad, pages 38-39)

**Power Trip** [www.sullivansinc.com](http://www.sullivansinc.com)  
(see Sullivans ad, pages 38-39)

**Western Power Sports** [www.wps-inc.com](http://www.wps-inc.com)  
(see our ads, pages 4-5 and back cover)

**Sullivans Inc.** [www.sullivansinc.com](http://www.sullivansinc.com)  
(see our ad, pages 38-39)

**Vroom Network** [www.vroomnetwork.com](http://www.vroomnetwork.com)  
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Held USA [www.heldusa.com](http://www.heldusa.com)  
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KK Motorcycle Supply [www.kkcycle.com](http://www.kkcycle.com)  
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# RK CHAIN & SPROCKET KITS

Quality, Performance & Value

**RK**  
Racing Chain

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RK Excel America Inc.  
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## RK MOTOCROSS RACE KIT

Features lightweight RK MXZ4 or MXU racing chain, Vortex 7075 T6 aluminum rear sprocket in clear anodized or PTFE black hardcoat & chromoly steel front sprocket. Geared for quick acceleration.

## RK STEEL MOTOCROSS KIT

The steel MX kit offers the best in racing longevity. Features performance RK MXZ4 or MXU racing chain, chromoly steel front sprocket and a premium grade steel rear sprocket.

## KTM GEARING KIT

Features lightweight RK MXZ4 or MXU racing chain, Vortex 7075 T6 aluminum rear sprocket in clear anodized or PTFE black hardcoat & chromoly steel front sprocket. Various KTM gearings available.

## ATV/OFF-ROAD KIT

RK's performance XW sealed ring chain, chromoly steel front sprocket and either premium grade steel rear sprocket or Vortex 7075 T6 aluminum rear sprocket in clear or PTFE black hardcoat.

## 20,000 MILE WARRANTY KIT

This high mileage performance kit features hardened steel sprocket with matched OE gearing and RK's RX or XW sealed ring chain. Entire kit is warranted to provide 20,000 miles of street use.

## 520 RACE CONVERSION KIT

This 520 quick acceleration racing kit features chromoly steel front sprocket, Vortex 7075 T6 alloy rear sprockets available in clear or black hardcoat and RK's RX or XW sealed ring performance chain.

## Q/A 520 STEEL CONVERSION

Drop that 525/530 size chain for these 520 steel conversion kits. This kit contains RK's RX or XW sealed ring chain, with chromoly steel front sprocket and premium steel rear sprocket.

## 525/530 SUPERSTOCK KIT

Features RK's performance XW or RX sealed ring chain, Vortex 7075 T6 aluminum rear sprocket in clear anodized or PTFE black hardcoat and a chromoly steel front sprocket.

*\*Most chains are available in Gold or Non-Gold finish. \*\*Most countershaft sprockets feature lightening holes for improved performance.*



# VORTEX®

## V3 Levers



Made in the USA, V3 Levers are designed with a large radius lever surface to improve ergonomics and rider comfort, and a dual bearing-supported pivot for increased rigidity and reduced free play. V3 levers have a 6-position adjustment to quickly dial in controls. With a stylish, ultra-minimal design, modern and refined look, V3 levers are eons of sophistication ahead of the competition. Comes stock with Silver adjuster switch. Customize your bike with our newly-designed lever adjuster switches available in Blue, Gold, Black, Red and Silver.

## V3 Frame Slider Kit

Made in the USA, the innovative V3 Frame Slider Kit come complete with black anodized bases, molded pucks and aluminum anodized end caps in Black. V3 Frame Sliders are designed with bike preservation and attractive design in mind. Colored caps for customization are sold separately and are available in Gold, Red, Blue, Silver and Black. Replacement pucks also sold separately and come with a Black end cap.



## V3 Gas Caps

Made in the USA, V3 Gas Caps boast coarse thread enables quick closure without cross-threading; large, contoured finger tabs allow for easier opening compared to classic Vortex design; safety lock switch prevents accidental cap loosening due to vibration or contact; integrated dual check valve assembly eliminates fuel tank pressure issues; vent and chamber design helps stop leaks by containing any fuel that gets past the check valve; up to 50% lighter than stock keyed fuel tank caps; customize to match your bike with interchangeable, colored safety lock switches. Comes standard with Silver lock switch.



## V3 OS MX/SX Bars & Pads



Vortex redefines strength with its V3 OS Handlebars for MX and SX applications, 29% stronger than the competition, you can ride with confidence knowing that Vortex has put years of research, development and testing into these super strong bars without sacrificing weight and speed. Comes with Black Bar Pad. Colored Bar Pads sold separately.

# The Revolution Is Here.

## Performance Links Racing Chain

Available in Black, Performance Links V3 Racing Chain is available in our proprietary Duo Glide, Tri Glide and Non O-Ring technologies for street, racing and MX/SX applications. Available this year!

## V3 Race Stands

Made in the USA, our V3 Race Stands are lighter and stronger due to the one-piece, over-sized tube design. Optimized geometry allows proper lift leverage without the need for long handle, which create a tripping hazard while working around the bike. Our CNC bending process ensures dimensional accuracy. The unique fork lift design securely lifts the front end from the bottom of the forks to facilitate tire, brake and wheel service. The CNC-machined 6061 Aluminum lifting cups are light, strong and durable. Twin Spar lift arms with pinch screws tighten down securely and allow for quick adjustment without the need for tools.



Front Stand



Rear Stand

## V3 Race Stand Wheel Kit

Made in the USA, the V3 Race Stand Wheel Kit is sold separately with your choice of color-anodized aluminum wheel mount brackets. Make a statement by customizing your V3 Race Stands to coordinate with the colors in your pit or garage.



## Vortex is pleased to present more additions to the V3 Line!

Years of research, development and testing have gone into producing the fastest and strongest product offering yet from the proud team Vortex.



# Pro Series

## Universal Sportbike Wheelset

Pro Series' universal wheel system allows the user to mount the wheel from one brand or model to another using model specific carrier adapters. This unique system makes your investment in Pro Series long-term and doesn't end when you change models or brands. The aggressively styled Pro Series design is machined from forged aerospace aluminum for increased strength and the stunning anodized "Magnum Gray" finish compliments the look of any bike. Available for many Japanese sportbike models.

HONDA	
CBR1000RR	2004-2007
CBR1000RR	2008-2012 / NON ABS
RC51	2000-2001
RC51	2002-2006
KAWASAKI	
ZX-10R	2006-2010
ZX-14R	2006-2012
SUZUKI	
GSXR1000	2005-2008
GSXR1000	2009-2012
GSX1300R	1999-2007
GSX1300R	2008-2012
TL1000R	1998-2003
TL1000S	1997-2001
GSXR750	1996-1999
YAMAHA	
YZF-R1	2004-2012

Suggested Retail price for a complete front 17"x3.50" and rear 17"x6.00" wheelset with carriers:

**\$1895\***

\* Valve stem and tire not included

### Dealers Wanted

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## OUTERWEAR: LEATHER

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**Joe Rocket** [www.joerocket.com](http://www.joerocket.com)  
 (see Sullivans ad, pages 38-39)

**Power Trip** [www.sullivansinc.com](http://www.sullivansinc.com)  
 (see Sullivans ad, pages 38-39)

**Scorpion Sports Inc.** [www.scorpionusa.com](http://www.scorpionusa.com)  
 (see our ad, page 37)

**Sullivans Inc.** [www.sullivansinc.com](http://www.sullivansinc.com)  
 (see our ad, pages 38-39)

**Vroom Network** [www.vroomnetwork.com](http://www.vroomnetwork.com)  
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**Western Power Sports** [www.wps-inc.com](http://www.wps-inc.com)  
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## RACE SUITS

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 (see Sullivans ad, pages 38-39)

**Scorpion Sports Inc.** [www.scorpionusa.com](http://www.scorpionusa.com)  
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 The Dirt Bike Schools [www.dirtbikeschool.org](http://www.dirtbikeschool.org)  
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## RAIN GEAR

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 (see our ad, page 37)

**Sullivans Inc.** [www.sullivansinc.com](http://www.sullivansinc.com)  
 (see our ad, pages 38-39)

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 The Dirt Bike Schools [www.dirtbikeschools.org](http://www.dirtbikeschools.org)  
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## SNOWMOBILE GEAR

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**Vroom Network** [www.vroomnetwork.com](http://www.vroomnetwork.com)  
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 EVS Sports [www.evs-sports.com](http://www.evs-sports.com)  
 GreenRoom Social [www.uclear-digital.com](http://www.uclear-digital.com)  
 Guard-Dogs Aggressive Eyewear  
[www.guarddogs.com](http://www.guarddogs.com)  
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 LVP Distribution [www.lvpdistribution.com](http://www.lvpdistribution.com)  
 Marshall Distributing [www.marshalldistributing.com](http://www.marshalldistributing.com)  
 Neowell Industries [www.neowell.biz](http://www.neowell.biz)  
 Shubandit Inc. [www.shubandit.com](http://www.shubandit.com)  
 Stevens' Dist. Inc. [www.stevenscycle.com](http://www.stevenscycle.com)  
 Tech Niche International [www.techniche-intl.com](http://www.techniche-intl.com)  
 Yamaha Motor Corp. USA  
[www.yamahapartsandaccessories.com](http://www.yamahapartsandaccessories.com)

## WOMEN'S GEAR AND ACCESSORIES

**Helmet House** [www.helmethouse.com](http://www.helmethouse.com)  
 (see our ad, page 19)

**Joe Rocket** [www.joerocket.com](http://www.joerocket.com)  
 (see Sullivans ad, pages 38-39)

**Pacific Coast Sunglasses**  
[www.pacificcoastsunglasses.com](http://www.pacificcoastsunglasses.com)  
 (see our ad, page 57)

**Power Trip** [www.sullivansinc.com](http://www.sullivansinc.com)  
 (see Sullivans ad, pages 38-39)

**Scorpion Sports Inc.** [www.scorpionusa.com](http://www.scorpionusa.com)  
 (see our ad, page 37)

**Sullivans Inc.** [www.sullivansinc.com](http://www.sullivansinc.com)  
 (see our ad, pages 38-39)

**Vroom Network** [www.vroomnetwork.com](http://www.vroomnetwork.com)  
 (see our ad, page 52)

**Western Power Sports** [www.wps-inc.com](http://www.wps-inc.com)  
 (see our ads, pages 4-5 and back cover)

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 Drayko [www.drayko.com](http://www.drayko.com)  
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 FLY Street [www.flyracing.com/street](http://www.flyracing.com/street)  
 Forma Boots USA [www.formabootsusa.com](http://www.formabootsusa.com)  
 Fowlers Distribution Inc. [www.fowlersdistribution.com](http://www.fowlersdistribution.com)  
 Frogg Toggs [www.froggtoggs.com](http://www.froggtoggs.com)  
 Gerbing's Heated Clothing [www.gerbing.com](http://www.gerbing.com)  
 Global Vision Eyewear Corp. [www.globalvision.us](http://www.globalvision.us)  
 GreenRoom Social [www.uclear-digital.com](http://www.uclear-digital.com)  
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 J&P Cycles [www.jpccycles.com](http://www.jpccycles.com)  
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 Leather Therapy [www.leathertherapy.com](http://www.leathertherapy.com)  
 LeMond's Yamaha Honda Kawasaki Suzuki [www.lemonds.com](http://www.lemonds.com)  
 Lethal Threat Designs [www.lethalthreat.com](http://www.lethalthreat.com)  
 Liberty Wear [www.liberty-wear.com](http://www.liberty-wear.com)  
 Marshall Distributing [www.marshalldistributing.com](http://www.marshalldistributing.com)  
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 Moto Liberty [www.rstai chiusa.com](http://www.rstai chiusa.com)  
 MotoConcepts [motoconcepts.com](http://motoconcepts.com)  
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 O'NEAL [www.oneal.com](http://www.oneal.com)  
 River Road [www.riverroadgear.com](http://www.riverroadgear.com)  
 Roland Sands Design [www.rolandsandsdesign.com](http://www.rolandsandsdesign.com)  
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 TechNiche International [www.techniche-intl.com](http://www.techniche-intl.com)  
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 Urban Xplorer [www.xplorerbrand.com](http://www.xplorerbrand.com)  
 Vance Leathers [www.vance-leather.com](http://www.vance-leather.com)  
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## YOUTH APPAREL / GEAR

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*(see our ad, page 57)*

Sullivans Inc. [www.sullivansinc.com](http://www.sullivansinc.com)  
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 Answer Racing [www.answerracing.com](http://www.answerracing.com)  
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 Empire Glove Mfg. Inc. [www.empireglovemfg.com](http://www.empireglovemfg.com)  
 EVS Sports [www.evs-sports.com](http://www.evs-sports.com)  
 Fowlers Distribution Inc. [www.fowlersdistribution.com](http://www.fowlersdistribution.com)  
 Fulmer Helmets [www.fulmerhelmets.com](http://www.fulmerhelmets.com)  
 GreenRoom Social [www.uclear-digital.com](http://www.uclear-digital.com)  
 Guard Dogs Aggressive Eyewear [www.guarddogs.com](http://www.guarddogs.com)  
 J&P Cycles [www.jpccycles.com](http://www.jpccycles.com)  
 KK Motorcycle Supply [www.kkcycle.com](http://www.kkcycle.com)  
 Leatt Brace [www.leatt-brace.com](http://www.leatt-brace.com)  
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## ATV / SxS ACCESSORIES

### ATV/SXS ARMOR

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*(see our ad, page 7)*

Automatic Distributors [www.autodist.com](http://www.autodist.com)  
 Curtis Industries [www.curtisindustries.net](http://www.curtisindustries.net)  
 Drag Specialties [www.dragspecialties.com](http://www.dragspecialties.com)  
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 Empire Glove Mfg. Inc. [www.empireglovemfg.com](http://www.empireglovemfg.com)  
 FIAMM Technologies LLC [www.fiamm.com](http://www.fiamm.com)  
 Grant Products International [www.grantproducts.com](http://www.grantproducts.com)  
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 Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
 Moose Racing / Moose Utility Division  
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 No Limit Wheels [www.nolimitwheels.com](http://www.nolimitwheels.com)  
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*(see our ad, page 7)*

American SportWorks [www.amsportworks.com](http://www.amsportworks.com)  
 Automatic Distributors [www.autodist.com](http://www.autodist.com)  
 B and H Specialties [www.motorcycleseatcovers.com](http://www.motorcycleseatcovers.com)  
 Carver Performance Inc.  
[www.carverperformance.com](http://www.carverperformance.com)  
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 Empire Glove Mfg. Inc. [www.empireglovemfg.com](http://www.empireglovemfg.com)

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 Guard-Dogs Aggressive Eyewear  
[www.guarddogs.com](http://www.guarddogs.com)  
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 Midland Radio Corp. [www.midlandusa.com](http://www.midlandusa.com)  
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 QuadBoss [www.quadboss.com](http://www.quadboss.com)  
 Rapid Transit [www.rapid-transit.com](http://www.rapid-transit.com)  
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 Savant Mfg. Inc. [www.strongmade.com](http://www.strongmade.com)  
 Seizmik [www.seizmik.com](http://www.seizmik.com)  
 Slipstreamer Inc. [www.slipstreamer.com](http://www.slipstreamer.com)  
 Spot LLC [www.findmespot.com](http://www.findmespot.com)  
 Stevens' Dist. Inc. [www.stevenscycle.com](http://www.stevenscycle.com)  
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 Viken Small Engines LLC [www.vikensmallengines.com](http://www.vikensmallengines.com)  
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## BUSINESS / RETAIL PRODUCTS

### ARTWORK

**World of Soul Motorcyclist Association**  
[www.worldofsoulma.com](http://www.worldofsoulma.com) *(see our ad, page 14)*

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[www.guarddogs.com](http://www.guarddogs.com)  
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 Lethal Threat Designs [www.lethalthreat.com](http://www.lethalthreat.com)  
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armor  
hunting  
utility/landscape

armor  
hunting  
utility/landscape

G-FORCE CONSULTING		X	X
YUASA BATTERY	X	X	X
AMERICAN SPORT WORKS		X	X
AUTOMATIC DISTRIBUTORS	X	X	X
B AND H SPECIALTIES		X	X
BIG EAR INC.			X
CAMOPLAST SOLIDEAL			X
CARVER PERFORMANCE INC.		X	X
CURTIS INDUSTRIES	X		
DAVID SILVER SPARES US LLC			X
DRAG SPECIALTIES	X	X	X
DRAGONFIRE RACING	X		
EMPIRE GLOVE MFG. INC.	X	X	X
EXCALIBUR MOTORSPORTS			X
FIAMM TECHNOLOGIES LLC	X	X	X
FIREBRIGHT I GREEN ENERGY (SHANGHAI) LTD.		X	X
FIVE STAR MFG. INC.		X	X
GRANT PRODUCTS INTERNATIONAL	X	X	X
GREAT DAY INC.		X	
GUARD DOGS AGGRESSIVE EYEWEAR		X	
HELIX RACING PRODUCTS	X		
HELMET HOUSE INC.			X
HOUSER RACING	X		
K&N ENGINEERING			X
KENDA USA			X
KK MOTORCYCLE SUPPLY	X	X	X
KLOTZ SYNTHETIC LUBRICANTS		X	X
KOLPIN OUTDOORS			X
LAZER STAR LIGHTS		X	X
LEMOND'S YAMAHA HONDA KAWASAKI SUZUKI	X	X	X

LVP DISTRIBUTION	X	X	X
MARSHALL DISTRIBUTING	X	X	X
MATTO CYCLE INC.	X	X	X
MIDLAND RADIO CORP.		X	X
MILE MARKER INC.			X
MOOSE RACING/MOOSE UTILITY DIVISION	X	X	X
MOTORSPORT AFTERMARKET GROUP (MAG)		X	X
NO LIMIT WHEELS	X		
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OUTSIDE DISTRIBUTING	X		
POWER MADD	X	X	X
PRO-TEC PERFORMANCE		X	
PROMAN PTO LLC		X	X
QUADBOSS		X	X
RAPID TRANSIT		X	
ROCKY CREEK DESIGNS	X	X	X
SAVANT MFG.INC.	X	X	X
SEIZMIK		X	X
SLIPSTREAMER INC.		X	X
SPOT LLC	X	X	X
STEVENS' DIST. INC.		X	X
SUPERATV	X	X	X
TAMARACK POWERSPORTS ACCESSORIES			X
THERMO TEC INC.		X	X
TRIMAX		X	X
VIKEN SMALL ENGINES LLC	X	X	X
WALKER PRODUCTS			X
WARN INDUSTRIES		X	X
XENA SECURITY LLC			X
XTREMEGARD / GALT ENTERPRISES		X	X
YAMAHA MOTOR CORP. USA		X	X

Perewitz Cycle Fab [www.perewitz.com](http://www.perewitz.com)  
 Portable-Shade USA LLC [www.portable-shade.com](http://www.portable-shade.com)  
 Scott Jacobs Studio [www.scottjacobsstudio.com](http://www.scottjacobsstudio.com)  
 StrongArm Fluid Products Co. [www.strongarmbrand.com](http://www.strongarmbrand.com)  
 The Dirt Bike Schools [www.dirtbikeschools.org](http://www.dirtbikeschools.org)  
 Uhl Studios [www.uhlstudios.com](http://www.uhlstudios.com)

### BOOKS / CALENDARS / MAGAZINES

**Progressive International Motorcycle Shows**  
[www.motorcycleshows.com](http://www.motorcycleshows.com)  
 (see our ad, page 63)

**Sullivans Inc.** [www.sullivansinc.com](http://www.sullivansinc.com)  
 (see our ad, pages 38-39)

**World of Soul Motorcyclist Association**  
[www.worldofsoulma.com](http://www.worldofsoulma.com) (see our ad, page 14)

Accident Scene Management Inc. [www.roadguardians.org](http://www.roadguardians.org)  
 All Seasons Publications Ltd. [www.powersportspecs.com](http://www.powersportspecs.com)  
 Dealernews [www.dealernews.com](http://www.dealernews.com)  
 G-Force Consulting Inc. [www.gforceconsulting.com](http://www.gforceconsulting.com)  
 Gianatsis Design Associates [www.fastdates.com](http://www.fastdates.com)  
 J&P Cycles [www.jpccycles.com](http://www.jpccycles.com)  
 KK Motorcycle Supply [www.kkcycle.com](http://www.kkcycle.com)

Marshall Distributing [www.marshalldistributing.com](http://www.marshalldistributing.com)  
 Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
 Racer X [www.racerxonline.com](http://www.racerxonline.com)  
 The Dirt Bike Schools [www.dirtbikeschool.org](http://www.dirtbikeschool.org)

### DMS / COMPUTERS / SOFTWARE

**NextStep Computer & Software**  
[www.parts-lookup.com](http://www.parts-lookup.com) (see our ad, page 73)

ADAM Systems / Ability DMS [www.abilitydms.com](http://www.abilitydms.com)  
 ADP Lightspeed [www.adplightspeed.com](http://www.adplightspeed.com)  
 Auction123.com [www.auction123.com](http://www.auction123.com)  
 Bermcannon Marketing [www.bermcannon.com](http://www.bermcannon.com)

BIT Dealership Software Inc. [www.bitdms.com](http://www.bitdms.com)  
 Black Book [www.blackbookauto.com](http://www.blackbookauto.com)  
 Dominion Powersports Solutions  
[www.dominionpowersports.com](http://www.dominionpowersports.com)  
 Ideal Computer Systems  
[www.idealcomputersystems.com](http://www.idealcomputersystems.com)  
 Marshall Distributing [www.marshalldistributing.com](http://www.marshalldistributing.com)  
 MIC Systems & Software [www.micsystems.com](http://www.micsystems.com)  
 NADAguides [www.nadaguides.com](http://www.nadaguides.com)  
 nizeX Inc. [www.nizex.com](http://www.nizex.com)  
 Service Manager Pro [www.servicemanagerpro.com](http://www.servicemanagerpro.com)  
 Sys2K [www.sys2k.com](http://www.sys2k.com)  
 Xtremegard / Galt Enterprises  
[www.galtenterprises.com](http://www.galtenterprises.com)  
 Ziios DMS [www.ziios.com](http://www.ziios.com)

## MANUALS: RATE, REPAIR

**K&L Supply Co. Inc.** [www.klsupply.com](http://www.klsupply.com)  
 (see our ad, inside back cover)

All Seasons Publications Ltd.  
[www.powersportspecs.com](http://www.powersportspecs.com)  
 Clymer Manuals [www.clymer.com](http://www.clymer.com)  
 Drag Specialties [www.dragspecialties.com](http://www.dragspecialties.com)  
 Hero Eco Inc. [www.heroeco.com](http://www.heroeco.com)  
 J&P Cycles [www.jpccycles.com](http://www.jpccycles.com)  
 KK Motorcycle Supply [www.kkcycle.com](http://www.kkcycle.com)  
 Marshall Distributing [www.marshalldistributing.com](http://www.marshalldistributing.com)  
 Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
 Pro-Tec [www.pro-tec.us](http://www.pro-tec.us)  
 S&S Cycle Inc. [www.sscycle.com](http://www.sscycle.com)

## MOVIES / DVD

Automatic Distributors [www.autodist.com](http://www.autodist.com)  
 Gianatsis Design Associates [www.fastdates.com](http://www.fastdates.com)  
 J&P Cycles [www.jpccycles.com](http://www.jpccycles.com)  
 Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
 MOTOTV [www.mototvnetwork.com](http://www.mototvnetwork.com)  
 The Dirt Bike Schools [www.dirtbikeschool.org](http://www.dirtbikeschool.org)

## NOVELTIES & GIFT ITEMS

Accident Scene Management Inc.  
[www.roadguardians.org](http://www.roadguardians.org)  
 All American [www.gbells.com](http://www.gbells.com)  
 Automatic Distributors [www.autodist.com](http://www.autodist.com)  
 Big Ear Inc. [www.bigearinc.com](http://www.bigearinc.com)  
 Hardline Products [www.hardlineproducts.com](http://www.hardlineproducts.com)  
 J&P Cycles [www.jpccycles.com](http://www.jpccycles.com)  
 KnobbyKnife Inc. [www.knobbyknife.com](http://www.knobbyknife.com)  
 Lethal Threat Designs [www.lethalthreat.com](http://www.lethalthreat.com)  
 Marlin Corp. [www.marlinlocks.com](http://www.marlinlocks.com)  
 Marshall Distributing [www.marshalldistributing.com](http://www.marshalldistributing.com)  
 Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)



National Motorcycle Museum  
[www.nationalmcmuseum.org](http://www.nationalmcmuseum.org)  
 Perewitz Cycle Fab [www.perewitz.com](http://www.perewitz.com)  
 Ray Schuler Advertising Co. [www.callray.com](http://www.callray.com)  
 S&S Cycle Inc. [www.sscycle.com](http://www.sscycle.com)

## POINT-OF-PURCHASE MATERIALS

**Pacific Coast Sunglasses**  
[www.pacificcoastsunglasses.com](http://www.pacificcoastsunglasses.com)  
 (see our ad, page 57)

**Western Power Sports** [www.wps-inc.com](http://www.wps-inc.com)  
 (see our ads, pages 4-5 and back cover)

Automatic Distributors [www.automaticdist.com](http://www.automaticdist.com)  
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 Gianatsis Design Associates [www.fastdates.com](http://www.fastdates.com)  
 Guard-Dogs Aggressive Eyewear  
[www.guarddogs.com](http://www.guarddogs.com)  
 K&N Engineering Inc. [www.knfilters.com](http://www.knfilters.com)  
 KK Motorcycle Supply [www.kkcycle.com](http://www.kkcycle.com)  
 Marshall Distributing [www.marshalldistributing.com](http://www.marshalldistributing.com)  
 Outside Distributing [www.outsidedistributing.com](http://www.outsidedistributing.com)  
 Portable-Shade USA LLC [www.portable-shade.com](http://www.portable-shade.com)  
 Ray Schuler Advertising Co. [www.callray.com](http://www.callray.com)  
 Sparx Helmets Inc. [www.sparxhelmets.com](http://www.sparxhelmets.com)  
 TechNiche International [www.techniche-intl.com](http://www.techniche-intl.com)

## RETAIL FIXTURES

**Pacific Coast Sunglasses**  
[www.pacificcoastsunglasses.com](http://www.pacificcoastsunglasses.com)  
 (see our ad, page 57)

**Specifier Products** [www.stonecarpet.com](http://www.stonecarpet.com)  
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 Naythons Display [www.naythonsdisplay.com](http://www.naythonsdisplay.com)  
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 Ray Schuler Advertising Co. [www.callray.com](http://www.callray.com)  
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**World of Soul Motorcyclist Association** [www.worldofsoulma.com](http://www.worldofsoulma.com) (see our ad, page 14)

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 Outside Distributing [www.outsidedistributing.com](http://www.outsidedistributing.com)  
 Portable-Shade USA LLC [www.portable-shade.com](http://www.portable-shade.com)  
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 StrongArm Fluid Products Co. [www.strongarmbrand.com](http://www.strongarmbrand.com)  
 Xtremegard / Galt Enterprises [www.galtenterprises.com](http://www.galtenterprises.com)

## STICKERS / DECALS

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**World of Soul Motorcyclist Association** [www.worldofsoulma.com](http://www.worldofsoulma.com) (see our ad, page 14)

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 Factory Effex [www.factoryeffex.com](http://www.factoryeffex.com)  
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 K&N Engineering Inc. [www.knfilters.com](http://www.knfilters.com)  
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 Lethal Threat Designs [www.lethalthreat.com](http://www.lethalthreat.com)  
 Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
 National Motorcycle Museum [www.nationalmcmuseum.org](http://www.nationalmcmuseum.org)  
 O'NEAL [www.oneal.com](http://www.oneal.com)  
 Outside Distributing [www.outsidedistributing.com](http://www.outsidedistributing.com)  
 Perewitz Cycle Fab [www.perewitz.com](http://www.perewitz.com)  
 Ray Schuler Advertising Co. [www.callray.com](http://www.callray.com)  
 S&S Cycle Inc. [www.sscycle.com](http://www.sscycle.com)  
 StrongArm Fluid Products Co. [www.strongarmbrand.com](http://www.strongarmbrand.com)  
 The Dirt Bike Schools [www.dirtbikeschool.org](http://www.dirtbikeschool.org)  
 Thunder Products [www.thunderproducts.com](http://www.thunderproducts.com)  
 Urban Xplorer [www.xplorerbrand.com](http://www.xplorerbrand.com)

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Alarms/security systems/locks  
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BIG EAR INC.			X
BROCK'S PERFORMANCE		X	
BUZTRONICS/STREETFX			X
CARDO SYSTEMS			X
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DRAG SPECIALTIES	X	X	X
F2P TECHNOLOGIES	X		
FIAMM TECHNOLOGIES LLC	X		
FIND IT NOW GPS SECURITY	X		
FOWLERS DISTRIBUTION INC.	X		
G-FORCE CONSULTING	X	X	X
GARMIN		X	
GET 2 IT SALES	X		
GREENROOM SOCIAL			X
J&P CYCLES	X		X
KK MOTORCYCLE SUPPLY	X		X
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LEADER MOTORCYCLE ACCESSORIES		X	X

LEMOND'S YAMAHA HONDA KAWASAKI SUZUKI	X	X	X
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LVP DISTRIBUTION	X	X	
MARSHALL DISTRIBUTING	X	X	X
MATTO CYCLE INC.	X	X	X
MIDLAND RADIO CORP.		X	X
O'NEAL			X
PEREWITZ CYCLE FAB	X		X
ROCKY CREEK DESIGNS	X		
SCHUBERTH			X
SENA TECHNOLOGIES			X
SPOT LLC	X		X
SULLIVANS INC.	X		
TRIMAX	X		
UCLEAR			X
VERTICALLY DRIVEN PRODUCTS			X
XENA SECURITY LLC	X		X
XTREMEGARD/GALT ENTERPRISES	X		X
YAMAHA MOTOR CORP. USA	X		

Viken Small Engines  
[www.vikensmallengines.com](http://www.vikensmallengines.com)  
 Wild Side West Inc. [www.thewildside.com](http://www.thewildside.com)

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 E-Z Up International [www.ezup.com](http://www.ezup.com)  
 Empire Glove Mfg. Inc. [www.empireglovemfg.com](http://www.empireglovemfg.com)  
 Impact Canopies USA [www.impactcanopy.com](http://www.impactcanopy.com)  
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 Marshall Distributing [www.marshalldistributing.com](http://www.marshalldistributing.com)  
 Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
 Portable-Shade USA LLC [www.portable-shade.com](http://www.portable-shade.com)  
 Ray Schuler Advertising Co. [www.callray.com](http://www.callray.com)  
 Rocky Creek Designs [www.rockycreekdesigns.com](http://www.rockycreekdesigns.com)  
 Speed-Way Shelters [www.speedwayshelters.com](http://www.speedwayshelters.com)  
 Valco Consumer Products Inc. [www.valco-cp.com](http://www.valco-cp.com)

## VEHICLE COVERS

**Oxford Products USA** [www.oxford-products.com/us](http://www.oxford-products.com/us)  
*(see our ad, page 57)*

**Sullivans Inc.** [www.sullivansinc.com](http://www.sullivansinc.com)  
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American SportWorks [www.amsportworks.com](http://www.amsportworks.com)  
 Automatic Distributors [www.autolist.com](http://www.autolist.com)  
 B and H Specialties [www.motorcycleseatcovers.com](http://www.motorcycleseatcovers.com)  
 Big Bike Parts Inc. [www.bigbikeparts.com](http://www.bigbikeparts.com)  
 Drag Specialties [www.dragspecialties.com](http://www.dragspecialties.com)  
 Empire Glove Mfg. Inc. [www.empireglovemfg.com](http://www.empireglovemfg.com)  
 Fowlers Distribution Inc.  
[www.fowlersdistribution.com](http://www.fowlersdistribution.com)  
 Get 2 It Sales [www.get2itsales.com](http://www.get2itsales.com)  
 KK Motorcycle Supply [www.kkcycle.com](http://www.kkcycle.com)  
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[www.lemonds.com](http://www.lemonds.com)  
 LVP Distribution [www.lvpdistribution.com](http://www.lvpdistribution.com)  
 Marshall Distributing [www.marshalldistributing.com](http://www.marshalldistributing.com)  
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 Mizer Motor Works Inc. [www.mizermw.com](http://www.mizermw.com)  
 Nelson Rigg USA Inc. [www.nelsonrigg.com](http://www.nelsonrigg.com)  
 Perewitz Cycle Fab [www.perewitz.com](http://www.perewitz.com)  
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 Rocky Creek Designs [www.rockycreekdesigns.com](http://www.rockycreekdesigns.com)  
 Speed-Way Shelters [www.speedwayshelters.com](http://www.speedwayshelters.com)  
 Stevens' Dist. Inc. [www.stevenscycle.com](http://www.stevenscycle.com)

Viken Small Engines LLC [www.vikensmallengines.com](http://www.vikensmallengines.com)  
 XENA Security LLC [www.xenasecurity.com](http://www.xenasecurity.com)  
 Yamaha Motor Corp. USA  
[www.yamahapartsandaccessories.com](http://www.yamahapartsandaccessories.com)

## ELECTRONICS and SECURITY

### ALARMS / SECURITY SYSTEMS / LOCKS

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 Drag Specialties [www.dragspecialties.com](http://www.dragspecialties.com)  
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 FIAMM Technologies LLC [www.fiamm.com](http://www.fiamm.com)  
 Find It Now GPS Security [www.finditnowusa.com](http://www.finditnowusa.com)  
 Fowlers Distribution Inc.  
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 Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
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# PRODUCT LOCATOR

Spot LLC [www.findmespot.com](http://www.findmespot.com)  
TRIMAX [www.trimaxlocks.com](http://www.trimaxlocks.com)  
XENA Security LLC [www.xenasecurity.com](http://www.xenasecurity.com)  
Xtremegard / Galt Enterprises  
[www.galtenterprises.com](http://www.galtenterprises.com)  
Yamaha Motor Corp. USA  
[www.yamahapartsandaccessories.com](http://www.yamahapartsandaccessories.com)

## CAMERAS AND RECORDERS

Accu-Products [www.accu-products.com](http://www.accu-products.com)  
ASA Electronics [www.asaelectronics.com](http://www.asaelectronics.com)  
Brock's Performance [www.brockperformance.com](http://www.brockperformance.com)  
Drag Specialties [www.dragspecialties.com](http://www.dragspecialties.com)  
G-Force Consulting Inc. [www.gforceconsulting.com](http://www.gforceconsulting.com)  
Garmin [www.wps-inc.com](http://www.wps-inc.com)  
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[www.leadmotorcycle.com](http://www.leadmotorcycle.com)  
LeMond's Yamaha Honda Kawasaki Suzuki  
[www.lemonds.com](http://www.lemonds.com)  
Liquid Image [www.liquidimageco.com](http://www.liquidimageco.com)  
LVP Distribution [www.lvpdistribution.com](http://www.lvpdistribution.com)  
Marshall Distributing [www.marshaldistributing.com](http://www.marshaldistributing.com)  
Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
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## COMMUNICATIONS SYSTEMS

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(see our ad, pages 38-39)

Automatic Distributors [www.autodist.com](http://www.autodist.com)  
Big Bike Parts Inc. [www.bigbikeparts.com](http://www.bigbikeparts.com)  
Big Ear Inc. [www.bigearinc.com](http://www.bigearinc.com)  
Buztronics / StreetFX [www.buztronics.com](http://www.buztronics.com) /  
[www.street-fx.com/](http://www.street-fx.com/)  
Cardo Systems [www.cardosystems.com](http://www.cardosystems.com)  
Chatterbox [www.chatterboxusa.com](http://www.chatterboxusa.com)  
Drag Specialties [www.dragspecialties.com](http://www.dragspecialties.com)  
G-Force Consulting Inc. [www.gforceconsulting.com](http://www.gforceconsulting.com)  
GreenRoom Social [www.uclear-digital.com](http://www.uclear-digital.com)  
J&P Cycles [www.jpccycles.com](http://www.jpccycles.com)  
KK Motorcycle Supply [www.kkcycle.com](http://www.kkcycle.com)  
Leader Motorcycle Accessories  
[www.leadmotorcycle.com](http://www.leadmotorcycle.com)  
LeMond's Yamaha Honda Kawasaki Suzuki  
[www.lemonds.com](http://www.lemonds.com)  
LeoVince USA Specialized Products Distribution  
[www.leovinceusa.com](http://www.leovinceusa.com)  
Marshall Distributing [www.marshaldistributing.com](http://www.marshaldistributing.com)  
Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
Midland Radio Corp. [www.midlandusa.com](http://www.midlandusa.com)  
O'NEAL [www.oneal.com](http://www.oneal.com)  
Perewitz Cycle Fab [www.perewitz.com](http://www.perewitz.com)  
Schuberth [www.schuberthnorthamerica.com](http://www.schuberthnorthamerica.com)  
Sena Technologies [www.senablutooth.com](http://www.senablutooth.com)  
Spot LLC [www.findmespot.com](http://www.findmespot.com)  
UClear [www.uclear-digital.com/us](http://www.uclear-digital.com/us)  
Vertically Driven Products [www.vdpusa.com](http://www.vdpusa.com)  
Yamaha Motor Corp. USA  
[www.yamahapartsandaccessories.com](http://www.yamahapartsandaccessories.com)

## CRUISE CONTROLS

Automatic Distributors [www.autodist.com](http://www.autodist.com)  
Drag Specialties [www.dragspecialties.com](http://www.dragspecialties.com)  
G-Force Consulting Inc. [www.gforceconsulting.com](http://www.gforceconsulting.com)  
J&P Cycles [www.jpccycles.com](http://www.jpccycles.com)  
Leader Motorcycle Accessories  
[www.leadmotorcycle.com](http://www.leadmotorcycle.com)

LeMond's Yamaha Honda Kawasaki Suzuki  
[www.lemonds.com](http://www.lemonds.com)  
Marlin Corp. [www.marlinclocks.com](http://www.marlinclocks.com)  
Marshall Distributing [www.marshaldistributing.com](http://www.marshaldistributing.com)  
Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
Spot LLC [www.findmespot.com](http://www.findmespot.com)  
Twisted Throttle [www.twistedthrottle.com](http://www.twistedthrottle.com)  
XENA Security LLC [www.xenasecurity.com](http://www.xenasecurity.com)  
Xtremegard / Galt Enterprises  
[www.galtenterprises.com](http://www.galtenterprises.com)

## FRAMES / HARD PARTS

### BUMPER CARRIERS

American SportWorks [www.amspportworks.com](http://www.amspportworks.com)  
Automatic Distributors [www.autodist.com](http://www.autodist.com)  
Drag Specialties [www.dragspecialties.com](http://www.dragspecialties.com)  
Great Day Inc. [www.greatdayinc.com](http://www.greatdayinc.com)  
Houser Racing [www.houser-racing.com](http://www.houser-racing.com)  
LeMond's Yamaha Honda Kawasaki Suzuki  
[www.lemonds.com](http://www.lemonds.com)  
Marshall Distributing [www.marshaldistributing.com](http://www.marshaldistributing.com)  
Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
Seizmik [www.seizmik.com](http://www.seizmik.com)  
So-Cal Cycle Swap Meet  
[www.socalcycleswapmeet.com](http://www.socalcycleswapmeet.com)  
Stevens' Dist. Inc. [www.stevenscycle.com](http://www.stevenscycle.com)  
Viken Small Engines LLC  
[www.vikensmallengines.com](http://www.vikensmallengines.com)

### ENGINE GUARDS

**Rizoma USA** [www.rizoma.com](http://www.rizoma.com)  
(see our ad, page 27)

American SportWorks [www.amspportworks.com](http://www.amspportworks.com)  
Automatic Distributors [www.autodist.com](http://www.autodist.com)  
Castle Sales Co. Inc. [www.castlesales.com](http://www.castlesales.com)  
Choppers Cycle dba Bagger Werx  
[www.baggerwerx.com](http://www.baggerwerx.com)  
Cox Racinggroup Inc. [www.coxracinggroup.com](http://www.coxracinggroup.com)  
Drag Specialties [www.dragspecialties.com](http://www.dragspecialties.com)  
J&P Cycles [www.jpccycles.com](http://www.jpccycles.com)  
KK Motorcycle Supply [www.kkcycle.com](http://www.kkcycle.com)  
Kuryakyn [www.kuryakyn.com](http://www.kuryakyn.com)  
LeMond's Yamaha Honda Kawasaki Suzuki  
[www.lemonds.com](http://www.lemonds.com)  
LeoVince USA Specialized Products Distribution  
[www.leovinceusa.com](http://www.leovinceusa.com)  
MachineartMoto [www.machineartmoto.com](http://www.machineartmoto.com)  
Marshall Distributing [www.marshaldistributing.com](http://www.marshaldistributing.com)  
Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
Orient Express Racing [www.orientexpress.com](http://www.orientexpress.com)  
Perewitz Cycle Fab [www.perewitz.com](http://www.perewitz.com)  
Pro-Tec [www.pro-tec.us](http://www.pro-tec.us)  
Puig USA Inc. [www.puigusa.com](http://www.puigusa.com)  
So-Cal Cycle Swap Meet  
[www.socalcycleswapmeet.com](http://www.socalcycleswapmeet.com)  
UFO Plastic [www.ufoplasticusa.com](http://www.ufoplasticusa.com)

Viken Small Engines LLC  
[www.vikensmallengines.com](http://www.vikensmallengines.com)  
Wild Hair Accessories [www.whaccessories.com](http://www.whaccessories.com)  
Woodcraft Technologies Inc.  
[www.woodcraft-cfm.com](http://www.woodcraft-cfm.com)  
Yamaha Motor Corp. USA  
[www.yamahapartsandaccessories.com](http://www.yamahapartsandaccessories.com)

## FENDER ELIMINATOR KITS

**Rizoma USA** [www.rizoma.com](http://www.rizoma.com)  
(see our ad, page 27)

Automatic Distributors [www.autodist.com](http://www.autodist.com)  
Corbin-Pacific Inc. [www.corbin.com](http://www.corbin.com)  
Cox Racinggroup Inc. [www.coxracinggroup.com](http://www.coxracinggroup.com)  
Drag Specialties [www.dragspecialties.com](http://www.dragspecialties.com)  
Hotbodies Racing [www.hotbodiesracing.com](http://www.hotbodiesracing.com)  
Jardine Performance Products  
[www.jardineproducts.com](http://www.jardineproducts.com)  
KK Motorcycle Supply [www.kkcycle.com](http://www.kkcycle.com)  
LeMond's Yamaha Honda Kawasaki Suzuki  
[www.lemonds.com](http://www.lemonds.com)  
Marshall Distributing [www.marshaldistributing.com](http://www.marshaldistributing.com)  
Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
Orient Express Racing [www.orientexpress.com](http://www.orientexpress.com)  
Puig USA Inc. [www.puigusa.com](http://www.puigusa.com)  
So-Cal Cycle Swap Meet  
[www.socalcycleswapmeet.com](http://www.socalcycleswapmeet.com)  
Spiegler Brake Systems USA LLC  
[www.spieglerusa.com](http://www.spieglerusa.com)  
Stevens' Dist. Inc. [www.stevenscycle.com](http://www.stevenscycle.com)  
Targa Accessories Inc. [www.targa-acc.com](http://www.targa-acc.com)  
Viken Small Engines LLC  
[www.vikensmallengines.com](http://www.vikensmallengines.com)  
Wild Hair Accessories [www.whaccessories.com](http://www.whaccessories.com)  
Woodcraft Technologies Inc.  
[www.woodcraft-cfm.com](http://www.woodcraft-cfm.com)  
Yamaha Motor Corp. USA  
[www.yamahapartsandaccessories.com](http://www.yamahapartsandaccessories.com)

## TANK PROTECTORS

Accu-Products [www.accu-products.com](http://www.accu-products.com)  
American SportWorks [www.amspportworks.com](http://www.amspportworks.com)  
Automatic Distributors [www.autodist.com](http://www.autodist.com)  
Big Bike Parts Inc. [www.bigbikeparts.com](http://www.bigbikeparts.com)  
Drag Specialties [www.dragspecialties.com](http://www.dragspecialties.com)  
Fowlers Distribution [www.fowlersdistribution.com](http://www.fowlersdistribution.com)  
J&P Cycles [www.jpccycles.com](http://www.jpccycles.com)  
KK Motorcycle Supply [www.kkcycles.com](http://www.kkcycles.com)  
LeMond's Yamaha Honda Kawasaki Suzuki  
[www.lemonds.com](http://www.lemonds.com)  
LeoVince USA Specialized Products Distribution  
[www.leovinceusa.com](http://www.leovinceusa.com)  
Lethal Threat Designs [www.lethalthreat.com](http://www.lethalthreat.com)  
Marshall Distributing [www.marshaldistributing.com](http://www.marshaldistributing.com)  
Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
Motorsport Aftermarket Group (MAG)  
[www.magggroup.com](http://www.magggroup.com)  
Puig USA Inc. [www.puigusa.com](http://www.puigusa.com)  
So-Cal Cycle Swap Meet  
[www.socalcycleswapmeet.com](http://www.socalcycleswapmeet.com)  
Stevens' Dist. Inc. [www.stevenscycle.com](http://www.stevenscycle.com)  
Targa Accessories Inc. [www.targa-acc.com](http://www.targa-acc.com)  
TechSpec [www.techspec-usa.com](http://www.techspec-usa.com)



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parts-unlimited.com

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dragspecialties.com



# PRODUCT LOCATOR

Viken Small Engines LLC  
[www.vikensmallengines.com](http://www.vikensmallengines.com)  
Yamaha Motor Corp. USA  
[www.yamahapartsandaccessories.com](http://www.yamahapartsandaccessories.com)

## WINDSCREENS / AIR DEFLECTORS

Accu-Products [www.accu-products.com](http://www.accu-products.com)  
American SportWorks [www.amsportworks.com](http://www.amsportworks.com)  
Automatic Distributors [www.autodist.com](http://www.autodist.com)  
Clearview Shields Inc. [www.clearviewshields.com](http://www.clearviewshields.com)  
Corbin-Pacific Inc. [www.corbin.com](http://www.corbin.com)  
Drag Specialties [www.dragspecialties.com](http://www.dragspecialties.com)  
F4 Customs [www.f4customs.com](http://www.f4customs.com)  
Get 2 It Sales [www.get2itsales.com](http://www.get2itsales.com)  
Hotbodies Racing [www.hotbodiesracing.com](http://www.hotbodiesracing.com)  
J&P Cycles [www.jpccycles.com](http://www.jpccycles.com)  
KK Motorcycle Supply [www.kkcycle.com](http://www.kkcycle.com)  
Koronis Parts Inc. [www.koronisparts.com](http://www.koronisparts.com)  
Kuryakyn [www.kuryakyn.com](http://www.kuryakyn.com)  
LeMond's Yamaha Honda Kawasaki Suzuki  
[www.lemonds.com](http://www.lemonds.com)  
MachineartMoto [www.machineartmoto.com](http://www.machineartmoto.com)  
Marshall Distributing [www.marshaldistributing.com](http://www.marshaldistributing.com)  
Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
National Cycle Inc. [www.nationalcycle.com](http://www.nationalcycle.com)  
PowerMadd [www.powermadd.com](http://www.powermadd.com)  
Puig USA Inc. [www.puigusa.com](http://www.puigusa.com)  
Seizmik [www.seizmik.com](http://www.seizmik.com)  
Slipstreamer Inc. [www.slipstreamer.com](http://www.slipstreamer.com)  
So-Cal Cycle Swap Meet  
[www.socalcycleswapmeet.com](http://www.socalcycleswapmeet.com)  
Stevens' Dist. Inc. [www.stevenscycle.com](http://www.stevenscycle.com)  
Targa Accessories [www.targa-acc.com](http://www.targa-acc.com)  
TB Industries Inc. [www.baggershield.com](http://www.baggershield.com)  
Viken Small Engines LLC  
[www.vikensmallengines.com](http://www.vikensmallengines.com)  
Wild Hair Accessories [www.whaccessories.com](http://www.whaccessories.com)  
WindVest Motorcycle Products [www.windvest.com](http://www.windvest.com)  
Yamaha Motor Corp. USA  
[www.yamahapartsandaccessories.com](http://www.yamahapartsandaccessories.com)  
Zero Gravity Corp. [www.zerogravity-racing.com](http://www.zerogravity-racing.com)

## LUGGAGE / TRANSPORTATION

### GEAR BAGS

**Helmet House**  
[www.helmethouse.com](http://www.helmethouse.com) (see our ad, page 19)

**Western Power Sports** [www.wps-inc.com](http://www.wps-inc.com)  
(see our ads, pages 4-5 and back cover)

American Sport Works [www.amsportworks.com](http://www.amsportworks.com)  
Automatic Distributors [www.autodist.com](http://www.autodist.com)  
Cheetah Factory Racing  
[www.cheetahfactoryracing.com](http://www.cheetahfactoryracing.com)  
Christini Technologies Inc. [www.christini.com](http://www.christini.com)  
Cutting Edge Illusions [www.cuttingedgeillusions.com](http://www.cuttingedgeillusions.com)  
Drag Specialties [www.dragspecialties.com](http://www.dragspecialties.com)  
EVS Sports [www.evs-sports.com](http://www.evs-sports.com)  
Firstgear [www.firstgear-usa.com](http://www.firstgear-usa.com)  
Giant Loop [www.giantloopmoto.com](http://www.giantloopmoto.com)  
Hero Eco Inc. [www.heroeco.com](http://www.heroeco.com)  
J&P Cycles [www.jpccycles.com](http://www.jpccycles.com)  
KK Motorcycle Supply [www.kkcycle.com](http://www.kkcycle.com)

LeMond's Yamaha Honda Kawasaki Suzuki  
[www.lemonds.com](http://www.lemonds.com)  
Marshall Distributing [www.marshaldistributing.com](http://www.marshaldistributing.com)  
Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
Moose Racing / Moose Utility Division  
[www.mooseracing.com](http://www.mooseracing.com)  
Moto Liberty [www.rstaichiusa.com](http://www.rstaichiusa.com)  
Motorsport Aftermarket Group (MAG)  
[www.maggroup.com](http://www.maggroup.com)  
O'NEAL [www.oneal.com](http://www.oneal.com)  
OGIO [www.ogio.com](http://www.ogio.com)  
Perewitz Cycle Fab [www.perewitz.com](http://www.perewitz.com)  
QuadBoss [www.quadboss.com](http://www.quadboss.com)  
Raw International [www.akitousa.com](http://www.akitousa.com)  
River Road [www.riverroadgear.com](http://www.riverroadgear.com)  
Sidewinder Products [www.sidewinder-sprockets.com](http://www.sidewinder-sprockets.com)  
So-Cal Cycle Swap Meet  
[www.socalcycleswapmeet.com](http://www.socalcycleswapmeet.com)  
Stevens' Dist. Inc. [www.stevenscycle.com](http://www.stevenscycle.com)  
SuperATV [www.superatv.com](http://www.superatv.com)  
Tamarack Powersports Accessories  
[www.tamarackpowersports.net](http://www.tamarackpowersports.net)  
The Cycle Guys Inc. [www.thecycleguys.com](http://www.thecycleguys.com)  
The Dirt Bike Schools [www.dirtbikeschool.org](http://www.dirtbikeschool.org)  
Urban Xplorer [www.xplorerbrand.com](http://www.xplorerbrand.com)  
Wolfman [www.wolfmanluggage.com](http://www.wolfmanluggage.com)  
Yamaha Motor Corp. USA  
[www.yamahapartsandaccessories.com](http://www.yamahapartsandaccessories.com)

## LUGGAGE RACKS & PARTS

**Helmet House**  
[www.helmethouse.com](http://www.helmethouse.com) (see our ad, page 19)

American SportWorks [www.amsportworks.com](http://www.amsportworks.com)  
Automatic Distributors [www.autodist.com](http://www.autodist.com)  
Big Bike Parts [www.bigbikeparts.com](http://www.bigbikeparts.com)  
Choppers Cycle dba Bagger Werx  
[www.baggerwerx.com](http://www.baggerwerx.com)  
CycleSmiths Inc. [www.cyclesmiths.com](http://www.cyclesmiths.com)  
Design Engineering Inc.  
[www.designengineering.com](http://www.designengineering.com)  
Drag Specialties [www.dragspecialties.com](http://www.dragspecialties.com)  
Giant Loop [www.giantloopmoto.com](http://www.giantloopmoto.com)  
Great Day Inc. [www.greatdayinc.com](http://www.greatdayinc.com)  
Hero Eco Inc. [www.heroeco.com](http://www.heroeco.com)  
Houser Racing [www.houser-racing.com](http://www.houser-racing.com)  
J&P Cycles [www.jpccycles.com](http://www.jpccycles.com)  
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Motorsport Aftermarket Group (MAG)  
[www.maggroup.com](http://www.maggroup.com)  
QuadBoss [www.quadboss.com](http://www.quadboss.com)  
Savant Mfg. Inc. [www.strongmade.com](http://www.strongmade.com)  
So-Cal Cycle Swap Meet  
[www.socalcycleswapmeet.com](http://www.socalcycleswapmeet.com)  
Stevens' Dist. Inc. [www.stevenscycle.com](http://www.stevenscycle.com)  
Tamarack Powersports Accessories  
[www.tamarackpowersports.net](http://www.tamarackpowersports.net)  
Targa Accessories Inc. [www.targa-acc.com](http://www.targa-acc.com)  
The Cycle Guys Inc. [www.thecycleguys.com](http://www.thecycleguys.com)  
Yamaha Motor Corp USA  
[www.yamahapartsandaccessories.com](http://www.yamahapartsandaccessories.com)

## VEHICLE LUGGAGE: SADDLEBAGS, TANKBAGS, ETC.

**Joe Rocket** [www.joerocket.com](http://www.joerocket.com)  
(see Sullivans ad, pages 38-39)

**Power Trip** [www.sullivansinc.com](http://www.sullivansinc.com)  
(see Sullivans ad, pages 38-39)

**Sullivans Inc.** [www.sullivansinc.com](http://www.sullivansinc.com)  
(see our ad, pages 38-39)

**Western Power Sports** [www.wps-inc.com](http://www.wps-inc.com)  
(see our ads, pages 4-5 and back cover)

Accident Scene Management Inc.  
[www.roadguardians.org](http://www.roadguardians.org)  
Allstate Leather [www.allstateleather.com](http://www.allstateleather.com)  
Automatic Distributors [www.autodist.com](http://www.autodist.com)  
Big Bike Parts Inc. [www.bigbikeparts.com](http://www.bigbikeparts.com)  
BritKit LLC [www.kriegak.us](http://www.kriegak.us)  
Choppers Cycle dba Bagger Werx  
[www.baggerwerx.com](http://www.baggerwerx.com)  
Corbin-Pacific Inc. [www.corbin.com](http://www.corbin.com)  
Drag Specialties [www.dragspecialties.com](http://www.dragspecialties.com)  
Firstgear [www.firstgear-usa.com](http://www.firstgear-usa.com)  
Get 2 It Sales [www.get2itsales.com](http://www.get2itsales.com)  
Giant Loop [www.giantloopmoto.com](http://www.giantloopmoto.com)  
GIVI USA Inc. [www.giviusa.com](http://www.giviusa.com)  
J&P Cycles [www.jpccycles.com](http://www.jpccycles.com)  
KK Motorcycle Supply [www.kkcycle.com](http://www.kkcycle.com)  
Kuryakyn [www.kuryakyn.com](http://www.kuryakyn.com)  
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Marshall Distributing [www.marshaldistributing.com](http://www.marshaldistributing.com)  
Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
Moto Liberty [www.rstaichiusa.com](http://www.rstaichiusa.com)  
Motorsport Aftermarket Group (MAG)  
[www.maggroup.com](http://www.maggroup.com)  
Mustang Motorcycle Products LLC  
[www.mustangseats.com](http://www.mustangseats.com)  
National Cycle Inc. [www.nationalcycle.com](http://www.nationalcycle.com)  
Nelson Rigg USA Inc. [www.nelsonrigg.com](http://www.nelsonrigg.com)  
Power Madd [www.powermadd.com](http://www.powermadd.com)  
QuadBoss [www.quadboss.com](http://www.quadboss.com)  
Rapid Transit [www.rapid-transit.com](http://www.rapid-transit.com)  
River Road [www.riverroadgear.com](http://www.riverroadgear.com)  
So-Cal Cycle Swap Meet  
[www.socalcycleswapmeet.com](http://www.socalcycleswapmeet.com)  
Stevens' Dist. Inc. [www.stevenscycle.com](http://www.stevenscycle.com)  
The Cycle Guys Inc. [www.thecycleguys.com](http://www.thecycleguys.com)  
Twisted Throttle [www.twistedthrottle.com](http://www.twistedthrottle.com)  
Urban Xplorer [www.xplorerbrand.com](http://www.xplorerbrand.com)  
Wolfman [www.wolfmanluggage.com](http://www.wolfmanluggage.com)  
Yamaha Motor Corp. USA  
[www.yamahapartsandaccessories.com](http://www.yamahapartsandaccessories.com)

## TIEDOWNS, TRAILERS, RAMPS

**Magnum Distributing** [www.magnumdistributing.com](http://www.magnumdistributing.com)  
(see our ad, page 58)

**Oxford Products USA** [www.oxford-products.com/us](http://www.oxford-products.com/us)  
(see our ad, page 57)

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	Additives: gas, oil	Brake fluid	Brake oil	Cleaners, polishes, protectants	Fork oil	Lubricants	Sealants
BEL-RAY CO. INC	X	X	X	X	X	X	X
K&L SUPPLY CO INC.	X	X	X	X	X	X	X
MAGNUM DISTRIBUTING	X		X	X	X	X	X
TAW PERFORMANCE LLC		X					
A&J USA INC.	X					X	
ACCU-PRODUCTS	X	X	X	X	X	X	X
AMSOIL INC.	X	X		X		X	
AP BRAKES USA			X				
AUTOMATIC DISTRIBUTORS	X	X	X	X	X	X	X
BIKE BRITE INC.				X		X	
BIKEMASTER	X	X	X	X		X	X
BLENDZALL INC.	X					X	
BRIT KIT LLC				X			
BROCK'S PERFORMANCE	X					X	
CARVER PERFORMANCE INC.					X	X	
CASTROL						X	
DESIGN ENGINEERING INC.	X						
DOMINUS CORP.				X			
DRAG SPECIALTIES	X	X	X	X	X	X	X
EXTREME MAX PRODUCTS				X			
FRAM GROUP	X					X	
HARDLINE PRODUCTS				X			
HEADS FIRST	X	X		X	X	X	X
J&P CYCLES	X	X	X	X	X	X	X
K&N ENGINEERING INC.				X			
KK MOTORCYCLE SUPPLY	X	X	X	X	X	X	X
KLOTZ SYNTHETIC LUBRICANTS	X			X	X	X	
LEATHER THERAPY				X			
LEMOND'S YAMAHA HONDA KAWASAKI SUZUKI	X	X	X	X	X	X	X
LEOVINCE USA SPECIALIZED PRODUCTS DISTRIBUTION				X		X	
LIQUID PERFORMANCE OF AMERICA INC.	X					X	X
LUCAS OIL	X		X	X	X	X	
LVP DISTRIBUTION	X	X	X	X	X	X	X
MARSHALL DISTRIBUTING	X	X	X	X	X	X	X
MATTO CYCLE INC.	X	X	X	X	X	X	X
MAXIMA RACING OILS	X			X			
METRO AIR FORCE				X			
MOTOREX USA	X			X		X	
MOTUL USA INC.	X	X	X	X	X	X	
NIKS DISTRIBUTING						X	

	Additives: gas, oil	Brake fluid	Brake oil	Cleaners, polishes, protectants	Fork oil	Lubricants	Sealants
PC RACING				X			
PEREWITZ CYCLE FAB		X	X	X	X	X	X
PJ1 BRANDS	X	X	X	X	X	X	X
PRISMATIC POWDERS				X			
PRO RIDERS MARKETING				X			
PRO ULTRASONICS				X		X	
PRO-TEC				X	X	X	
PROTECT ALL LINC.				X			
RIVCO PRODUCTS INC.				X			
ROYAL PURPLE						X	
RYAN YOUNG PRODUCTS		X	X	X	X	X	
S&S CYCLES INC.						X	
S100 / BROOKSIDE IMPORT SPECIALTIES				X			
SIDEWINDER PRODUCTS						X	
SIGN OF THE TIMES				X			
SILKOLENE USA INC.	X	X		X	X	X	
SLICK PRODUCTS				X			
SLIPSTREAMER INC.				X			
SPIEGLER BRAKE SYSTEMS USA LLC		X					
STAR BRITE	X			X		X	X
STEVENS' DIST. INC.	X	X	X	X	X	X	X
STRONGARM FLUID PRODUCTS CO.	X			X		X	X
SUDCO				X		X	
SUNSTAR SPROCKETS & CHAINS						X	
THE DIRT BIKE SCHOOLS				X			X
TRI-R DISTRIBUTING INC.	X	X		X	X	X	
VALCO CONSUMER PRODUCTS INC.				X		X	X
VP RACING FUELS	X			X		X	
WHEEL JOCKEY				X		X	
WORKSHOP HERO				X			
XTREMEGARD/GALT ENTERPRISES				X			
YAMAHA MOTOR CORP. USA	X	X		X	X	X	X
ZERO GRAVITY CORP.				X			

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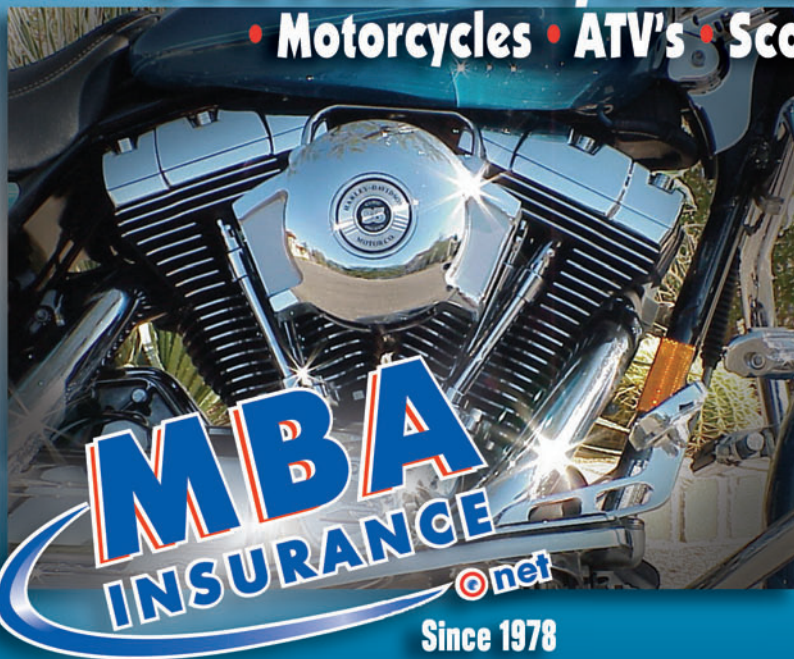
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### BATTERIES / POWER SYSTEMS

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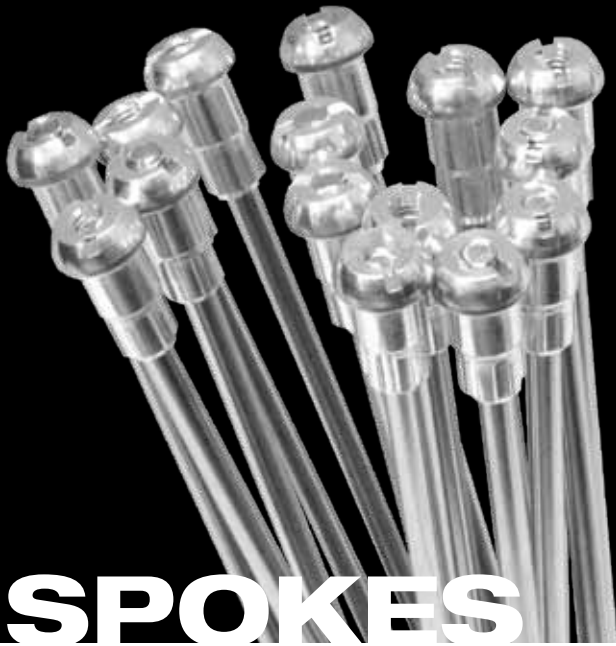
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## EXCEL A60 RIMS

- A60 Rims are structurally 15% stronger than our legendary Takasago Excel Signature Series racing rims
- A60's new V-Curve profile helps reduce mud buildup, keeping your bike lighter than the competition
- Rims can be laced to OEM Hubs, Excel Pro Series Hubs and certain aftermarket hubs
- A60's are available in black and characterized by a metallic silver pinstripe.

## EXCEL TAKASAGO & NOTAKO RIMS

- Excel Takasago MX racing rims are constructed of aluminum alloy, meeting or exceeding OEM quality
- Takasago rims are available in a wide range of sizes in both stock and non-stock diameters
- Excel Takasago Rims are available in Silver, Gold, Blue, Black and Yellow anodized finishes \*Blue & Yellow available in selected sizes.
- Notako rims were developed for enthusiasts looking for a good value for their money
- Notako rims are extruded using an economical aluminum alloy to give Notako the performance that Excel represents
- Notako rims are available in Silver or Black anodized finishes.



## EXCEL STAINLESS SPOKE KITS & NOTAKO SPOKES KITS

- 302x polished stainless steel spoke kits are 10% stronger than OE steel spokes and 15% stronger than current aftermarket stainless spokes.\*
- Includes 6061 T4 6 point forged aluminum Spline Drive® Nipples
- Available in 8 & 9 gauge for full size Japanese MX & Off-Road Applications
- Mini sizes also available but are mated with OE type steel nipples.
- Notako spokes were developed for enthusiasts looking for a good value for their money
- Notako spokes are produced using economical high carbon steel and are mated to OE type steel nipples to give Notako the performance that Excel represents

\*When compared to comparable OE/Aftermarket steel/stainless spokes.





## WHEELSET COMPONENTS

- Excel Pro Series G2 Hubs are constructed from forged aerospace aluminum and are available in anodized red, black, gold, blue or silver.
- Wheelsets feature Excel 302x 8-gauge stainless steel straight-pull spokes
- Includes 6061 T4 6 point forged aluminum Spline Drive® nipples
- Hub is pre-fitted with lube-packed double seal bearings, custom seals and dowel pins
- New seal protector helps prevent dirt and debris from entering internal hub components

## MODULAR CARRIER RING ADAPTER SETS

- Super-strong and lightweight forged aerospace aluminum carrier rings
- New G2 drive carriers feature an interlocking groove that mates with G2 Hubs for increased strength.
- Available in silver, red, blue or black finish \*Red & Blue for selected applications
- Adapt most Excel Pro Series G2 Universal Wheelset to a specific motorcycle make & model.



## UNIVERSAL WHEELSETS

- Easily installed on most motocross bikes with the use of Excel Pro Series modular carrier ring set
- Utilizes OE sprockets and rotors
- Hubs are laced to Excel Takasago Rims or upgrade your rims to Excel A60 Rims\*.
- Sizes: 21" x 1.60", 20" x 1.85", 18" & 19" x 1.85"- 2.50"
- Flat Track: 18" & 19" x 1.85"- 2.50"
- Super motard: 17" x 3.50", 4.25", 4.50" & 5.00"

\*Upgrade offered at an additional cost.



# EXCEL ACCESSORIES

## PRO SERIES TRIANGLE

The most affordable quick, easy and space saving motorcycle stand on the market. Constructed from heavy-duty steel, then zinc coated to prevent rust and corrosion. The welded tip will fit any bike from 80cc minis to 500cc ground pounders.

PST-004 Pro Series Triangle \$16.49



## EXCEL SPOKE TORQUE WRENCH

Take the guesswork out of wheel building and truing with Excel's Adjustable Spoke Torque Wrench. Torque wrench is easily adjustable with a range of 15-60 inch lbs. TWS-206ANS Comes with four common square type heads and one Spline Drive® head. Additional and replacement heads are available in sizes ranging from 5.1mm to 6.9mm.

TWS-206ANS	6 pc Kit Includes 5 heads	\$149.95
TWS-206AH	7 pc Kit, 5 Heads & TWW	\$159.95
TWS-206AC	10 pc Kit, All Heads & TWW	\$179.95
TWS-206D	Harley® 2 pc Kit	\$119.95
TWS-206DH	Harley® 3 pc Kit & TWW	\$129.95

TWW-001 Excel Spoke Wrench Handle \$17.95



\*Kit shown is TWS-206AH

4EXCEL-EX13



## MECHANIC TECH TIP

Use the new Excel Spoke Wrench Handle TWW-001 to seat and unseat your nipples and adjust for trueness, then use the Excel Spoke Torque Wrench to set the final torque of the spoke.



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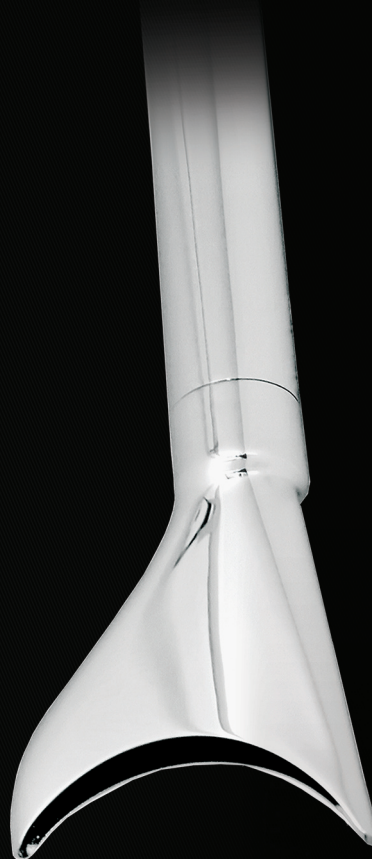
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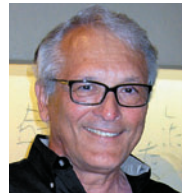
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Quality Scooter Parts [www.qualityscooterparts.com](http://www.qualityscooterparts.com)

Rich's Custom Seats [www.richscustomseats.com](http://www.richscustomseats.com)

Roland Sands Design [www.rolandsands.com](http://www.rolandsands.com)

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Wild Hair Accessories [www.whaccessories.com](http://www.whaccessories.com)

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[www.yamahapartsandaccessories.com](http://www.yamahapartsandaccessories.com)

Zero Gravity [www.zerogravity-racing.com](http://www.zerogravity-racing.com)

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Element Distribution [www.elementdistribution.co](http://www.elementdistribution.co)

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Orient Express Racing [www.orientexpress.com](http://www.orientexpress.com)

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Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
Valco Consumer Products Inc. [www.valco-cp.com](http://www.valco-cp.com)

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BikeMaster [www.bikemaster.com](http://www.bikemaster.com)

Goodson Tools & Supplies for Engine Builders  
[www.goodson.com](http://www.goodson.com)

J&P Cycles [www.jpccycles.com](http://www.jpccycles.com)

KK Motorcycle Supply [www.kkcycle.com](http://www.kkcycle.com)

Marshall Distributing [www.marshaldistributing.com](http://www.marshaldistributing.com)

Matco Tools [www.matcotools.com](http://www.matcotools.com)

Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)

Ride-On Tire Protection System [www.ride-on.com](http://www.ride-on.com)

## TIRE / WHEEL BALANCING EQUIPMENT

**K&L Supply Co. Inc.** [www.klsupply.com](http://www.klsupply.com)  
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**The Carlson Company** [www.thecarlsoncompany.com](http://www.thecarlsoncompany.com)  
(see our ad, page 20)

Apo Tool International Ltd. [apotool.imb2b.com](http://apotool.imb2b.com)

Automatic Distributors [www.autodist.com](http://www.autodist.com)

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Goodson Tools & Supplies for Engine Builders  
[www.goodson.com](http://www.goodson.com)

J&P Cycles [www.jpccycles.com](http://www.jpccycles.com)

JIMS [www.jimsusa.com](http://www.jimsusa.com)

KK Motorcycle Supply [www.kkcycle.com](http://www.kkcycle.com)

Matco Tools [www.matcotools.com](http://www.matcotools.com)

Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)

Modern Tire [www.moderntire.com](http://www.moderntire.com)

Motion Pro [www.motionpro.com](http://www.motionpro.com)

Motorsport Products [www.motorsportproducts.com](http://www.motorsportproducts.com)

Park Tool Co. [www.parktoolmotorcycle.com](http://www.parktoolmotorcycle.com)

Perewitz Cycle Fab [www.perewitz.com](http://www.perewitz.com)

Rage Power Sports [www.ragepowersports.com](http://www.ragepowersports.com)

Ride-On Tire Protection System [www.ride-on.com](http://www.ride-on.com)

Slime & Genuine Innovations  
[www.slime.com](http://www.slime.com) [www.genuineinnovations.com](http://www.genuineinnovations.com)

Tedd Cycle / V-Twin Mfg. [www.vtwinmfg.com](http://www.vtwinmfg.com)

## TIRE CHANGERS

**K&L Supply Co. Inc.** [www.klsupply.com](http://www.klsupply.com)  
(see our ad, inside back cover)

**The Carlson Company** [www.thecarlsoncompany.com](http://www.thecarlsoncompany.com)  
(see our ad, page 20)

Automatic Distributors [www.autodist.com](http://www.autodist.com)

BeadBuster [www.beadbuster.com](http://www.beadbuster.com)

BikeMaster [www.bikemaster.com](http://www.bikemaster.com)

Dominus Corp. [www.twinair.com](http://www.twinair.com)

Excalibur Motorsports [www.atv4usa.com](http://www.atv4usa.com)

Flanders Co. [www.flandersco.com](http://www.flandersco.com)

Hi Lift Jack [www.hi-lift.com](http://www.hi-lift.com)

J&P Cycles [www.jpccycles.com](http://www.jpccycles.com)

KK Motorcycle Supply [www.kkcycle.com](http://www.kkcycle.com)

LVP Distribution [www.lvpdistribution.com](http://www.lvpdistribution.com)

Matco Tools [www.matcotools.com](http://www.matcotools.com)

Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)

Motion Pro [www.motionpro.com](http://www.motionpro.com)

## TOOL STORAGE

**K&L Supply Co. Inc.** [www.klsupply.com](http://www.klsupply.com)  
(see our ad, inside back cover)

**The Carlson Company** [www.thecarlsoncompany.com](http://www.thecarlsoncompany.com)  
(see our ad, page 20)

Apo Tool International Ltd. [apotool.imb2b.com](http://apotool.imb2b.com)

Automatic Distributors [www.autodist.com](http://www.autodist.com)

BikeMaster [www.bikemaster.com](http://www.bikemaster.com)

Cosmopolitan Enterprises [www.cosmo-ent.com](http://www.cosmo-ent.com)

Fuel Tool [www.fueltool.com](http://www.fueltool.com)

Hardline Products [www.hardlineproducts.com](http://www.hardlineproducts.com)

J&P Cycles [www.jpccycles.com](http://www.jpccycles.com)

KK Motorcycle Supply [www.kkcycle.com](http://www.kkcycle.com)

Lista International [www.listaintl.com](http://www.listaintl.com)

LYNX Hooks Systems [www.lynxhooks.com](http://www.lynxhooks.com)

Marshall Distributing [www.marshaldistributing.com](http://www.marshaldistributing.com)

Matco Tools [www.matcotools.com](http://www.matcotools.com)

Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)

MotoConcepts [motoconcepts.com](http://motoconcepts.com)

Motovan Corp. [www.motovan.com](http://www.motovan.com)

Perewitz Cycle Fab [www.perewitz.com](http://www.perewitz.com)

Ricky Sanders Racing Inc.  
[www.rickysandersracing.com](http://www.rickysandersracing.com)

Shure Manufacturing Corp. [www.shureusa.com](http://www.shureusa.com)

Speed-Way Shelters [www.speedwayshelters.com](http://www.speedwayshelters.com)

Vance Leathers [www.vance-leather.com](http://www.vance-leather.com)

Yamaha Motor Corp. USA  
[www.yamahapartsandaccessories.com](http://www.yamahapartsandaccessories.com)

## VALVE SEAT CUTTERS

**British Cycle Supply Co. Ltd.** [www.britcycle.com](http://www.britcycle.com)  
(see our ad, page 60)

**K&L Supply Co. Inc.** [www.klsupply.com](http://www.klsupply.com)  
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Automatic Distributors [www.autodist.com](http://www.autodist.com)

Goodson Tools & Supplies for Engine Builders  
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J&P Cycles [www.jpccycles.com](http://www.jpccycles.com)

KK Motorcycle Supply [www.kkcycle.com](http://www.kkcycle.com)

Marshall Distributing [www.marshaldistributing.com](http://www.marshaldistributing.com)

Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)

Neway Manufacturing Inc. [www.newaymfg.com](http://www.newaymfg.com)

Winona Van Norman [www.winonavannorman.com](http://www.winonavannorman.com)

## WELDING EQUIPMENT

Automatic Distributors [www.autodist.com](http://www.autodist.com)

J&P Cycles [www.jpccycles.com](http://www.jpccycles.com)

Lincoln Electric [www.lincolnelectric.com](http://www.lincolnelectric.com)

Matco Tools [www.matcotools.com](http://www.matcotools.com)

Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)

Perewitz Cycle Fab [www.perewitz.com](http://www.perewitz.com)

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# SERVICE LOCATOR

The Service Locator presents companies providing specialized services to powersports dealers. Full contact information may be found in the "Ezine Extra" section of the December issue, available on Dealernews.com.

## BUSINESS / RETAIL SERVICES

### ASSOCIATIONS / NONPROFIT ORGANIZATIONS

Accident Scene Management Inc. [www.roadguardians.org](http://www.roadguardians.org)  
AHDRA: All Harley Drag Racing Assn. [www.ahdra.com](http://www.ahdra.com)  
American Motorcyclist Association [www.americanmotorcyclist.com](http://www.americanmotorcyclist.com)  
ATV Safety Institute [www.atvsafety.org](http://www.atvsafety.org)  
California Motorcycle Dealers Association [www.camda.net](http://www.camda.net)  
Christian Motorcyclists Association [www.cmausa.org](http://www.cmausa.org)  
Discover Today's Motorcycling [www.mic.org](http://www.mic.org)  
DMSports - WSMX [www.wsmxinc.com](http://www.wsmxinc.com)  
Exit Tours Motorcycle Club [www.coloradodualsport.com](http://www.coloradodualsport.com)  
Four Stroke Singles National Owners Club [www.fssnoc.org](http://www.fssnoc.org)  
International Snowmobile Manufacturers Association [www.snowmobile.org](http://www.snowmobile.org)  
Iowa Motorcycle Dealers Association [www.iowamda.com](http://www.iowamda.com)  
Massachusetts Powersport Dealers Association  
Motorcycle Industry Council [www.mic.org](http://www.mic.org)  
Motorcycle Safety Foundation [www.msf-usa.org](http://www.msf-usa.org)  
National Council of Motorcycle Dealer Associations [www.ncmda.org](http://www.ncmda.org)  
New Hampshire Automobile Dealers Association [www.nhada.com](http://www.nhada.com)  
Virginia Motorcycle Dealers Association [www.vmda.org](http://www.vmda.org)  
World of Soul Motorcyclist Association [www.worldofsoulma.com](http://www.worldofsoulma.com)

### AUCTIONS & USED VEHICLE WHOLESALE SALES

**National Powersports Auctions** [www.npauctions.com](http://www.npauctions.com) (see our ad, inside cover)

ABD USA Enterprises Inc. [www.abdusainc.com](http://www.abdusainc.com)  
ADESA Specialty Auctions [www.adesa.com](http://www.adesa.com)  
Bator International Inc. [www.batorinternational.com](http://www.batorinternational.com)  
Black Book [www.blackbookauto.com](http://www.blackbookauto.com)  
Crashed Toys [www.crashedtoys.com](http://www.crashedtoys.com)  
Eastern Powersports Auction [www.easternpowersports.com](http://www.easternpowersports.com)  
Global Motor Sports LLC [www.gmsunlimited.com](http://www.gmsunlimited.com)  
Manheim Specialty Auctions [www.manheim.com](http://www.manheim.com)

### BUSINESS / SALES CONSULTANTS

**Dealership University** [www.dealershipuniversity.com](http://www.dealershipuniversity.com) (see our ad, page 61)

**Lonski and Associates** [www.henrylonski.com](http://www.henrylonski.com) (see our ad, page 75)

**Powerhouse Dealer Services** [www.phdservices.com](http://www.phdservices.com) (see our ad, page 65)

**Vroom Network** [www.vroomnetwork.com](http://www.vroomnetwork.com) (see our ad, page 52)

**Western Power Sports** [www.wps-inc.com](http://www.wps-inc.com) (see our ads, pages 4-5 and back cover)

50 Below, an ARI Company [www.50below.com](http://www.50below.com)  
Aventus Group [www.ventusgroup.com](http://www.ventusgroup.com)  
ARI [www.arinet.com](http://www.arinet.com)  
Bator International Inc. [www.batorinternational.com](http://www.batorinternational.com)  
Channel Ideas [www.channelideas.com](http://www.channelideas.com)  
CycleTrader.com [www.cycletrader.com](http://www.cycletrader.com)  
Dominion Powersports Solutions [www.dominionpowersports.com](http://www.dominionpowersports.com)  
Global Motor Sports LLC [www.gmsunlimited.com](http://www.gmsunlimited.com)  
Hero Eco Inc. [www.heroeco.com](http://www.heroeco.com)  
Ideal Computer Systems [www.idealcomputersystems.com](http://www.idealcomputersystems.com)  
Lonski and Associates LLC [www.henrylonski.com](http://www.henrylonski.com)  
LVP Distribution [www.lvpdistribution.com](http://www.lvpdistribution.com)  
P.A.R.T.S.\* Inc. [www.partsinc.net](http://www.partsinc.net)  
Pied Piper Management [www.piedpipercm.com](http://www.piedpipercm.com)  
RPM One [www.rpmone.com](http://www.rpmone.com)  
Service Manager Pro [www.servicemanagerpro.com](http://www.servicemanagerpro.com)  
Spader Business Management [www.spader.com](http://www.spader.com)  
Trackmaster Motorcycles [www.trackmastermotorcycles.com](http://www.trackmastermotorcycles.com)  
Valco Consumer Products Inc. [www.valco-cp.com](http://www.valco-cp.com)  
Xtremegard / Galt Enterprises [www.galtenterprises.com](http://www.galtenterprises.com)  
Ziios DMS [www.ziios.com](http://www.ziios.com)

### CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

**MotoAdvisor** [www.motoadvisor.com](http://www.motoadvisor.com) (see our ad, page 78)

**Vroom Network** [www.vroomnetwork.com](http://www.vroomnetwork.com) (see our ad, page 52)

ADAM Systems / Ability DMS [www.abilitydms.com](http://www.abilitydms.com)  
AJA Computers [www.ajacomp.com](http://www.ajacomp.com)  
BIT Dealership Software Inc. [www.bitdms.com](http://www.bitdms.com)  
NizeX [www.nizex.com](http://www.nizex.com)  
RPM One [www.rpmone.com](http://www.rpmone.com)  
Service Manager Pro [www.servicemanagerpro.com](http://www.servicemanagerpro.com)  
Sys2K [www.sys2k.com](http://www.sys2k.com)  
Traffic Log Pro [www.trafficlogpro.com](http://www.trafficlogpro.com)

### EXTENDED SERVICE CONTRACTS

McGraw Powersports Group [www.mcgrawgroup.com](http://www.mcgrawgroup.com)  
Xtremegard / Galt Enterprises [www.galtenterprises.com](http://www.galtenterprises.com)  
Yamaha Motor Corp. USA [www.yamahapartsandaccessories.com](http://www.yamahapartsandaccessories.com)  
Zurich North America Commercial [www.zurichna.com/automotive](http://www.zurichna.com/automotive)

**MBA Insurance** [www.mbinsurance.net](http://www.mbinsurance.net) (see our ad, page 47)

**TWFG Insurance** (see our ad, page 76)

ADAM Systems / Ability DMS [www.abilitydms.com](http://www.abilitydms.com)  
AFC [www.afcdealer.com](http://www.afcdealer.com)  
Find It Now GPS Security [www.finditnowusa.com](http://www.finditnowusa.com)  
GE Commercial Distribution Finance [www.gecdf.com](http://www.gecdf.com)  
Insgroup [www.insgroup.net](http://www.insgroup.net)

Marine One Acceptance Corp. [www.marineone.com](http://www.marineone.com)  
NizeX [www.nizex.com](http://www.nizex.com)  
Superior Insurance [www.ncsuperior.com](http://www.ncsuperior.com)  
Sys3K [www.sys2k.com](http://www.sys2k.com)  
Xtremegard / Galt Enterprises [www.galtenterprises.com](http://www.galtenterprises.com)  
Zurich North America Commercial [www.zurichna.com/automotive](http://www.zurichna.com/automotive)

### MARKETING / PR

**Dealership University** [www.dealershipuniversity.com](http://www.dealershipuniversity.com) (see our ad, page 61)

**Powersports Marketing** [www.powersportsmarketing.com](http://www.powersportsmarketing.com) (see our ad, page 61)

**RK Excel America Inc.** [www.rkexcelamerica.com](http://www.rkexcelamerica.com) (see our advertising inserts)

**Vroom Network** [www.vroomnetwork.com](http://www.vroomnetwork.com) (see our ad, page 52)

Advanstar Powersports Group [www.advanstar.com](http://www.advanstar.com)  
Auction123.com [www.auction123.com](http://www.auction123.com)  
Bermcannon Marketing [www.bermcannon.com](http://www.bermcannon.com)  
BrandEra [www.branderamarketing.com](http://www.branderamarketing.com)  
Dealernews [www.dealernews.com](http://www.dealernews.com)  
Dealernews International Powersports Dealer Expo [www.dealerexpo.com](http://www.dealerexpo.com)  
Exit Tours Motorcycle Club [www.coloradodualsport.com](http://www.coloradodualsport.com)  
Gianatsis Design Associates [www.fastdates.com](http://www.fastdates.com)  
Hero Eco Inc. [www.heroeco.com](http://www.heroeco.com)  
MOTOTV [www.mototvnetwork.com](http://www.mototvnetwork.com)  
Outside Distributing [www.outsidedistributing.com](http://www.outsidedistributing.com)  
Pro Riders Marketing [www.proridersmarketing.com](http://www.proridersmarketing.com)  
Progressive International Motorcycle Shows [www.motorcycleshows.com](http://www.motorcycleshows.com)  
PutterPowerMedia [www.putterpowermedia.com](http://www.putterpowermedia.com)  
World of Soul Motorcyclist Association [www.worldofsoulma.com](http://www.worldofsoulma.com)

### MEDIA

American Iron Magazine [www.tamcom.com](http://www.tamcom.com)  
Bermcannon Marketing [www.bermcannon.com](http://www.bermcannon.com)  
Cycle World [www.cycleworld.com](http://www.cycleworld.com)  
CycleTrader.com [www.cycletrader.com](http://www.cycletrader.com)  
Dealernews [www.dealernews.com](http://www.dealernews.com)  
Gianatsis Design Associates [www.fastdates.com](http://www.fastdates.com)  
MOTOTV [www.mototvnetwork.com](http://www.mototvnetwork.com)  
Pro Riders Marketing [www.proridersmarketing.com](http://www.proridersmarketing.com)  
PutterPowerMedia [www.putterpowermedia.com](http://www.putterpowermedia.com)  
Racer X / MX Sports [www.raceronline.com](http://www.raceronline.com)

### RACE / EVENT PROMOTORS, TOUR OPERATORS

AHDRA: All Harley Drag Racing Association [www.ahdra.com](http://www.ahdra.com)  
Costa Rica Unlimited Momtorcycle Tours [www.costaricaunlimited.com](http://www.costaricaunlimited.com)  
Bermcannon Marketing [www.bermcannon.com](http://www.bermcannon.com)  
Exit Tours [www.coloradodualsport.com](http://www.coloradodualsport.com)

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Perewitz Cycle Fab [www.perewitz.com](http://www.perewitz.com)  
Progressive International Motorcycle Shows  
[www.motorcycleshows.com](http://www.motorcycleshows.com)  
So-Cal Cycle Swap Meet  
[www.socalcycleswapmeet.com](http://www.socalcycleswapmeet.com)  
The Dirt Bike Schools [www.dirtbikeschool.org](http://www.dirtbikeschool.org)  
Tour On 2 Inc. [www.tourontwo.com](http://www.tourontwo.com)  
World of Soul Motorcyclist Association  
[www.worldofsoulma.com](http://www.worldofsoulma.com)

## RECYCLING / ENVIRONMENTAL SERVICES

Pro Ultrasonics [www.proultrasonics.com](http://www.proultrasonics.com)  
StrongArm Fluid Products Co.  
[www.strongarmbrand.com](http://www.strongarmbrand.com)

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**Powerhouse Dealer Services**  
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**Vroom Network** [www.vroomnetwork.com](http://www.vroomnetwork.com)  
(see our ad, page 52)

Accident Scene Management Inc.  
[www.roadguardians.org](http://www.roadguardians.org)  
ADP Lightspeed [www.adplightspeed.com](http://www.adplightspeed.com)  
Auction123.com [www.auction123.com](http://www.auction123.com)  
ATV Safety Institute [www.atvsafety.org](http://www.atvsafety.org)  
Avitus Group [www.avitusgroup.com](http://www.avitusgroup.com)  
Consumer Research Solutions [www.wantfacts.com](http://www.wantfacts.com)  
Dealernews International Powersports Dealer Expo  
[www.dealerexpo.com](http://www.dealerexpo.com)  
Dominion Powersports Solutions  
[www.dominionpowersports.com](http://www.dominionpowersports.com)  
Lake Washington Institute of Technology  
[www.lwtech.edu](http://www.lwtech.edu)  
Motorcycle Safety Foundation [www.msf-usa.org](http://www.msf-usa.org)  
Motorsport Aftermarket Group (MAG)  
[www.magggroup.com](http://www.magggroup.com)  
MOTOTV [www.mototvnetwork.com](http://www.mototvnetwork.com)  
Outside Distributing [www.outsidedistributing.com](http://www.outsidedistributing.com)  
P.A.R.T.S.\* [www.partsinc.net](http://www.partsinc.net)  
PowerSport Institute [www.psi-now.com](http://www.psi-now.com)  
Powersports University [www.powersportu.com](http://www.powersportu.com)  
RPM One [www.rpmone.com](http://www.rpmone.com)  
Service Manager Pro [www.servicemanagerpro.com](http://www.servicemanagerpro.com)  
Spader Business Management [www.spader.com](http://www.spader.com)  
The Dirt Bike Schools [www.dirtbikeschool.org](http://www.dirtbikeschool.org)  
Valco Consumer Products [www.valco-cp.com](http://www.valco-cp.com)  
Xtremegard / Galt Enterprises  
[www.galtenterprises.com](http://www.galtenterprises.com)

## TRANSPORTATION / SHIPPING SERVICES

ABD USA Enterprises [www.abdusainc.com](http://www.abdusainc.com)  
B and H Specialties [www.motorcycleseatcovers.com](http://www.motorcycleseatcovers.com)  
Federal Cos. / Allied Van Lines  
[www.funtransport.com](http://www.funtransport.com)  
Global Motor Sports LLC [www.gmsunlimited.com](http://www.gmsunlimited.com)  
Motorcycle Transport [www.haulbikes.com](http://www.haulbikes.com)

## WEBSITE / E-COMMERCE SERVICES

50 Below an ARI Company [www.50below.com](http://www.50below.com)  
ADP Lightspeed [www.adplightspeed.com](http://www.adplightspeed.com)

All Seasons Publications Ltd.  
[www.powersportspecs.com](http://www.powersportspecs.com)  
Auction123.com [www.auction123.com](http://www.auction123.com)  
Avitus Group [www.avitusgroup.com](http://www.avitusgroup.com)  
Automatic Distributors [www.autodist.com](http://www.autodist.com)  
Baja Designs Inc. [www.bajadesigns.com](http://www.bajadesigns.com)  
Bermcannon Marketing [www.bermcannon.com](http://www.bermcannon.com)  
BIT Dealership Software Inc. [www.bitdms.com](http://www.bitdms.com)  
Channel Advisor [www.channeladvisor.com](http://www.channeladvisor.com)  
Consumer Research Solutions [www.wantfacts.com](http://www.wantfacts.com)  
Dominion Powersports Solutions  
[www.dominionpowersports.com](http://www.dominionpowersports.com)  
Gianatsis Design Associates [www.fastdates.com](http://www.fastdates.com)  
NADAguides [www.nadaguides.com](http://www.nadaguides.com)  
nizeX Inc. [www.nizex.com](http://www.nizex.com)  
Outside Distributing [www.outsidedistributing.com](http://www.outsidedistributing.com)  
PowerSports Network [www.powersportsnetwork.com](http://www.powersportsnetwork.com)  
Pro Riders Marketing [www.proridersmarketing.com](http://www.proridersmarketing.com)  
PutterPowerMedia [www.putterpowermedia.com](http://www.putterpowermedia.com)  
Sys2K [www.sys2k.com](http://www.sys2k.com)  
Traffic Log Pro [www.trafficlogpro.com](http://www.trafficlogpro.com)  
ZiiOS DMS [www.zios.com](http://www.zios.com)

## MAINTENANCE SERVICES

### COLLISION REPAIR SERVICES

Cutting Edge Illusions [www.cuttingedgeillusions.com](http://www.cuttingedgeillusions.com)  
Global Motor Sports LLC [www.gmsunlimited.com](http://www.gmsunlimited.com)  
LeMond's Yamaha Honda Kawasaki Suzuki  
[www.lemonds.com](http://www.lemonds.com)  
Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
Perewitz Cycle Fab [www.perewitz.com](http://www.perewitz.com)  
Sport Chrome Inc. [www.sportchrome.com](http://www.sportchrome.com)  
Trackmaster Racing Frames  
[www.trackmasterracingframes.com](http://www.trackmasterracingframes.com)

### CRANKSHAFT REBUILDING

Accu-Products [www.accu-products.com](http://www.accu-products.com)  
Falcon Crankshaft Components Inc.  
[www.falconcranks.com](http://www.falconcranks.com)  
Heads First [www.heads1st.com](http://www.heads1st.com)  
L.A. Sleeve Co. [www.lasleeve.com](http://www.lasleeve.com)  
LeMond's Yamaha Honda Kawasaki Suzuki  
[www.lemonds.com](http://www.lemonds.com)  
Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
Orient Express Racing [www.orientexpress.com](http://www.orientexpress.com)  
Pro-Tec [www.protec.u](http://www.protec.u)  
S&S Cycle Inc. [www.sscycle.com](http://www.sscycle.com)  
Viken Small Engines LLC [www.vikensmallengines.com](http://www.vikensmallengines.com)

### CUSTOM PAINTING / REFINISHING

Cutting Edge Illusions [www.cuttingedgeillusions.com](http://www.cuttingedgeillusions.com)  
Drag Specialties [www.dragspecialties.com](http://www.dragspecialties.com)  
Global Motor Sports LLC [www.gmsunlimited.com](http://www.gmsunlimited.com)  
JDA Custom [www.jdacustom.com](http://www.jdacustom.com)  
Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
Perewitz Cycle Fab [www.perewitz.com](http://www.perewitz.com)  
PJ1 Brands [www.pj1.com](http://www.pj1.com)  
PowerSport Institute [www.psi-now.com](http://www.psi-now.com)  
Prismatic Powders [www.prismaticpowders.com](http://www.prismaticpowders.com)  
Sport Chrome Inc. [www.sportchrome.com](http://www.sportchrome.com)

### ELECTRIC PARTS REBUILDING

**K&L Supply Co. Inc.** [www.klsupply.com](http://www.klsupply.com)  
(see our ad, inside back cover)

Arrowhead Electrical Products  
Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
Pro-Tec [www.pro-tec.u](http://www.pro-tec.u)  
Rick's Motorsport Electrics Inc.  
[www.ricksmotorsportelectrics.com](http://www.ricksmotorsportelectrics.com)  
Viken Small Engines LLC [www.vikensmallengines.com](http://www.vikensmallengines.com)

## FLOW TESTING

**K&L Supply Co. Inc.** [www.klsupply.com](http://www.klsupply.com)  
(see our ad, inside back cover)

Duncan Racing International [www.duncanracing.com](http://www.duncanracing.com)  
Heads First [www.heads1st.com](http://www.heads1st.com)  
L.A. Sleeve Co. [www.lasleeve.com](http://www.lasleeve.com)  
Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
Pro-Tec [www.pro-tec.u](http://www.pro-tec.u)

## FRAME STRAIGHTENING

Accu-Products [www.accu-products.com](http://www.accu-products.com)  
Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
Trackmaster Motorcycles  
[www.trackmastermotorcycles.com](http://www.trackmastermotorcycles.com)  
Trackmaster Racing Frames  
[www.trackmasterracingframes.com](http://www.trackmasterracingframes.com)

## PERFORMANCE

Chicago Jet Ski Rentals [www.chicagojetskirentals.com](http://www.chicagojetskirentals.com)  
Falcon Crankshaft Components Inc.  
[www.falconcranks.com](http://www.falconcranks.com)  
Global Motor Sports LLC [www.gmsunlimited.com](http://www.gmsunlimited.com)  
Grant Products International [www.grantproducts.com](http://www.grantproducts.com)  
Heads First [www.heads1st.com](http://www.heads1st.com)  
L.A. Sleeve Co. [www.lasleeve.com](http://www.lasleeve.com)  
LeoVince USA Specialized Products Distribution  
[www.leovinceusa.com](http://www.leovinceusa.com)  
Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
Orient Express Racing [www.orientexpress.com](http://www.orientexpress.com)  
Perewitz Cycle Fab [www.perewitz.com](http://www.perewitz.com)  
PowerSeal USA [www.powersealusa.com](http://www.powersealusa.com)  
Pro-Tec [www.pro-tec.u](http://www.pro-tec.u)  
S&S Cycle Inc. [www.sscycle.com](http://www.sscycle.com)  
Thunder Products [www.thunderproducts.com](http://www.thunderproducts.com)  
Trackmaster Motorcycles  
[www.trackmastermotorcycles.com](http://www.trackmastermotorcycles.com)  
Trackmaster Racing Frames  
[www.trackmasterracingframes.com](http://www.trackmasterracingframes.com)  
Viken Small Engines LLC [www.vikensmallengines.com](http://www.vikensmallengines.com)  
Works Enduro Rider / W.E.R. [www.werproducts.net](http://www.werproducts.net)

## POWDERCOATING / PLATING / POLISHING

Global Motor Sports LLC [www.gmsunlimited.com](http://www.gmsunlimited.com)  
Houser Racing [www.houser-racing.com](http://www.houser-racing.com)  
Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
Pro-Wheel Racing Components  
[www.prowheelracing.com](http://www.prowheelracing.com)  
S&S Cycle Inc. [www.sscycle.com](http://www.sscycle.com)  
Sport Chrome Inc. [www.sportchrome.com](http://www.sportchrome.com)  
Workshop Hero [www.workshophero.com](http://www.workshophero.com)

## TRIKE CONVERSIONS

Kool Trikes [www.kooltrikes.com](http://www.kooltrikes.com)  
Lehman Trikes USA [www.lehmantrikes.com](http://www.lehmantrikes.com)  
Matto Cycle Inc. [www.mattocycle.com](http://www.mattocycle.com)  
Mizer Motor Works Inc. [www.mizermw.com](http://www.mizermw.com)  
Motor Trike [www.motortrike.com](http://www.motortrike.com)  
Yelvington Trikes LLC [www.ytrikes.com](http://www.ytrikes.com)



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Customer Mailing Labels		•	•
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# Dealernews

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# 2014 INDUSTRY SOURCEBOOK

**E-ZINE EXTRA!**

ALPHABETICAL LISTINGS  
FULL CONTACT INFORMATION



# 2014 INDUSTRY SOURCEBOOK – EZINE EXTRA!

Welcome to the Ezine Extra! edition of the 2014 Industry Sourcebook – a special edition of *Dealernews*. On the following pages you will find full contact information for the companies listed as manufacturers, distributors, service providers and allied trades in the December 2013 issue of *Dealernews*. You'll also find information on product distribution.

Company information was obtained through surveys and listing forms submitted in the fall of 2013. Additional company information may have been provided for certain Dealer Expo 2013 exhibitors that were not able to submit a Sourcebook listing form by our deadline.

*Dealernews* endeavors to collect and include complete, correct and current information in the 2014 Sourcebook; however, because the information is provided by the listed companies themselves, either through their Sourcebook listing form, Dealer Expo listing form or website data – *Dealernews* does not assume and hereby disclaims any liability to any person or entity for any loss or damage caused by errors and/or omissions of any kind. READERS: If you notice an error, *Dealernews* would like to know about it; contact the editors at [editors@dealernews.com](mailto:editors@dealernews.com).

## COMPANY LISTINGS

Product and Service Locators and Tables are published in the December 2013 issue of *Dealernews*.

### 100%

205 16th St., San Diego CA 92101  
619-876-4202, F 619-798-3547

[www.ride100percent.com](http://www.ride100percent.com)

**DISTRIBUTION:** Via distributors, dealer direct, consumer direct

**DISTRIBUTORS:** Parts Unlimited

**PRODUCTS:** Casual Wear, Eyewear, Gloves

### \$2.95 Guys

13750 Stowe Dr., Poway CA 92064  
858-513-7000, F 858-513-7018

### 3BR Powersports

PO Box 580237, Pleasant Prairie WI 53158  
408-725-8010

[www.3brpowersports.com](http://www.3brpowersports.com)

### 50 Below, an ARI Company

5 W. First St., Suite 302, Duluth MN 55802  
Toll-free 866-880-1618

### 509 Inc.

10424 W Aero Rd, Unit G, Spokane WA 99224  
877-743-3509, F 509-448-0903

Toll Free 877-743-3509

[www.ride509.com](http://www.ride509.com)

**DISTRIBUTION:** Via distributors, dealer direct, consumer direct

**PRODUCTS:** Body Armor/Protectors/Braces, Casual Wear, Eyewear, Gloves, Helmets and Accessories, Off-Road Apparel/Gear, Snowmobile Gear

### 6D Helmets LLC

2923 Saturn St, Unit E, Brea CA 92821  
714-772-2121

[www.6dhelmets.com](http://www.6dhelmets.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**PRODUCTS:** Helmets and Accessories

## A

### A&J USA Inc.

129 Bethea Rd, Suite 405, Fayetteville GA 30214  
678-489-2368, F 770-756-9155

[www.ajparts.net](http://www.ajparts.net)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**BRANDS:** Adly, Herchee, Kasea-SMC-LRX, Dazon

**PRODUCTS:** Batteries/Power Systems, Bearings, Races, Seals, Body Kits/Handguards, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Engine

Cases, Castings, Exhausts, Fairings & Fenders, Fasteners, Filters, Forks, Frames, Gas Tanks, Gaskets, Gauges, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Pistons/Rings, Radiators/Oil Coolers, Reeds/Reed Blocks, Seats, Saddles, Shocks/Suspensions, Spark Plugs, Starter Motors, Tires, Valve Train Components, Wheels & Rims, Additives, Lubricants, Battery Chargers, Parts Bins

### ABD USA Enterprises Inc.

2348 S Branch Rd., Krum TX 75249  
940-482-6031

[www.abdusainc.com](http://www.abdusainc.com)

### ACCEL Motorcycle Products

10601 Memphis Ave., Suite 12,  
Cleveland OH 44144  
216-658-6430

### Accident Scene Management Inc.

587 W23110 Wynn Dr., Big Bend WI 53103  
262-706-3278, F 262-706-3281

[www.roadguardians.org](http://www.roadguardians.org)

**BRANDS:** Conspicuity

**PRODUCTS:** Vehicle Luggage, Casual Wear, Eyewear, Gloves, Helmets and Accessories, Additives, Cleaners, Polishes, Protectants, Books, Calendars, Magazines, Novelties/Gift Items,

**SERVICES:** Association/Nonprofit, Training/Education

### Accu-Products

202 Racing Inc.  
551 Morewood Pkwy, Rocky River OH 44116  
440-356-1202, F 440-356-1207  
Toll free 800-283-1202

[www.accu-products.com](http://www.accu-products.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Magnum, Dixie International, K&L Supply, KK Motorcycle Supply

**BRANDS:** Accu-Mix, Accu-Flo, Accu-Start

**PRODUCTS:** Cameras/Recorders, Frame Sliders, Tank Protectors, Windscreens/Air Deflectors, Transportation (tiedowns, trailers, ramps), Helmets and Accessories, Off-Road Apparel/Gear, Outerwear (leather), Race Suits, Batteries/Power Systems, Bearings, Races, Seals, Body Kits/Handguards, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Exhausts, Fairings & Fenders, Fasteners, Filters, Footpegs, Foot Controls, Forward Controls, Forks, Gas Tanks, Gaskets, Gauges, Handlebars/Hand Controls, Levers, Pistons/Rings, Reeds/Reed Blocks, Shocks/Suspensions, Spark Plugs, Tires, Wheels & Rims, Additives, Brake Fluid, Brake Oil, Cleaners, Polishes, Protectants, Fork Oil, Lubricants, Sealants, Battery Chargers, Gas Cans, Hand Tools

**SERVICES:** Crankshaft Rebuilding, Frame Straightening

### Acerbis USA

110 Lindsay Circle, Ketchum ID 83340  
Toll-free 800-659-1440

[www.acerbis.com](http://www.acerbis.com)

### Achieva Rubber Corp.

1800 Border Ave., Torrance CA 90501  
310-328-8868

[www.achievatires.com](http://www.achievatires.com)

### ADAM Systems Ability DMS

30500 Hwy. 181 Suite 462, Spanish Fort AL 36527  
251-626-8383, F 251-626-6198  
Toll free 800-676-2262

[www.abilitydms.com](http://www.abilitydms.com)

**PRODUCTS:** DMS/Computers/Software, CRM, F&I

### ADP Lightspeed

5184 Wiley Post Way, Salt Lake City UT 84116  
801-521-0300

[www.adplightspeed.com](http://www.adplightspeed.com)

### Adran Tiedowns

723 S Whitman, Suite 66, Rosalia WA 99170  
509-523-4431, F 509-523-4430

Toll-free 877-443-6603

[www.adrantiedowns.com](http://www.adrantiedowns.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Transportation: tiedowns, trailers, ramps

### Advanced Sleeve Co.

8090 Auburn Rd., Concord OH 44077  
440-205-1055

[www.advancedsleeve.com](http://www.advancedsleeve.com)

### Advertising Edge

9840 Prospect Ave., Santee CA 92071  
619-258-9773

### AFC

13085 Hamilton Crossing Blvd, Suite 300,  
Carmel IN 46032

888-335-6675

[www.afcdealer.com](http://www.afcdealer.com)

**DISTRIBUTION:** Dealer-direct

**SERVICES:** F&I

### Afterburner FX

3600 Schotten Rd SE, Hubbard OH 44425  
330-534-7653

### AFX North America Inc.

528 Newbold St., London ON, N6E 1K6  
CANADA

519-686-6477

## AirFX LLC

6359 Brokenhurst Rd, Indianapolis IN 46220  
317-842-7888, F 317-842-7980  
Toll-free 800-210-1454  
[www.airfxairride.com](http://www.airfxairride.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct  
**PRODUCTS:** Shocks/Suspensions

## Airhawk Inc.

100 N. Florida Ave., Belleville IL 62221  
618-277-9173  
[www.airhawk.net](http://www.airhawk.net)

## Akrapovic America LLC

Motorcycle Division  
36 Waterworks Way, Irvine CA 92618  
949-679-3491 x222, F 919-485-6683  
[www.akrapovic.com](http://www.akrapovic.com)

**DISTRIBUTION:** Via distributors, dealer-direct  
**DISTRIBUTORS:** Parts Unlimited  
**PRODUCTS:** Exhausts

## All American / Gbells

27 Mill St., Johnston RI 02919  
401-464-4211, F 401-464-4322  
Toll-free 800-891-5221  
[www.gbells.com](http://www.gbells.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct  
**BRANDS:** Gremlin bells  
**PRODUCTS:** Rain Gear, Novelties/Gift Items

## All Balls Racing Inc.

822 N Reading Ave., PO Box 437  
New Berlinville PA 19545  
610-473-0505  
[www.goallballs.com](http://www.goallballs.com)

## All Seasons Publications Ltd.

201-2307 Enterprise Way, 2508 Station R,  
Kelowna BC, V1X6A6 CANADA  
250-861-5737, F 250-861-8665  
Toll-Free 866-834-2850  
orders@powersportspecs.com  
[www.powersportspecs.com](http://www.powersportspecs.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct  
**BRANDS:** Power Sport Specifications Blue Book, Canadian Motorcycle, ATV, Snowmobile Dealers Blue Book  
**PRODUCTS:** Books, Calendars, Magazines, Manuals (rate and repair)  
**SERVICES:** Website/Ecommerce Services

## Allstate Leather

3203 Louetta Rd., Spring TX 77388  
281-528-7877  
[www.allstateleather.com](http://www.allstateleather.com)

## Allwin Powersports Corp. / LS2 Helmets US

2255 White Oak Circle, Aurora IL 60502  
630-236-2366, F 630-236-2367  
Toll-free 888-968-9888, info@ls2helmets.us  
[www.ls2helmets.us](http://www.ls2helmets.us)

**DISTRIBUTION:** Dealer-direct  
**BRANDS:** LS2 Helmets  
**PRODUCTS:** Helmets and Accessories

## AltRider

4000 Aurora Ave. N, Suite 100, Seattle WA 98109  
206-922-3618

## American Eastern Traders

140 Ethel Rd., Suite R, Piscataway NJ 08854  
732-248-5400  
[www.aetraders.com](http://www.aetraders.com)

## American Manufacturing Inc.

1 Enterprise Ave., Isanti MN 55040  
763-444-9225

## American Motorcycle Specialties

3455 Mockingbird Dr.  
Lake Havasu City AZ 86406  
928-505-8330, Toll-free 800-710-7237  
[www.amspecialtiesusa.com](http://www.amspecialtiesusa.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct  
**BRANDS:** Comfort-Max Gel Pads  
**PRODUCTS:** Seats, Saddles

## American Motorcyclist Association

13515 Yarmouth Dr., Pickerington OH 43147  
614-856-1900  
[www.americanmotorcyclist.com](http://www.americanmotorcyclist.com)

## American Performance Technologies

8844 HillCrest Rd., Kansas City MO 64138  
816-416-7115

## American SportWorks

4404 Engle Ridge Dr., Fort Wayne IN 46804  
260-432-1596, F 800-399-1399  
Toll-free 800-643-7332  
[www.amsportworks.com](http://www.amsportworks.com)

**DISTRIBUTION:** Dealer-direct  
**BRANDS:** LANDmaster UTVs, Bulldog UTVs, Trail Wagon UTVs, Chuck Wagon UTVs, ASW FunKarts  
**PRODUCTS:** ATV/SxS (hunting/utility/landscape accessories), Vehicle Covers, Bumper Carriers, Engine Guards, Tank Protectors, Windscreens/Air Deflectors, Gear Bags, Luggage Racks & Parts, Batteries/Power Systems, Bearings, Races, Seals, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Exhausts, Fairings & Fenders, Fasteners, Filters, Frames, Gas Tanks, Gaskets, Gauges, Lights/Signals, Mirrors, Pistons/Rings, Shocks/Suspensions, Spark Plugs, Tires, Wheels & Rims

## AMSOIL Inc.

925 Tower Ave, Superior WI 54880  
715-392-7101, F 715-395-0908  
Toll-free 800-956-5695  
[www.amsoil.com](http://www.amsoil.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct  
**PRODUCTS:** Filters, Additives, Brake Fluid, Cleaners, Polishes, Protectants, Lubricants

## AP Brakes USA

12051 Rivera Rd, Santa Fe Springs CA 90670  
562-945-1098, F 562-945-4468  
Toll-free 888-500-6457  
[www.apbrakesusa.com/](http://www.apbrakesusa.com/)

**DISTRIBUTION:** Dealer-direct  
**PRODUCTS:** Brakes, Brake Oil

## Aqua-Hot Heating Systems Inc.

15549 E Hwy 52, Fort Lupton CO 80621  
Toll-free 800-685-4298  
[www.aquahot.com](http://www.aquahot.com)

## ARC Levers

1428 E Borchard Ave., Santa Ana CA 92715  
714-543-0362

## Argo USA Inc.

220 Bergey Court, New Hamburg ON  
N3A2J5 CANADA  
519-662-4000, F 519-662-2421  
Toll-free 800-298-1118  
[www.argoatv.com](http://www.argoatv.com)  
**DISTRIBUTION:** Dealer-direct

## ARI

10850 W Park Place, Suite 1200  
Milwaukee WI 53224  
414-973-4380  
[www.arinet.com](http://www.arinet.com)

## Arison ATV / Onza Racing Corp.

13439 Pumice St., Norwalk CA 90650  
562-926-7828  
[www.onzaracing.com](http://www.onzaracing.com)

## Arlen Ness Enterprises

6050 Dublin Blvd., Dublin CA 94568  
925-479-6393

## ASA Electronics

2602 Marina Dr., Elkhart IN 46514  
574-264-3135, F 574-266-5979  
Toll-free 800-688-3135, info@asaelectronics.com  
[www.asaelectronics.com](http://www.asaelectronics.com)  
**BRANDS:** Jensen, Voyager  
**PRODUCTS:** Cameras/Recorders

## Asterisk

26814 Vista Terrace, Lake Forest CA 92630  
[www.asterisk.com](http://www.asterisk.com)

## Auction123.com

2873 Executive Park Dr., Weston FL 33331  
888-514-0123, F 954-514-0114  
info@auction123.com  
[www.auction123.com](http://www.auction123.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** DMS/Computers/Software  
**SERVICES:** Marketing/PR, Training/Education, Website/Ecommerce Services

## Automatic Distributors

22 Target Circle, Bangor ME 04401  
207-942-6769, Toll-free 800-341-1658  
custserv@autodist.com  
[www.autodist.com](http://www.autodist.com)

**DISTRIBUTION:** Dealer-direct

**BRANDS:** Kathadin Gear, Wild Boar  
**PRODUCTS:** ATV/SxS (armor, hunting/utility/landscape accessories), Canopies, Vehicle Covers, Alarms/Security Systems/Locks, Communications Systems, Cruise Control, Bumper Carriers, Engine Guards, Fender Eliminator Kits, Frame Sliders, Tank Protectors, Windscreens/Air Deflectors, Gear Bags, Luggage Racks & Parts, Vehicle Luggage, Transportation (tiedowns, trailers, ramps), Body Armor/Protectors/Braces, Boots, Casual Wear, Eyewear, Gloves, Helmets and Accessories, Off-Road Apparel/Gear, Outerwear (Textile, Leather), Rain Gear, Snowmobile Gear, Women's Gear and Accessories, Youth Apparel/Gear, Batteries/Power Systems, Bearings, Races, Seals, Body Kits/Handguards, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Engine Assemblies (long and short block), Engine Cases, Castings, Exhausts, Fairings & Fenders, Fasteners, Filters, Footpegs, Foot Controls, Forward Controls, Forks, Frames, Gas Tanks, Gaskets, Gauges, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Paints, Pistons/Rings, Radiators/Oil Coolers, Reeds/Reed Blocks, Seats, Saddles, Shocks/Suspensions, Spark Plugs, Starter Motors, Tires, Transmissions, Valve Train Components, Wheels & Rims, Additives, Brake Fluid, Brake Oil, Cleaners, Polishes, Protectants, Fork Oil, Lubricants, Sealants, Battery Chargers, Bead Blasters, Boring, Honing, Porting Equipment, Compressors, Diagnostics, Dynamometers, Gas Cans, Hand Tools, Lifts, Parts Bins, Parts Washers, Plastic Repair Tools, Pneumatic Tools, Thread Repair Kits, Tire/Wheel Balancing Equipment, Tire Changers, Tool Storage, Valve Seat Cutters, Welding Equipment, Work Benches, Movies/DVDs, Novelties/Gift Items, Point of Purchase Materials/Displays, Retail Fixtures, Stickers/Decals  
**SERVICES:** Website/Ecommerce Services

## Avitus Group

PO Box 2506, Billings MT 59103  
406-255-7470  
[www.avitusgroup.com](http://www.avitusgroup.com)

## Avon Grips

22000 N Park Dr., Kingwood TX 77339  
281-358-6738  
[www.avongrips.com](http://www.avongrips.com)

## Avon Motorcycle Toys

4600 Prosper Dr., Stow OH 44224  
330-928-9092, F 330-928-0503  
Toll-free 800-624-7470  
[www.avonmoto.com](http://www.avonmoto.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Custom Chrome, KK Motorcycle Supply, Modern Tire, MTA, Parts Canada, Performance Tire, LeMans, Tucker Rocky  
**PRODUCTS:** Tires





# COMPANY LISTINGS

## AXO America Inc.

26465 Summit Circle, Santa Clarita CA 91350  
661-257-0916, Toll-free 877-AXO-RACE  
[www.axo.com](http://www.axo.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** Body Armor/Protectors/Braces, Boots, Casual Wear, Gloves, Off-Road Apparel/Gear, Outerwear (Textile, Leather), Race Suits, Rain Gear, Youth Apparel/Gear

## B

### B and H Specialties

1208 Simpson Dr., Hurst TX 76053  
817-280-9370, F 817-268-6054  
Toll-free 800-237-7499  
[www.motorcycleseatcovers.com](http://www.motorcycleseatcovers.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** ATV/SxS (hunting/utility/landscape accessories), Vehicle Covers, Seats, Saddles, Transportation/Shipping

### Bad Boy Inc. / Bad Dawg Accessories

102 Industrial Dr., Batesville AR 72501  
870-613-5636  
[www.badboymowers.com](http://www.badboymowers.com)

### Bagger Werx

See: Choppers Cycle dba Bagger Werx

### Baja Designs Inc.

185 Bosstick Blvd, San Marcos CA 92069  
760-560-2252, F 760-560-0383  
Toll-free 800-422-5292  
[www.bajadesigns.com](http://www.bajadesigns.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Tucker Rocky

**BRANDS:** OnX, Squadron, Squadron XL, Stealth, Strykr

**PRODUCTS:** Lights/Signals

### Barker's Performance

555 Skinner St., Bad Axe MI 48413  
989-269-6921

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Marshall Distributing Inc.

**PRODUCTS:** Exhausts

### Barnett Tool & Engineering

2238 Palma Dr., Ventura CA 93002  
805-642-9435, F 805-642-9436  
[www.barnettclutches.com](http://www.barnettclutches.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** Biker's Choice, CCI-Europe, Drag Specialties, Motorcycle Storehouse-Europe, Motovan, Newcomb Distributing, Parts Unlimited, Rolliis-Australia, Tec Distributing, Tedd Cycle, Tucker Rocky, W&W-Europe

**BRANDS:** HE, Platinum, RQ, Scorpion, Series K, Stealth

**PRODUCTS:** Cables, Clutches/Primary Drives, Handlebars/Hand Controls, Levers

### Bator International Inc.

338 Montana Road, Ojai CA 93023  
805-646-9566, F 805-646-9566  
[www.batorinternational.com](http://www.batorinternational.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**SERVICES:** Auctions (wholesale), Business/Sales Consultants

### Battery Service Corp.

410 S. Evergreen Ave. Bensenville IL 60106  
800-425-4071, F 630-595-5631  
Toll-free 800-425-4071  
[www.batteryservice.com](http://www.batteryservice.com)

**DISTRIBUTION:** Via distributors, consumer-direct

**BRANDS:** Deka Sportspower, Odyssey, Powersonic, Battery Tender, CTEK, Phantom

**PRODUCTS:** Batteries/Power Systems, Battery Chargers

### BB Comfort Systems LLC

1752 Old Niles Ferry Rd., Maryville TN 37803  
865-806-2975, Toll-free 865-806-2975  
[www.buttymbuddy.com](http://www.buttymbuddy.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Amazon, J&P Cycles, Marshall

**BRANDS:** ButtyBuddy

**PRODUCTS:** Seats, Saddles

### BeadBuster

1021 S 17th St., Philadelphia PA 19146  
215-948-2302  
[www.beadbuster.com](http://www.beadbuster.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Royal Distributing

**PRODUCTS:** Tire Changers

### BearTek Gloves

See: Blue Infusion Technologies

### Bel-Ray Co. Inc.

PO Box 526, Farmingdale NJ 07727  
732-938-2421  
[www.belray.com](http://www.belray.com)

### Bell Powersports

5550 Scotts Valley Dr., Scotts Valley CA 95066  
831-461-7627  
[www.bellhelmets.com](http://www.bellhelmets.com)

### Belt Drives Ltd.

5500 E La Palma Ave., Anaheim CA 92807  
714-693-1313  
[www.belt drives.com](http://www.belt drives.com)

### Bermcannon Marketing

12051 Rivera Rd., Santa Fe Springs CA 90670  
562-945-1098  
[www.bermcannon.com](http://www.bermcannon.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**PRODUCTS:** Artwork, DMS/Computers/Software, Point of Purchase Materials/Displays, Retail Fixtures, Signs/Digital Signage/Menu Boards/Banners, Stickers/Decals

**SERVICES:** Marketing/PR, Media, Race/Event Promoter, Website/Ecommerce Services

### Bestem Powersports

2189 Flintstone Dr., Suite D, Tucker GA 30084  
678-534-1366  
[www.bestemusa.com](http://www.bestemusa.com)

### Big Bike Parts Inc.

2300 Pioneer Ave., Rice Lake WI 54868  
715-234-3336, F 715-234-6872  
Toll-free 800-826-2411

[www.bigbikeparts.com](http://www.bigbikeparts.com)

**DISTRIBUTION:** Dealer-direct

**BRANDS:** Hopnel, Showcase Accessories, TireGard, Ultragard

**PRODUCTS:** Vehicle Covers, Communications Systems, Tank Protectors, Luggage Racks & Parts, Vehicle Luggage, Transportation (tiedowns, trailers, ramps), Helmets and Accessories, Rain Gear, Filters, Footpegs, Foot Controls, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Radiators/Oil Coolers

### Big Ear Inc.

Powersports Division  
909 Juniper Ave. Crete NE 68333  
719-271-9081  
[www.bigearinc.com](http://www.bigearinc.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**PRODUCTS:** ATV/SxS (utility/landscape accessories), Communications Systems, GPS/Navigation, Casual Wear, Helmets and Accessories, Off-Road Apparel/Gear, Snowmobile Gear, Women's Gear and Accessories, Youth Apparel/Gear, Pneumatic Tools, Novelties/Gift Items

**SERVICES:** Business/Sales Consultants, CRM, Training/Education, Website/Ecommerce Services

### Big Gun Exhaust

226 North Maple St., Corona CA 92880  
714-970-0423, F 714-970-0542  
[www.biggunexhaust.com](http://www.biggunexhaust.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Tucker Rocky, Advantage Performance Distributing, Automatic, Marshall, Motovan

**BRANDS:** Big Gun Exhaust, Bills Pipes

**PRODUCTS:** Carburetors/Fuel Injection, Exhausts

### Bika Chik Wear

2205 SW 140th Ave., Miami FL 33175  
800-587-2785, F 888-908-0449  
Toll-free 800-587-1785

[www.bikachik.com](http://www.bikachik.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Tucker Rocky

**PRODUCTS:** Casual Wear

### Bike Alert Inc.

2230 Skyview Dr., Lithia Springs GA 30122  
770-948-8880  
[www.bikealert.com](http://www.bikealert.com)

### Bike Brite Inc.

25000 Euclid Ave., Suite 200  
Cleveland OH 44117  
440-975-1804, F 440-975-1835  
Toll-free 800-927-4833

[www.bikebrite.com](http://www.bikebrite.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** Automatic Distributors, Distributor BSL, Custom Chrome-Europe, Drag Specialties, Harley-Davidson, KK Motorcycle Supply, Marshall Distributing, Parts Unlimited, TEC Distributing

**PRODUCTS:** Cleaners, Polishes, Protectants, Lubricants

### BikeCushion.com LLC

128 Villa Dr., Belleville IL 62223  
618-310-3724  
[www.bikecushion.com](http://www.bikecushion.com)

**DISTRIBUTION:** Consumer-Direct

**PRODUCTS:** Women's Gear and Accessories, Seats, Saddles

### BikeMaster

4900 Alliance Gateway Freeway  
Fort Worth, TX 76177  
817-258-9223, F 817-491-7191

Toll-free 877-848-1320

[www.bikemaster.com](http://www.bikemaster.com)

**DISTRIBUTION:** Via Distributors

**DISTRIBUTORS:** Tucker Rocky, Biker's Choice

**PRODUCTS:** Transportation (tiedowns, trailers, ramps), Eyewear, Gloves, Batteries/Power Systems, Bearings, Races, Seals, Brakes, Cables, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Fasteners, Footpegs, Foot Controls, Handlebars/Hand Controls, Levers, Lights/Signals, Mirrors, Additives, Brake Fluid, Brake Oil, Cleaners, Polishes, Protectants, Lubricants, Sealants, Battery Chargers, Diagnostics, Hand Tools, Parts Bins, Parts Washers, Thread Repair Kits, Tire/Wheel Balancing Equipment, Tire Changers, Tool Storage

### Biker Boot Straps Inc.

1916 Somerset Ct., Romeoville IL 60446  
708-363-2821  
[www.bikerbootstraps.com](http://www.bikerbootstraps.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Drag Specialties, Parts Unlimited

**PRODUCTS:** Boots, Helmets and Accessories

### Biker's Choice

4900 Alliance Gateway Fwy., Fort Worth TX 76177  
817-258-9024

## Bill's Pipes

226 N. Maple St., Corona CA 92880  
714-371-1329, F 714-970-0423  
[www.billspipes.com](http://www.billspipes.com)

*DISTRIBUTION:* Via distributors, dealer-direct, consumer-direct

*DISTRIBUTORS:* Automatic Distributors, LVP Distribution  
*PRODUCTS:* Exhausts

## Bilrite Manufacturing

Conforde International, 13805 1st Ave. N, Suite 1050, Plymouth MN 55441  
763-746-2894, F 952-404-9801  
[www.bilritemanufacturing.com](http://www.bilritemanufacturing.com)

*DISTRIBUTION:* Dealer-direct, consumer-direct  
*PRODUCTS:* Lights/Signals

## BIT Dealership Software Inc.

6906 Kingston Pike, Suite 109  
Knoxville TN 37919  
865-686-6544, Toll-free 877-860-2082  
[www.bitdms.com](http://www.bitdms.com)

*DISTRIBUTION:* Dealer-direct  
*PRODUCTS:* DMS/Computers/Software  
*SERVICES:* CRM, Website/Ecommerce Services

## Black Book

PO Box 758, Gainesville GA 30503  
770-532-4111, F 800-387-0607  
Toll-free 800-554-1026  
[www.blackbookauto.com](http://www.blackbookauto.com)

*DISTRIBUTION:* Dealer-direct  
*PRODUCTS:* DMS/Computers/Software  
*SERVICES:* Auctions (wholesale)

## Blendzall Inc.

31 South 1st St., Martins Ferry OH 43935  
740-633-1333, F 740-633-5032  
[blendzall@att.net](mailto:blendzall@att.net)

*DISTRIBUTION:* Via distributors, dealer-direct  
*PRODUCTS:* Additives, Lubricants

## Blue Infusion Technologies

8630 M Guilford Rd., Suite 138  
Columbia MD 21046  
240-418-9257  
[www.beartekgloves.com](http://www.beartekgloves.com)

## Boyesen

8 Rhoades Rd, Lenhartsville PA 19534  
610-756-6818, Toll-free 800-441-1177  
[www.boyesen.com](http://www.boyesen.com)

*DISTRIBUTION:* Via distributors  
*DISTRIBUTORS:* Automatic Distributors, Magic, Marshall, Parts Unlimited, Southern Motorcycle Supply, Tucker Rocky, WPS/Western Power Sports  
*PRODUCTS:* Engine Cases, Castings, Reeds/Reed Blocks

## Brackney Leather

212 E 8th St., Wyoming PA 18644  
570-693-2393

## Braking-Sunstar SpA

Via Daneda 8, Briosco MB ITALY 20836  
+39-0362-95699, F +39-0362-959000  
[www.braking.com](http://www.braking.com)

*DISTRIBUTION:* Via distributors  
*DISTRIBUTORS:* Parts Unlimited, Tucker Rocky, WPS/Western Power Sports  
*PRODUCTS:* Brakes, Levers

## Bridgestone Americas Tire Operations

Motorcycle Div., 535 Marriott Dr.  
Nashville TN 37214  
800-543-7522, F 615-937-3431,  
Toll-free 800-543-7522  
[www.bridgestonemotorcycl tires.com](http://www.bridgestonemotorcycl tires.com)

*DISTRIBUTION:* Via distributors  
*DISTRIBUTORS:* Modern Tire, Motorcycle Tire Co., MTA, Parts Unlimited, Performance Tire, Tucker Rocky  
*PRODUCTS:* Tires

## BritKit LLC

2322 Dauphine St., New Orleans LA 70117  
504-872-9367  
[www.kriega.us](http://www.kriega.us)

*DISTRIBUTION:* Dealer-direct  
*BRANDS:* Kriega, Visorvision V2 Sponge  
*PRODUCTS:* Vehicle Luggage, Cleaners, Polishes, Protectants

## Brock's Performance

4064 E. Patterson Rd., Dayton OH 45430  
937-912-0054, F 937-912-0062  
[www.brocksp performance.com](http://www.brocksp performance.com)

*DISTRIBUTION:* Via distributors, dealer-direct, consumer-direct  
*DISTRIBUTORS:* Tucker Rocky  
*PRODUCTS:* Cameras/Recorders, Exhausts, Kickstands, Shocks/Suspensions, Wheels & Rims, Additives, Lubricants

## Brooks Leather Sportswear

Commando Specialties, 123 Industrial Park Rd, Plymouth MA 02050  
508-503-1633, F 508-503-1641  
Toll-free 877-366-4659  
[www.brooksleather.com](http://www.brooksleather.com)

*DISTRIBUTION:* Dealer-direct  
*PRODUCTS:* Gloves, Outerwear (textile, leather), Race Suits, Rain Gear, Snowmobile Gear, Women's Gear and Accessories

## BS Battery by Kayo Corp.

50 Division St., Suite 203, Somerville NJ 08876  
908-526-9206

## Burly Brand

6911 Marlin Circle, La Palma CA 90623  
714-367-1871 E [info@burlybrand.com](mailto:info@burlybrand.com)  
[www.burlybrand.com](http://www.burlybrand.com)

*DISTRIBUTION:* Via distributors  
*DISTRIBUTORS:* Biker's Choice, Drag Specialties, WPS  
*BRANDS:* Slammer Kit  
*PRODUCTS:* Cables, Footpegs, Foot Controls, Handlebars/Hand Controls, Shocks/Suspensions

## Butty Buddy

See: BB Comfort Systems LLC

## BV Powersports / TrailMaster

11232 Leo Lane, Dallas TX 75229  
214-792-9388  
[www.bvpowersports.com](http://www.bvpowersports.com)

## Bye Bike

Pol Pla de la Font, Parc 1., Crespià SPAIN 17832  
+34-972-570-988, F +34-972-570-950  
[info@byebike.com](mailto:info@byebike.com)  
[www.byebike.com](http://www.byebike.com)

*DISTRIBUTION:* Via distributors, dealer-direct, consumer-direct

## C

## C&L Companies

2751 Parkside Circle, Urbandale IA 50322  
515-727-2321

## Cambridge Metals & Plastics

500 S Cleveland St., Cambridge MN 55008  
763-689-6260

## Camoplast Solideal Inc.

4162 Burill, Local A, Shawinigan QC  
G9N 6T6 CANADA  
819-539-2220  
[www.camoplastsolideal.com](http://www.camoplastsolideal.com)

## Campagna Motors

1351 Ampère, Suite F, Boucherville, QC,  
J4B5Z5 CANADA  
450-641-2112, F 450-641-4112  
Toll-free 877-641-2112  
[sales@campagnamotors.com](mailto:sales@campagnamotors.com)  
[www.campagnamotors.com](http://www.campagnamotors.com)  
*DISTRIBUTION:* Dealer-direct

## Cannon Racecraft

201 E Hill St., Oklahoma City OK 73105  
405-524-7223

## Canyon Dancer Inc.

11895 Paskenta, Red Bluff CA 96080  
530-527-7926  
[www.canyondancer.com](http://www.canyondancer.com)

## Cardo Systems Inc.

100 Hightower Blvd, Suite 101  
Pittsburgh PA 15205  
412-788-4533  
[www.cardosystems.com](http://www.cardosystems.com)

## Carroll Leather Goods

1640 Old 421 South, Boone NC 28607  
828-268-6157  
[www.carrollleather-biker.com](http://www.carrollleather-biker.com)

## Carver Performance Inc.

110 10 St. E, St. Hilaire, MN 56754  
218-964-5670, F 218-964-5675  
Toll-free 888-349-7469  
[www.carverperformance.com](http://www.carverperformance.com)

*DISTRIBUTION:* Dealer-direct, consumer-direct  
*BRANDS:* Fox Shocks

*PRODUCTS:* ATV/SxS (hunting/utility/landscape accessories), Fork Oil, Lubricants

## Castle Sales Co. Inc.

1037 Waube Lane, Green Bay WI 54304  
920-336-7800, F 920-425-9000  
Toll-free: 800-242-8100  
[www.castlesales.com](http://www.castlesales.com)

*DISTRIBUTION:* Dealer-direct

*BRANDS:* Castle, HJC, Chatterbox, Minus33

*PRODUCTS:* Engine Guards, Body Armor/Protectors/Braces, Boots, Casual Wear, Eyewear, Gloves, Helmets and Accessories, Outerwear (textile, leather), Snowmobile Gear, Women's Gear and Accessories, Youth Apparel/ Gear

## Castrol

1500 Valley Rd., Wayne NJ 07470  
973-633-2200  
[www.castrol.com/us](http://www.castrol.com/us)

## Champion Trikes

11841 Monarch St., Garden Grove CA 92845  
Toll-free 800-875-0949  
[www.championsidecars.com](http://www.championsidecars.com)

## ChannelAdvisor

2701 Aerial Center Pkwy., Morrisville NC 27560  
Toll-free 866-264-8594  
[www.channeladvisor.com](http://www.channeladvisor.com)

## Chatterbox

See: Castle Sales Co. Inc.

## Cheetah Factory Racing

PO Box 93, Pemberton, BC, V0N2L0 CANADA  
604-894-1880  
[www.cheetahfactoryracing.com](http://www.cheetahfactoryracing.com)

*DISTRIBUTION:* Via distributors, dealer-direct, consumer-direct

*DISTRIBUTORS:* WPS

*PRODUCTS:* Gear Bags



# COMPANY LISTINGS

## Chicago Jet Ski Rentals

3155 S. Lake Shore Drive, Chicago IL 60660  
312-924-7994  
[www.chicagojetskirentals.com](http://www.chicagojetskirentals.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**BRANDS:** FlyBoard

**SERVICES:** Performance, Business/Sales Consultants, Race/Event Promoter

## Choppers Cycle dba Bagger Werx

490 Mayock Rd., Suite G, Gilroy CA 95020  
408-623-0050, F 408-848-8443  
[www.baggerwerx.com](http://www.baggerwerx.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**PRODUCTS:** Engine Guards, Luggage Racks & Parts, Vehicle Luggage, Exhausts, Fairings & Fenders, Handlebars/Hand Controls, Levers, Lights/Signals, Mirrors, Shocks/Suspensions, Wheels & Rims

## Christini Technologies Inc.

Christini All Wheel Drive Motorcycles  
421 N. 7th St., Philadelphia PA 19123  
215-351-9895, F 215-351-9896

[www.christini.com](http://www.christini.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** Gear Bags, Gloves, Off-Road Apparel/Gear, Vehicles

## ClampTite LLC

PO Box 121437, W. Melbourne FL 32912  
903-288-5592, F 321-610-7137  
Toll-free 800-962-2901

[www.clamptitetools.com](http://www.clamptitetools.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**PRODUCTS:** Fasteners, Hand Tools

## Clearview Shields Inc.

480 Sioux Trail, Pine CO 80470  
303-838-0886, F 303-838-6894  
Toll-free 800-798-6089

[www.clearviewshields.com](http://www.clearviewshields.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** Windscreens/Air Deflectors

## Colorado Dual Sport

See: Exit Tours M/C

## Comet Clutches by Certified Parts Corp.

1029 S Jackson St., Janesville WI 53546  
608-743-4107

[www.certifiedpartscorp.com](http://www.certifiedpartscorp.com)

## Cometic Gasket Inc.

8090 Auburn Rd., Concord OH 44077  
440-354-0077

[www.cometic.com](http://www.cometic.com)

## Continental Tire

Two Wheel Division, 41 Strong St.  
Wallington NJ 07057  
973-471-8890, F 973-471-8766

[www.conti-moto.com](http://www.conti-moto.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Bell Industries, KK Motorcycle Supply, Marshall Distributing, Midwest Motorcycle Supply, Modern Tire, Motorace, MTA, Parts Canada, Parts Unlimited, Tucker Rocky

**PRODUCTS:** Tires

## Corazzo Design

12035 NE Sumner St., Portland OR 97220  
503-446-5031, F 503-961-1695

[www.corazzo.net](http://www.corazzo.net)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** Casual Wear, Gloves, Outerwear (textile, leather), Rain Gear, Women's Gear and Accessories

## Corbin-Pacific Inc.

2360 Technology Pkwy., Hollister CA 95023  
831-634-1100, F 831-634-1059,

Toll-free 800-538-7035

[www.corbin.com](http://www.corbin.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** Fender Eliminator Kits, Windscreens/Air Deflectors, Vehicle Luggage, Fairings & Fenders, Seats, Saddles

## Corporate Turnaround

95 Route 17 S, Suite 310, Paramus NJ 07652  
201-845-5400, Toll-free 800-411-1113

[www.corpturn.com](http://www.corpturn.com)

**DISTRIBUTION:** Dealer-direct

**SERVICES:** Business/Sales Consultants

## Costa Rica Unlimited Motorcycle Tours

18832 Silver Maple Way, Santa Ana CA 92705  
714-335-1076

[www.costaricaunlimited.com](http://www.costaricaunlimited.com)

**SERVICES:** Tour Operator

## Cortech

See Helmet House Inc.

## Cox Racinggroup Inc.

2800 E. 9th St., Suite 100, Newberg OR 97132  
800-321-9771, F 503-487-6767

Toll-free 800-321-9771

[www.coxracinggroup.com](http://www.coxracinggroup.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**BRANDS:** Cox Radiator Guards, Cox Racinggroup

**PRODUCTS:** Engine Guards, Fender Eliminator Kits, Frame Sliders, Radiators/Oil Coolers

## CP-Carrillo

1902 Mc Gaw, Irvine CA 92614  
949-567-9000

[www.cp-carrillo.com](http://www.cp-carrillo.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Orient Express, Parts Unlimited, Tucker Rocky

**BRANDS:** CP Pistons

**PRODUCTS:** Engine Assemblies (long and short block), Fasteners, Pistons/Rings

## CrashedToys

451 E. Blackhawk Trail, Eldridge IA 52748  
855-595-5364

[www.crashedtoys.com](http://www.crashedtoys.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**SERVICES:** Auctions (wholesale)

## Custom Chrome

18225 Serene Dr., Suite 150  
Morgan Hill CA 95037

408-825-5000

[www.customchrome.com](http://www.customchrome.com)

## Cutting Edge Illusions

120 Cleveland St. Unit 1B, Eugene OR 97402  
541-359-3340

[www.cuttingedgeillusions.com](http://www.cuttingedgeillusions.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**PRODUCTS:** Gear Bags, Fairings & Fenders, Lights/Signals

**SERVICES:** Collision Repair, Custom Painting/Refinishing

## CV4 / CV Products

42 High Tech Blvd., Thomasville NC 27360  
336-472-2242

[www.cv4.net](http://www.cv4.net)

## Cycle Country

See: Kolpin

## Cycle Handles

24 Knapp Ave., PO Box 323, Clifton NJ 07015  
646-296-5712

[www.cyclehandles.com](http://www.cyclehandles.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**PRODUCTS:** Gas Tanks, Handlebars/Hand Controls

## Cycle Visions

4263 Taylor St., San Diego CA 92110  
619-295-7800

[www.cyclevisions.com](http://www.cyclevisions.com)

## CycleSmiths Inc.

9330 7th St., Suite F  
Rancho Cucamonga CA 91730  
909-987-3890

[www.cyclesmiths.com](http://www.cyclesmiths.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Custom Chrome, Custom Chrome-Europe, Drag Specialties, Parts Canada, Parts Europe, Zodiac

**PRODUCTS:** Luggage Racks & Parts, Footpegs, Foot Controls, Forward Controls, Handlebars/Hand Controls, Levers, Mirrors

## Cyclops Distributing

604 Whitman, PO Box 215, Rosalia WA 99170  
509-523-2323

## D

## Danny Gray Inc.

1917 Occidental Ave., Santa Ana CA 92705  
714-259-0177

[www.dannygray.com](http://www.dannygray.com)

## David Silver Spares US LLC

549 West Elm Ave., Hanover PA 17331  
717-458-0852

[www.davidsilverspares.com](http://www.davidsilverspares.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**BRANDS:** Motad, Honda Parts

**PRODUCTS:** ATV/SxS (utility/landscape accessories), Batteries/Power Systems, Bearings, Races, Seals, Body Kits/Handguards, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Engine Cases, Castings, Exhausts, Fairings & Fenders, Filters, Forks, Frames, Gas Tanks, Gaskets, Gauges, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Paints, Pistons/Rings, Radiators/Oil Coolers, Reeds/Reed Blocks, Seats, Saddles, Shocks/Suspensions, Spark Plugs, Starter Motors, Tires, Transmissions, Valve Train Components, Wheels & Rims

## Dayko Products LLC

4500 S Garnett Rd., Suite 500, Tulsa OK 74146  
918-481-2380

[www.dayko.com](http://www.dayko.com)

## Dealernews

THE VOICE OF POWERSPORTS RETAILERS

### Dealernews

2501 Colorado Ave. Suite 280  
Santa Monica CA 90404

310-857-3100, F 949-315-3694

[editors@dealernews.com](mailto:editors@dealernews.com)

[dnsales@dealernews.com](mailto:dnsales@dealernews.com)

[www.dealernews.com](http://www.dealernews.com)

**DISTRIBUTION:** Dealer/Retailer-Direct

**BRANDS:** Top 100, DealerNEWS ALERTS, Dealer LAB

**PRODUCTS:** Books, Calendars, Magazines, Media



WHERE POWERSPORTS CONNECTS

### Dealernews International Powersports Dealer Expo

2501 Colorado Ave. Suite 280  
Santa Monica CA 90404

310-857-3100

[www.dealerexpo.com](http://www.dealerexpo.com)

**SERVICES:** Marketing, Event/Race Promoter

## Delaware American Motors

228 Grant Ave., Totowa NJ 07512  
973-981-8626

[www.dammotorcycles.com](http://www.dammotorcycles.com)

*DISTRIBUTION:* Dealer-direct

*PRODUCTS:* Vehicles, Casual Wear

## Delta Braking USA

1001 Orchard Lake Rd., Pontiac MI 48053  
248-334-8170, F 248-332-9410

[www.delta-braking.com](http://www.delta-braking.com)

*DISTRIBUTION:* Via distributors

*DISTRIBUTORS:* Magnum Distributing

*PRODUCTS:* Brakes

## Deltran Corp.

801 International Speedway Blvd.  
Deland FL 32724

386-736-7900

[www.batterytender.com](http://www.batterytender.com)

## DEP Pipes USA

PO Box 268, Georgetown DE 19947  
302-337-3285

[www.deppipeusa.com](http://www.deppipeusa.com)

## Design Engineering Inc.

Powersports Division, 604 Moore Rd.  
Avon Lake OH 44012

800-264-9472, Toll-free 800-264-9472

[www.designengineering.com](http://www.designengineering.com)

*DISTRIBUTION:* Via distributors, dealer-direct, consumer-direct

*DISTRIBUTORS:* Custom Chrome

*PRODUCTS:* Luggage Racks & Parts, Exhausts, Fairings & Fenders, Gas Tanks

## Diamond Heads LLC

120 Cassia Way, Henderson NV 89014  
702-432-8864

[www.diamond-heads.com](http://www.diamond-heads.com)

## DID Chain

1031 Fred White Blvd., Portland TN 37148  
615-323-4020

[www.didchain.com](http://www.didchain.com)

## Direct2mfg.

907 Aviator Dr., Fort Worth TX 76179  
877-396-4111

[www.direct2mfg.com](http://www.direct2mfg.com)

## Divas Snow Gear

327 Market St., Oregon WI 53575  
608-469-5123

[www.divassnowgear.com](http://www.divassnowgear.com)

## Dominus Corp.

410 E Walnut St., Unit 2, Perkasie PA 18944  
215-258-5124

## DOT Tiedown & Lifting Equipment

436 Saco Lowell Rd., Easley SC 29640  
864-306-1350

[www.dottiedown.com](http://www.dottiedown.com)

## Drag Specialties

PO Box 5222, Janesville WI 53547  
608-758-1111

[www.dragspecialties.com](http://www.dragspecialties.com)

*DISTRIBUTION:* Dealer-direct

*BRANDS:* Python Exhaust

*PRODUCTS:* ATV/SxS (armor, hunting/utility/landscape accessories), Canopies, Vehicle Covers, Alarms/Security Systems/Locks, Cameras/Recorders, Communications Systems, Cruise Control, GPS/Navigation, Bumper Carriers, Engine Guards, Fender Eliminator Kits, Frame Sliders, Tank Protectors, Windscreens/Air Deflectors, Gear Bags, Luggage Racks & Parts, Vehicle Luggage, Transportation (tiedowns, trailers, ramps), Boots, Casual Wear, Eyewear, Gloves, Helmets and Accessories, Off-Road Apparel/Gear, Outerwear (textile, leather), Race Suits, Rain Gear, Snowmobile Gear, Wet Suits, Women's Gear and Accessories, Youth Apparel/Gear, Batteries/Power Systems, Bearings, Races, Seals, Body Kits/Handguards, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging

Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Engine Assemblies (long and short block), Engine Cases, Castings, Exhausts, Fairings & Fenders, Fasteners, Filters, Footpegs, Foot Controls, Forward Controls, Forks, Frames, Gas Tanks, Gaskets, Gauges, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Paints, Pistons/Rings, Radiators/Oil Coolers, Reeds/Reed Blocks, Seats, Saddles, Shocks/Suspensions, Spark Plugs, Starter Motors, Tires, Transmissions, Valve Train Components, Wheels & Rims, Additives, Brake Fluid, Brake Oil, Cleaners, Polishes, Protectants, Fork Oil, Lubricants, Sealants, Battery Chargers, Bead Blasters, Boring, Honing, Porting Equipment, Compressors, Diagnostics, Gas Cans, Hand Tools, Lifts, Parts Bins, Work Benches, Custom Painting/Refinishing, Manuals (rate and repair).

## Dragon Alliance

5803 Newton Dr., Suite C, Carlsbad CA 92008  
760-931-4900

[www.dragonalliance.com](http://www.dragonalliance.com)

## Drayko

See: Western Power Sports/WPS

## Dubach Racing Development

2038 2nd St., Norco CA 92860  
951-808-1114, F 951-808-1116

Toll-free 877-382-2241

[www.dubachracing.com](http://www.dubachracing.com)

*DISTRIBUTION:* Via distributors, dealer-direct, consumer-direct

*DISTRIBUTORS:* Western Power Sports/WPS

*BRANDS:* DR.D

*PRODUCTS:* Exhausts

## Dubya USA

2175 N Batavia, Orange CA 92867  
714-279-0200, F 714-279-0220

Toll-free 877-773-8392

[www.dubyausa.com](http://www.dubyausa.com)

*DISTRIBUTION:* Via distributors, dealer-direct

*DISTRIBUTORS:* MTA, Tucker Rocky, Yamaha GYTR, WPS

*BRANDS:* Talon, Kite, Excel, DID, Galfer, Brembo

*PRODUCTS:* Brakes, Cables, Chains, Sprockets, Footpegs, Foot Controls, Wheels & Rims

## Dunlop / Goodyear

PO Box 1109, Buffalo NY 14240  
716-879-8553

## Dux Signal Kits LLC

23132 Monroeville Rd., Monroeville IN 46773  
260-623-3017

[www.duxsignalkits.com](http://www.duxsignalkits.com)

*DISTRIBUTION:* Via distributors, dealer-direct

*DISTRIBUTORS:* Automatic Distributors, Marshall Distributing, MTA Distributing

## Dynojet Research Inc.

2191 Mendenhall Dr., Suite 105  
North Las Vegas NV 89081

702-399-1423

[www.dynojet.com](http://www.dynojet.com)

## DYNOMite Dynamometer by Land & Sea Inc.

25 Henniker St., Concord NH 03301  
603-226-3966, F 603-226-4329

Toll-free 866-DYNOMITE

[www.land-and-sea.com](http://www.land-and-sea.com)

*DISTRIBUTION:* Dealer-direct

*PRODUCTS:* Dynamometers

## E

## E3 Spark Plugs

816 Highway A1A North, Suite 301  
Ponte Verde FL 32082  
904-280-0339

## EarthX Inc.

PO Box 767, Windsor CO 80550  
970-301-6064, F 970-674-9544

[www.earthxmotorsports.com](http://www.earthxmotorsports.com)

*DISTRIBUTION:* Via distributors, dealer-direct, consumer-direct

*DISTRIBUTORS:* MTA

*PRODUCTS:* Batteries/Power Systems

## Echo Products

107 Davis Lane, Shelbyville TN 37160  
931-684-6955

## ElectroSport

21 Brookline, Aliso Viejo CA 92656  
949-748-6338

[www.electrosport.com](http://www.electrosport.com)

## EMGO International

PO Box 664, Mableton GA 30126  
770-944-3532

[www.emgo.com](http://www.emgo.com)

## Empire Glove Mfg. Inc.

525 Scott St., Wilkes Barre PA 18702  
610-395-8484

[www.empireglovemfg.com](http://www.empireglovemfg.com)

*DISTRIBUTION:* Via distributors, dealer-direct, consumer-direct

*PRODUCTS:* ATV/SxS (armor, hunting/utility/landscape accessories), Canopies, Vehicle Covers, Body Armor/Protectors/Braces, Casual Wear, Gloves, Helmets and Accessories, Snowmobile Gear, Youth Apparel/Gear

## Energy One

PO Box 6370, Whittier CA 90609  
563-698-7809

[www.energyoneclutches.com](http://www.energyoneclutches.com)

## EPI Performance

8273 Industrial Park Rd., Baxter MN 56401  
218-829-6036

[www.epiperformance.com](http://www.epiperformance.com)

*DISTRIBUTION:* Via distributors, dealer-direct, consumer-direct

*DISTRIBUTORS:* Automatic Distributors, Kimpex, Marshall, MTA, Parts Canada, Parts Europe, Parts Unlimited, Recreation Supply, Tucker Rocky, Western Power Sports/WPS

*PRODUCTS:* Bearings, Races, Seals, Brakes, Clutches/Primary Drives, Hand Tools

## EPM Performance Imports

77 Pension Rd., Suite 17, Englishtown NJ 07726  
732-786-9777, F 732-786-9777

Toll-free 877-786-6543

[www.epmperf.com](http://www.epmperf.com)

*DISTRIBUTION:* Dealer-direct, consumer-direct

*BRANDS:* Hyperpro, YSS, Wilbers, RUN-N-LITES

*PRODUCTS:* Shocks/Suspensions

## Esjot USA Corp.

3550 N Union Dr., Olney IL 62450  
618-393-2955

[www.esjot.com](http://www.esjot.com)

## EVS Sports

2130 E Gladwick St.  
Rancho Dominguez CA 92020

310-637-5000, Toll-free 888-873-8423

[www.evs-sports.com](http://www.evs-sports.com)

*DISTRIBUTION:* Via distributors, dealer-direct, consumer-direct

*DISTRIBUTORS:* Motovan, MTA, Tucker Rocky, WPS

*PRODUCTS:* Gear Bags, Body Armor/Protectors/Braces, Casual Wear, Gloves, Helmets and Accessories, Off-Road Apparel/Gear, Snowmobile Gear, Youth Apparel/Gear

## Exactitude

25839 Jefferson Ave., Murrieta CA 92562  
951-699-1500



# COMPANY LISTINGS

## Excalibur Motorsports

14020 Central Ave. Ste 530, Chino CA 91710  
909-591-8800, F 909-591-8808,  
Toll-free 800-936-4288  
[www.atv4usa.com](http://www.atv4usa.com)

**DISTRIBUTION:** Dealer-direct

**BRANDS:** HiSun, Lintex, Kaitong, Lingyu, TMEC, Baodiao, Sachs, FYM

**PRODUCTS:** ATV/SxS (utility/landscape accessories), Batteries/Power Systems, Bearings, Races, Seals, Body Kits/Handguards, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Engine Assemblies (long and short block), Engine Cases, Castings, Exhausts, Fairings & Fenders, Fasteners, Filters, Footpegs, Foot Controls, Forward Controls, Forks, Gas Tanks, Gaskets, Gauges, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Pistons/Rings, Radiators/Oil Coolers, Seats, Saddles, Shocks/Suspensions, Spark Plugs, Starter Motors, Tires, Transmissions, Wheels & Rims, Tire/Wheel Balancing Equipment, Tire Changers

## Excel Rims

2645 Vista Pacific Dr., Oceanside CA 92056  
760-732-3161, F 760-732-3186  
[info@rkexcelamerica.com](mailto:info@rkexcelamerica.com),  
[www.rkexcelamerica.com](http://www.rkexcelamerica.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Advantage Performance, Bennett Ltd., Buchanan's, Drive Systems, Dubya, Tucker Rocky, Gamma, Parts Unlimited, MTA, Parts Canada, Rad Manufacturing, Southern Motorcycle Supply, Van Leeuwen Enterprises  
**PRODUCTS:** Wheels & Rims, Hand Tools

## Exit Tours M/C

Colorado Dual Sport, PO Box 627, Salida CO 81201  
719-207-1189, [info@coloradodualsport.com](mailto:info@coloradodualsport.com)  
[www.coloradodualsport.com](http://www.coloradodualsport.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**BRANDS:** Colorado Dual Sport

**SERVICES:** Association/Nonprofit, Marketing/PR, Race/Event Promoter, Tour Operator

## Extreme Max Products

6800 Otter Lake Rd., Lino Lakes MN 55038  
651-303-1035  
[www.extrememax.com](http://www.extrememax.com)

## F

## F2P Technologies

2301 W. Beverley St., Unit G, Staunton VA 24401  
540-885-0095, F 540-885-0155  
Toll-free 866-249-7427  
[www.f2ptechnologies.com](http://www.f2ptechnologies.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Automatic Distributors, Marshall Distributing, Tucker Rocky, Western Power Sports/WPS, Yamaha

**BRANDS:** Flash2Pass, Tap2Pass

**PRODUCTS:** Alarms/Security Systems/Locks

## F4 Customs

2325 Frost Rd., Streetsboro OH 44241  
330-968-4644, F 330-968-4008  
[www.f4customs.com](http://www.f4customs.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**BRANDS:** F4 Customs, Baker Built Air Wings

**PRODUCTS:** Windscreens/Air Deflectors

## Factory Effex

24922 Anza Dr., Suite D, Valencia CA 91355  
661-255-5611, Toll-free 800-866-0709  
[www.factoryeffex.com](http://www.factoryeffex.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Parts Unlimited, Tucker Rocky

**PRODUCTS:** Casual Wear, Stickers/Decals

## Falcon Crankshaft Components Inc.

1115 Old Coachman Rd., Clearwater FL 33765  
727-797-2468, F 727-796-3132  
[www.falconcrank.com](http://www.falconcrank.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**BRANDS:** Knife Rod

**PRODUCTS:** Clutches/Primary Drives, Crankshafts

**SERVICES:** Crankshaft Rebuilding, Performance

## FastDates Calendars

See: Gianatsis Design Associates

## FIAMM Technologies LLC

23880 Industrial Park Dr.  
Farmington Hills MI 48335  
248-427-3202, F 248-474-3500  
[www.fiamm.com](http://www.fiamm.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Amazon, Auto Value, Carquest, Federated Auto Parts, NAPA, Pep Boys

**PRODUCTS:** ATV/SxS (armor, hunting/utility/landscape accessories), Alarms/Security Systems/Locks

## Fieldsheer

See: Helmet House Inc.

## Find It Now GPS Security

10941 Rexdale Ave., Port Richey FL 34668  
727-862-2522, F 727-245-4060  
[www.finditnowusa.com](http://www.finditnowusa.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Alarms/Security Systems/Locks, F&I

## Firebright1 Green Energy (Shanghai) Ltd.

Rm 615, Building 2, Shanghai Technology  
Innovation Center, 100 Qinzhou Rd  
Shanghai CHINA 200235  
+86-21-51701612-8099  
F +86-21-51701612-8036, [contact@dytek1.com.cn](mailto:contact@dytek1.com.cn)  
[www.firebright1.com](http://www.firebright1.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**BRANDS:** FireBright

**PRODUCTS:** ATV/SxS (hunting/utility/landscape accessories), Batteries/Power Systems, Lights/Signals

## FirePower

See: Marshall Distributing

## Firestik Safety Flags

2614 E. Adams, Phoenix AZ 85034  
602-273-7151  
[www.firestik.com](http://www.firestik.com)

## Firstgear

4900 Alliance Gateway Fwy.  
Fort Worth, TX 76177  
866-302-5676, Toll-free 866-302-5676  
[www.firstgear-usa.com](http://www.firstgear-usa.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Biker's Choice, Tucker Rocky

**PRODUCTS:** Gear Bags, Vehicle Luggage, Boots, Casual Wear, Eyewear, Gloves, Helmets and Accessories, Outerwear (textile), Rain Gear, Women's Gear and Accessories

## Five Star Mfg. Inc.

104 Industrial Dr., Crane MO 65633  
417-723-5724, F 417-723-5722  
Toll-free 800-733-5720  
[www.fivestarmfginc.com](http://www.fivestarmfginc.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** ATV/SxS (hunting, utility/landscape accessories), Transportation (tiedowns, trailers, ramps)

## Forma Boots USA

390 Amapola Ave., Suite 2, Torrance CA 90501  
310-533-9390  
[www.formabootsusa.com](http://www.formabootsusa.com)

## Fowlers Distribution Inc.

41 Stevens St., Waterbury CT 06704  
203-597-8686, F 203-597-8676  
[www.fowlersdistribution.com](http://www.fowlersdistribution.com)

**DISTRIBUTION:** Dealer-direct

**BRANDS:** Weise, Milano, Gear Gremlin, Ugly Fish

**PRODUCTS:** Vehicle Covers, Alarms/Security Systems/Locks, Tank Protectors, Transportation (tiedowns, trailers, ramps), Body Armor/Protectors/Braces, Boots, Eyewear, Gloves, Outerwear (textile, leather), Race Suits, Rain Gear, Women's Gear and Accessories, Youth Apparel/Gear, Cables, Fasteners, Filters, Lights/Signals, Mirrors, Seats, Saddles, Hand Tools, Lifts

## FPS Racing High Performance Off-Road Radiators & Oil Coolers

SuperTrapp Industries, 4540 W. 160th St.  
Cleveland OH 44135  
216-265-8400, F 216-265-0130  
[www.fpsracing.com](http://www.fpsracing.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** U.S., South America and Canada: CV4, Motovan, Cuadraxtreme, Parts Unlimited, Southern Motorcycle Supply, Tucker Rocky, WPS/Western Power Sports. Europe: Athena SpA, ATV World, EMX, Goetz GmbH, Hostettler AG, Off-Road Only, Parts Europe, Speedfreak

**PRODUCTS:** Radiators/Oil Coolers

## FRAM Group

1900 W. Field Ct., Lake Forest IL 60045  
616-951-2093  
[www.ucinc.com](http://www.ucinc.com)

## Freedom Exhaust

[www.freedomperform.com](http://www.freedomperform.com)

## Freymoto Industries

[www.freymoto.com](http://www.freymoto.com)

## Frogg Toggs

[www.froggtoggs.com](http://www.froggtoggs.com)

## Fuel Tool

269 Bellair Rd., Ridgewood NJ 07450  
201-956-2350

## Fulmer Helmets Inc.

122 Gayoso Ave., Memphis TN 38103  
901-248-7109

## Fusion Systems LLC

5123 Ithaca Ln., Sarasota FL 34243  
888-993-8746, F 888-643-3499  
Toll-free 888-993-8746  
[www.fusionledsystems.com](http://www.fusionledsystems.com)  
[www.nightflasherleds.com](http://www.nightflasherleds.com)

**DISTRIBUTION:** Via distributors, dealer direct, consumer-direct

**DISTRIBUTORS:** Break Lites, Chromeglow LEDs, Customize That Ride, Iron Pony Motorsports, Knight Lights LEDs, Light It Up Products, Marshall Distributing, The Neon Cycle,

**BRANDS:** Fusion LEDs, Boondock offroad lights

**PRODUCTS:** Lights/Signals

## G

## G-Force Consulting Inc.

11022 42nd St., Clear Lake MN 55319  
218-209-1388  
[www.gforceconsulting.com](http://www.gforceconsulting.com)

**PRODUCTS:** ATV/SxS (hunting/utility/landscape accessories), Alarms/Security Systems/Locks, Cameras/Recorders, Communications Systems, Cruise Control, GPS/Navigation, Batteries/Power Systems, Charging Systems/Ignitions, Handlebars/Hand Controls, Lights/Signals, Starter Motors, Transmissions, Battery Chargers, Diagnostics, Books, Calendars, Magazines

**SERVICES:** Business/Sales Consultants, Marketing/PR

## Galfer Braking Systems

[www.galferusa.com](http://www.galferusa.com)

## Gardner-Westcott Co.

10110 Six Mile Rd., Northville MI 48168  
248-305-5100, F 248-305-5110  
Toll-free 800-871-5100  
[www.gardner-westcott.com](http://www.gardner-westcott.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

## Gas Gas USA Inc.

7801 NW Eastside Dr., Kansas City MO 64152  
816-741-7615, F 816-746-5570  
[www.gasgas.com](http://www.gasgas.com)

**DISTRIBUTION:** Dealer-direct

## Gates Corp.

[www.gates.com](http://www.gates.com)

## Gator Inc.

[www.gatormc.com](http://www.gatormc.com)

## GBC Motorsports

222 S. Harbor Blvd., Anaheim CA 92805  
714-782-3060  
[www.gbcmotorsports.com](http://www.gbcmotorsports.com)

## George's Garage

124 West Caroline Ct., Ontario CA 91762  
909-843-7043  
[www.georges-garage.com](http://www.georges-garage.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct  
**PRODUCTS:** Compressors, Hand Tools

## Gerbing's Heated Clothing

200 W Henry St., Stoneville NC 27048  
Toll-free 800-427-1996  
[www.gerbing.com](http://www.gerbing.com)

## Get 2 It Sales

117 Southwest Dr., Spartanburg SC 29303  
864-595-9930, F 864-595-9571  
Toll-free 800-582-1858  
[www.get2itsales.com](http://www.get2itsales.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Vehicle Covers, Alarms/Security Systems/Locks, Windscreens/Air Deflectors, Vehicle Luggage, Transportation (tiedowns, trailers, ramps), Helmets and Accessories, Batteries/Power Systems, Bearings, Races, Seals, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Engine Assemblies (long and short block), Engine Cases, Castings, Exhausts, Fasteners, Footpegs, Foot Controls, Forks, Gas Tanks, Gaskets, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Pistons/Rings, Reeds/Reed Blocks, Shocks/Suspensions, Spark Plugs, Starter Motors, Tires, Valve Train Components, Wheels & Rims, Battery Chargers, Hand Tools

## Gianatsis Design Associates

4801 Reform Rd., Woodland Hills CA 91364  
818-223-8550, F 818-223-8590  
jgdesign@fastdates.com  
[www.fastdates.com](http://www.fastdates.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** U.S.: Mid-USA, Tucker Rocky, Van Leeuwen Enterprises, Zodiac Distributing. Europe: Custom Chrome, W&W Cycles

**BRANDS:** FastDates.com calendars

**PRODUCTS:** Artwork, Books, Calendars, Magazines, Movies/DVDs, Point of Purchase Materials/Displays, Stickers/Decals

**SERVICES:** Marketing/PR, Media, Race/Event Promoter, Website/Ecommerce Services

## Giant Loop

63025 O B Riley Rd., Suite 17, Bend OR 97701  
458-206-9113  
[www.giantloopmoto.com](http://www.giantloopmoto.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**BRANDS:** Great Basin, Coyote, MoJavi, Fandango, Diablo, Siskiyou, Tillamook, Rogue, Hot Springs, Bush-wackers, Zigzag

**PRODUCTS:** Gear Bags, Luggage Racks & Parts, Vehicle Luggage, Off-Road Apparel/Gear

## GIVI USA Inc.

9309 Forsyth Park Dr., Charlotte NC 28273  
704-679-4123  
[www.gviusa.com](http://www.gviusa.com)

## Global Motor Sports LLC

2901 W. Coast Hwy. Suite 200  
Newport Beach CA 92663  
562-408-3700, F 562-408-3703  
[www.gmsunlimited.com](http://www.gmsunlimited.com)

**SERVICES:** Collision Repair, Custom Painting/Refinishing, Performance, Powdercoating/Plating/Polishing, Auctions (wholesale), Business/Sales Consultants, Transportation/Shipping

## Global Vision Eyewear Corp.

[www.globalvision.us](http://www.globalvision.us)

## Globalstar/Spot LLC

300 Holiday Square Blvd., Covington LA 70433  
985-335-1500  
**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

## GMAX Helmets LLC

PO Box 113, Cass City MI 48726  
919-270-4354  
[www.gmaxhelmet.com](http://www.gmaxhelmet.com)

## Goodridge USA Inc.

[www.goodridge.net](http://www.goodridge.net)

## Goodson Tools & Supplies for Engine Builders

156 Galewski Dr., Winona MN 55987  
507-452-1830, F 507-452-2907  
Toll-free 800-533-8010  
[www.goodson.com](http://www.goodson.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** Valve Train Components, Boring, Honing, Porting Equipment, Hand Tools, Parts Bins, Parts Washers, Pneumatic Tools, Thread Repair Kits, Tire/Wheel Balancing Equipment, Valve Seat Cutters

## Gorilla Automotive Products

[www.gorillacyclealarm.com](http://www.gorillacyclealarm.com)

## Grab On Grips

350 E. Beech Ave., Walla Walla WA 99362  
800-847-2266, F 509-525-9009  
[www.grabongrips.com](http://www.grabongrips.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Josuda, KK Motorcycle Supply, Marshall Distributing, Parts Unlimited, Tucker Rocky, Western Power Sports/WPS

**BRANDS:** Grab On, Johar Grips

**PRODUCTS:** Handlebars/Hand Controls

## Grant Products International

615 Elca Ln., Suite E, Brownsville TX 78521  
800-952-6947, Toll-free 800-952-6947  
[www.grantproducts.com](http://www.grantproducts.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Keystone, Tucker Rocky

**PRODUCTS:** ATV/SxS (armor, hunting/utility/landscape accessories), Handlebars/Hand Controls, Wheels & Rims, Performance

## Gravitate Jeans LLC

5282 Genesee Pkwy., Bokeelia FL 33922  
239-282-2105, F 239-282-1240  
[www.gravitatejeans.com](http://www.gravitatejeans.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** Casual Wear

## Great Day Inc.

604 Kimbrough Dr., PO Box 472  
Tallulah LA 71282  
318-574-5003, F 318-574-4428  
Toll-free 800-649-1918  
[www.greatdayinc.com](http://www.greatdayinc.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** J&M, McDonald's Distributing, Parts Unlimited, Rocky Mountain ATV, Tucker Rocky Distributing

**PRODUCTS:** ATV/SxS (hunting/utility/landscape accessories), Bumper Carriers, Luggage Racks & Parts, Transportation (tiedowns, ramps, trailers)

## GreenRoom Social

BitWaveUSA, 141 NE 3rd Ave.  
Miami FL 33132  
305-347-1787

[www.uclear-digital.com/](http://www.uclear-digital.com/)

**DISTRIBUTION:** Via distributors, consumer-direct

**DISTRIBUTORS:** Amazon

**BRANDS:** UClear, BitWave

**PRODUCTS:** Communications Systems, Helmets and Accessories, Off-Road Apparel/Gear, Snowmobile Gear, Women's Gear and Accessories, Youth Apparel/Gear

## Gremlin Bells

See: All American/Gbells

## GTC Manufacturing

[www.gtcmanufacturing.com](http://www.gtcmanufacturing.com)

## Guard-Dogs Aggressive Eyewear

4848 Colt St., Suite 14, Ventura CA 93003  
805-642-0499, F 805-644-7514  
Toll-free 800-727-3647

[www.guarddogs.com](http://www.guarddogs.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** ATV/SxS hunting accessories, Casual Wear, Eyewear, Off-Road Apparel/Gear, Outerwear (textile), Snowmobile Gear, Women's Gear and Accessories, Youth Apparel/Gear, Artwork, Point of Purchase Materials/Displays, Retail Fixtures, Stickers/Decals

# H

## H&H Sports Protection USA Inc.

[www.hhsportsprotection.com](http://www.hhsportsprotection.com)

## Hammerhead Designs Inc.

3130 Rolison Rd., Redwood City CA 94063  
650-365-3172, F 650-365-3173  
Toll-free 866-HDMOTOX

[www.hdmoto.com](http://www.hdmoto.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** LVP Distribution, Parts Unlimited, Tucker Rocky, WPS/Western Power Sports, JTR (Australia), Kimpex (Canada), SportsPro (New Zealand), PSE (Europe), EMX (Europe), Dirt Freak (Japan)

**PRODUCTS:** Brakes, Footpegs, Foot Controls, Levers

## Handy Division of Janco Industries Inc.

401 S. 2nd Ave., PO Box 1311  
Marshalltown IA 50158  
641-752-5446, F 641-752-1205

Toll-free 855-752-5446  
[www.handyindustries.com](http://www.handyindustries.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer direct  
**PRODUCTS:** Lifts, Work Benches

## Hardline Products

677 Cochran St., Simi Valley CA 93065  
805-581-4700  
[www.hardlineproducts.com](http://www.hardlineproducts.com)

## Hawk Performance

[www.hawkperformance.com](http://www.hawkperformance.com)

## Heads First

7 Plain St, PO Box 112, Westville IN 46391  
219-785-4100  
[www.heads1st.com](http://www.heads1st.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** Batteries/Power Systems, Bearings, Races, Seals, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Engine Assemblies (long and short block), Engine Cases, Castings, Exhausts, Fairings & Fenders, Fasteners, Filters, Footpegs, Foot Controls, Forward Controls, Forks, Frames, Gas Tanks, Gaskets, Gauges, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Pistons/Rings, Radiators/Oil Coolers, Seats, Saddles, Shocks/Suspensions, Spark Plugs, Starter Motors, Tires, Transmissions, Valve Train Components, Wheels & Rims, Additives, Brake Fluid, Cleaners, Polishes, Protectants, Fork Oil, Lubricants, Sealants, Battery Chargers, Crankshaft Rebuilding, Flow Testing, Performance



# COMPANY LISTINGS

## Held USA

1232 Commerce St., Conover NC 28613  
828-464-4440  
[www.heldusa.com](http://www.heldusa.com)

## Heli Modified Inc.

20 Industrial Way, Cornish ME 04030  
207-625-4642

## HeliBars

20 Industrial Way, PO Box 166, Cornish ME 04020  
207-625-4642, F 207-625-3024  
Toll-free 800-859-4642  
[www.helibars.com](http://www.helibars.com)  
**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct  
**DISTRIBUTORS:** WPS/Western Power Sports  
**PRODUCTS:** Handlebars/Hand Controls

## Helmet House Inc.

26855 Malibu Hills Rd., Calabasas Hills CA 91301  
800-421-7247, F 800-338-5012  
[www.helmethouse.com](http://www.helmethouse.com)  
**BRANDS:** Cortech, Fieldsheer, HJC, Mobile Warming, Pokerun, Shoei, Tour Master  
**PRODUCTS:** ATV/SxS (utility/landscape accessories), Vehicle Covers, Gear Bags, Luggage Racks & Parts, Vehicle Luggage, Body Armor/Protectors/Braces, Boots, Casual Wear, Helmets and Accessories, Off-Road Apparel/Gear, Outerwear (textile, leather), Race Suits, Rain Gear, Snowmobile Gear, Women's Gear and Accessories, Youth Apparel/Gear

## Helmetlok

[www.helmetlok.com](http://www.helmetlok.com)

## Hepco & Becker GmbH

PO Box 651175, Sterling VA 20165  
703-372-7241

## Hero Eco Inc.

207 9th St., San Francisco CA 94103  
415-693-3111, F 415-693-3121  
[www.heroeco.com](http://www.heroeco.com)

**DISTRIBUTION:** Dealer-direct

**BRANDS:** A2B Hero Eco Inc.

**PRODUCTS:** Gear Bags, Luggage Racks & Parts, Batteries/Power Systems, Brakes, Cables, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Engine Cases, Castings, Fasteners, Frames, Kickstands, Levers, Lights/Signals, Mirrors, Seats, Saddles, Tires, Battery Chargers, Manuals (rate and repair)

**SERVICES:** Business/Sales Consultants, Marketing/PR

## HiPer Technology Inc.

[www.hiperracingwheels.com](http://www.hiperracingwheels.com)

## High Lifter Products

[www.highlifter.com](http://www.highlifter.com)

## Hindle Exhaust Systems

140 N. Port Rd., Port Perry ON  
L9L 1B2 CANADA  
905-985-6111  
[www.hindle.com](http://www.hindle.com)

## Hinson Clutch Components

[www.hinsonracing.com](http://www.hinsonracing.com)

## HJC America Inc.

511 S. Harbor Blvd. Suite V, La Habra CA 90631  
562-407-2186, F 562-802-7706  
[www.hjchelmets.com](http://www.hjchelmets.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Castle Sales, Helmet House, Parts Canada, Sullivans

**PRODUCTS:** Helmets and Accessories

## HMF Engineering Inc.

[www.hmfracing.com](http://www.hmfracing.com)

## Hot Leathers

[www.hotleathers.com](http://www.hotleathers.com)

## Hotbodies Racing

12925 Brookprinter Pl., Suite 400  
Poway CA 92064  
858-486-3838, F 858-486-7979  
Toll-free 800-555-2805  
[www.hotbodiesracing.com](http://www.hotbodiesracing.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Parts Unlimited, Tucker Rocky

**PRODUCTS:** Fender Eliminator Kits, Frame Sliders, Windscreens/Air Deflectors, Exhausts, Fairings & Fenders, Lights/Signals

## Houser Racing

173 Oak St., Marion OH 43302  
740-382-8100, F 740-382-8199  
Toll-Free 877-646-3278  
[www.houser-racing.com](http://www.houser-racing.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** ATV Galaxy, Motosport Outlet, Tucker Rocky

**PRODUCTS:** Armor, Bumper Carriers, Luggage Racks & Parts, Shocks/Suspensions, Powdercoating/Plating/Polishing

## IBCO Int

1437 West 16th St., Long Beach CA 90813  
562-435-0660, F 562-436-6844  
mgind@pacbell.net  
**DISTRIBUTION:** Via distributors

**PRODUCTS:** Vehicle Luggage, Gaskets

## iBOOSTER

1851 E. First St., Santa Ana CA 92705  
714-368-0656  
[www.boostermotosports.com](http://www.boostermotosports.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** WPS/Western Power Sports

**PRODUCTS:** Spark Plugs

## Icebear ATV

[www.icebearatv.com](http://www.icebearatv.com)

## Ideal Computer Systems

[www.idealcomputersystems.com](http://www.idealcomputersystems.com)

## IMMI/CargoBuckle

[www.cargobuckle.com](http://www.cargobuckle.com)

## Innovative Balancing

146 Halstead St., Suite 110, Rochester NY 14610  
585-467-6028, F 585-336-9397  
Toll-free 866-352-7251  
[www.innovativebalancing.com](http://www.innovativebalancing.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Cult Dynamic Balancing, EZY Ride Dyna Beads, Grainger, Hero Production, R3 Taller de Motos, Ram Tire, Spyder Air, Xtreme Balancing

**BRANDS:** Dyna Beads

## Insgroup

Recreational Insurance  
1455 W. Loop S, Ninth Floor, Houston TX 77027  
713-772-2991, F 713-541-7213  
Toll-free 800-759-2628  
[www.insgroup.net](http://www.insgroup.net)

**DISTRIBUTION:** Consumer-Direct

**PRODUCTS:** F&I

## Interparts Industries

Power Products, 190 Express St.  
Plainview NY 11803  
815-547-0022, F 815-547-1431  
Toll-free 800-222-7022  
[www.atv.interparts.com](http://www.atv.interparts.com)

**DISTRIBUTION:** Via Distributors

**DISTRIBUTORS:** U.S.: Automatic Distributors, J&M ATV, Marshal Distributing, McDonald ATV, MTA, Western

Power Sports/WPS. Canada: Gamma Powersports, Kimpex, Sun & Snow, UTV Canada. Hobby Squad (Spain), All Right Parts (Finland), GM Powersports (Poland), ATV City (UK), W. White Dist. (New Zealand), A-One Accessory (Australia), Aussie Powersports (Australia), ATV Gear (Russia), QTV GmbH (Germany), Arnay Energy (Israel)

## ITP

1990 South Vintage Ave., Ontario CA 91761  
909-390-1905, F 909-605-8885  
[www.itptires.com](http://www.itptires.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Kimpex, KK Motorcycle Supply, Marshall, Maverick, Motovan, MTA, Parts Canada, Parts Unlimited, Tucker Rocky, WPS

**BRANDS:** Holeshot, Quad Cross, Mud Lite, Mud Lite XTR, Terra Cross, Baja Cross, Blackwater Evolution, Mayhem, Ultra Cross, Turf Tamer, Sand Star, Dune Star, SS Series Wheels, SD Series Wheels, T9 Wheels, Delta Wheels

**PRODUCTS:** Tires, Wheels & Rims

## J

## J&P Cycles

13225 Circle Dr., Anamosa IA 52205  
319-462-4819, Toll-free 800-397-4844  
[www.jpccycles.com](http://www.jpccycles.com)

**DISTRIBUTION:** Dealer-direct

**BRANDS:** Vance and Hines, Kuryakyn, Milwaukee Twins, Mustang, RSD

**PRODUCTS:** Alarms/Security Systems/Locks, Communications Systems, Cruise Control, GPS/Navigation, Engine Guards, Tank Protectors, Windscreens/Air Deflectors, Gear Bags, Luggage Racks & Parts, Vehicle Luggage, Transportation (tiedowns, trailers, ramps), Body Armor/Protectors/Braces, Boots, Casual Wear, Eyewear, Gloves, Helmets and Accessories, Outerwear (textile, leather), Rain Gear, Women's Gear and Accessories, Youth Apparel/Gear, Batteries/Power Systems, Bearings, Races, Seals, Body Kits/Handguards, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Engine Assemblies (long, short block, Engine Cases, Castings, Exhausts, Fairings & Fenders, Fasteners, Filters, Footpegs, Foot Controls, Forward Controls, Forks, Frames, Gas Tanks, Gaskets, Gauges, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Pistons/Rings, Radiators/Oil Coolers, Reeds/Reed Blocks, Seats, Saddles, Shocks/Suspensions, Spark Plugs, Starter Motors, Tires, Transmissions, Valve Train Components, Wheels & Rims, Additives, Brake Fluid, Brake Oil, Cleaners, Polishes, Protectants, Fork Oil, Lubricants, Sealants, Battery Chargers, Boring, Honing, Porting Equipment, Diagnostics, Hand Tools, Lifts, Parts Bins, Parts Washers, Plastic Repair Tools, Pneumatic Tools, Thread Repair Kits, Tire/Wheel Balancing Equipment, Tire Changers, Tool Storage, Valve Seat Cutters, Welding Equipment, Work Benches, Artwork, Books, Calendars, Magazines, Manuals (rate and repair), Movies/DVDs, Novelties/Gift Items

## J-Wheelz

[www.j-wheelz.com](http://www.j-wheelz.com)

## James Gaskets

37 Enterprise Way, Dayton NV 89403  
775-246-2220  
[www.jamesgaskets.com](http://www.jamesgaskets.com)

## Jardine Performance Products

SuperTrapp Industries, 4540 W. 160th St.  
Cleveland OH 44135  
216-265-8400, F 216-265-0130  
[www.jardineproducts.com](http://www.jardineproducts.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** U.S. and Canada: CCI, Drag Specialties, Parts Canada, Parts Unlimited, Van Leeuwen Enterprises. Europe: Motorcycle Storehouse, Parts Europe, W&W Cycles, Zodiac

**PRODUCTS:** Fender Eliminator Kits, Luggage Racks & Parts, Exhausts, Forward Controls

## JayBrake

SuperTrapp Industries, 4540 W. 160th St.  
Cleveland OH 44135  
216-265-8400, F 216-265-0130  
[www.jbrake.com](http://www.jbrake.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** U.S. and Canada: Biker's Choice, Drag Specialties, Parts Unlimited. Europe: Motorcycle Storehouse, Parts Europe. Japan: NEO Factory  
**PRODUCTS:** Brakes, Clutches/Primary Drives, Footpegs, Foot Controls, Forward Controls, Handlebars/Hand Controls, Mirrors

## JE Pistons / Innovate Motorsports

15312 Connector Lane  
 Huntington Beach CA 92649  
 714-898-9763

## Joe Rocket

121 Franklin St., Hanson MA 02341  
 781-293-9430, F 781-294-8333  
 Toll-free 800-343-5984

[www.joerocket.com](http://www.joerocket.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Sullivans Inc.

**PRODUCTS:** Vehicle Luggage, Body Armor/Protectors/Braces, Boots, Casual Wear, Gloves, Helmets and Accessories, Off-Road Apparel/Gear, Outerwear (textile, leather), Race Suits, Rain Gear, Women's Gear and Accessories

## JT Racing

[www.jtracingusa.com](http://www.jtracingusa.com)

## K

## K&L Supply Co. Inc.

1040 Richard Ave., Santa Clara CA 95050  
 408-727-6767, F 408-727-4842  
 Toll-free 800-727-6767

[www.klsupply.com](http://www.klsupply.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** Automatic Distributors, KK Motorcycle Supply, Marshall Distributing, Parts Unlimited, Tucker Rocky

**PRODUCTS:** Batteries/Power Systems, Bearings, Races, Seals, Brakes, Carburetors/Fuel Injection, Charging Systems/Ignitions, Clutches/Primary Drives, Fasteners, Filters, Gaskets, Lights/Signals, Mirrors, Starter Motors, Valve Train Components, Additives, Brake Fluid, Brake Oil, Cleaners, Polishes, Protectants, Fork Oil, Lubricants, Sealants, Battery Chargers, Bead Blasters, Boring, Honing, Porting Equipment, Diagnostics, Dynamometers, Gas Cans, Hand Tools, Lifts, Parts Bins, Parts Washers, Plastic Repair Tools, Pneumatic Tools, Thread Repair Kits, Tire/Wheel Balancing Equipment, Tire Changers, Tool Storage, Valve Seat Cutters, Work Benches, Electric Parts Rebuilding, Flow Testing, Manuals (rate and repair).

## K&N Engineering Inc.

Powersports Division, 1455 Citrus St.  
 PO Box 1329, Riverside CA 92507  
 951-826-4000, F 951-826-4001  
 Toll-free 800-858-3333

[www.knfilters.com](http://www.knfilters.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**BRANDS:** High-Flow Air Filters, Wrench-Off Oil Filters, Performance Intake Systems, PowerLEEN, ReCharge Kits

**PRODUCTS:** ATV/SxS (utility/landscape accessories), Filters, Cleaners, Polishes, Protectants, Point of Purchase Materials/Displays, Stickers/Decals

## Kabuto USA

601 E. Gowen Rd., Boise ID 83716  
 208-376-8400, F 208-375-8901

[www.kabutousa.com](http://www.kabutousa.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Helmets and Accessories

## Kali Protectives

Powersports Division, 375 Tennant Ave.  
 Morgan Hill CA 95111  
 408-778-2700, F 408-516-5977

Toll-free: 888-PRO-KALI

[www.kaliprotectives.com](http://www.kaliprotectives.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Body Armor/Protectors/Braces, Gloves, Helmets and Accessories

## Kayo Corp.

See: BS Battery by Kayo Corp.

## KBC America Inc.

2830 N. Ontario St., Burbank CA 91504  
 818-526-7771, F 818-526-7766

[www.kbchelmets.com](http://www.kbchelmets.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**PRODUCTS:** Helmets and Accessories

## Ken Sean Mirrors

2645 Vista Pacific Dr., Oceanside CA 92056  
 760-732-3161, F 760-732-3186

[www.rkexcelamerica.com](http://www.rkexcelamerica.com)

**DISTRIBUTORS:** Bennett Ltd., Kimpex Canada, Parts Unlimited, Marshall Distributing, Motovan Corp., Standard Cycle Parts

**PRODUCTS:** Mirrors

## Kenda USA

Powersports Div., 7095 Americana Pkwy  
 Reynoldsburg OH 43068  
 614-866-9803, F 614-866-9805  
 Toll-free 866-536-3287

[www.kendatire.com](http://www.kendatire.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Automatic Distributors, Bell Industries, KK Motorcycle Supply, Lemans/Parts Unlimited, Modern Tire, MTA, MTC, Performance Tire, Tucker Rocky, Van Leeuwen Enterprises

**PRODUCTS:** Tires

## Kendon USA

[www.kendonusa.com](http://www.kendonusa.com)

## Kerker

SuperTrapp Industries, 4540 W. 160th St.  
 Cleveland OH 44135  
 216-265-8400, F 216-265-0130

[www.supetrapp.com](http://www.supetrapp.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** U.S. and Canada: Biker's Choice, CCI, Drag Specialties, Parts Canada, Parts Unlimited, Tucker Rocky, Van Leeuwen Enterprises. Europe: Motorcycle Storehouse, Parts Europe, W&W Cycles, Zodiac. Japan: Active, Fujita, JP Stroker

**PRODUCTS:** Exhausts

## KFI Products

[www.kfiproducts.com](http://www.kfiproducts.com)

## KG Clutch Factory

[www.kgpowersports.com](http://www.kgpowersports.com)

## KK Motorcycle Supply

431 E Third St., PO Box 45, Dayton OH 45401  
 937-222-1303, F 937-222-9387

Toll-free 800-543-9638

[www.kkcycle.com](http://www.kkcycle.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** ATV/SxS (armor, hunting/utility/vehicle accessories), Vehicle Covers, Alarms/Security Systems/Locks, Communications Systems, Engine Guards, Fender Eliminator Kits, Frame Sliders, Tank Protectors, Windscreens/Air Deflectors, Gear Bags, Luggage Racks & Parts, Vehicle Luggage, Transportation (tiedowns, trailers, ramps), Body Armor/Protectors/Braces, Boots, Eyewear, Gloves, Helmets and Accessories, Off-Road Apparel/Gear, Outerwear (textile, leather), Race Suits, Rain Gear, Women's Gear and Accessories, Youth Apparel/Gear, Batteries/Power Systems, Bearings, Races, Seals, Body Kits/Handguards, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Exhausts, Fairings & Fenders, Fasteners, Filters, Footpegs, Foot Controls, Forward Controls, Forks, Gas Tanks, Gaskets, Gauges, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Paints, Pistons/Rings, Radiators/Oil Coolers, Reeds/Reed Blocks, Seats, Saddles, Shocks/Suspensions, Spark Plugs, Starter Motors, Tires, Valve Train Components, Wheels & Rims, Additives, Brake Fluid, Brake Oil, Cleaners, Polishes, Protectants, Fork Oil, Lubricants, Sealants, Battery Chargers, Bead Blasters, Boring, Honing, Porting Equipment, Gas Cans, Hand Tools, Lifts, Parts Bins, Parts Washers, Plastic Repair Tools, Thread Repair Kits, Tire/Wheel Balancing Equipment, Tire Changers, Tool Storage, Valve Seat Cutters, Books, Calendars, Magazines, Manuals (rate and repair), Point of Purchase Materials/Displays, Signs/Digital Signage/Menu Boards/Banners, Stickers/Decals

## Klotz Synthetic Lubricants

7424 Freedom Way, Fort Wayne IN 46818  
 260-490-0489, F 260-490-0490

Toll-free 800-242-0489

[www.klotzlube.com](http://www.klotzlube.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** Lemans, Magnum Distributing, Marshall Distributing, Rocky Mountain ATV, Target Distributing, WSM

**BRANDS:** R50, TechniPlate, BeNoL, MX4

**PRODUCTS:** ATV/SxS (hunting/utility/landscape accessories), Additives, Cleaners, Polishes, Protectants, Fork Oil, Lubricants

## KnobbyKnife Inc.

1924 Lakewood Ave., PO Box 891  
 Soddy Daisy TN 37379

423-774-0028, F 423-843-3916

[www.knobbyknife.com](http://www.knobbyknife.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** WPS/Western Power Sports

**PRODUCTS:** Tires, Novelty/Gift Items

## Kolpin Outdoors Inc.

PO Box 107, Fox Lake WI 53933  
 920-928-3118

## Kool Trikes

1320 US Hwy 82 West Bypass  
 Clarksville TX 75426

920-392-1060

**DISTRIBUTION:** Dealer-direct

**SERVICES:** Trike Conversions

## Koronis Parts Inc.

17003 County Rd 181, Paynesville MN 56362  
 320-243-3555, F 320-243-7271

[www.koronisparts.com](http://www.koronisparts.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** Parts Unlimited, Tucker Rocky, WPS/Western Power Sports, Automatic, Parts Canada, Kimpex

**BRANDS:** Beard Seats Sno Stuff

**PRODUCTS:** Windscreens/Air Deflectors, Exhausts, Hand Tools

## Kriega

See: BritKit LLC

## Kryptonite Corp.

11819 N Pennsylvania St., Carmel IN 46032  
 781-828-6655

[www.kryptonitelock.com](http://www.kryptonitelock.com)

## Kuberg Inc.

[www.kuberg.com](http://www.kuberg.com)

## Küryakyn

454 County Rd VV, Somerset WI 54025  
 866-277-9598, Toll free: 866-277-9598

[www.kuryakyn.com](http://www.kuryakyn.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Drag Specialties, Tucker Rocky

**PRODUCTS:** Engine Guards, Windscreens/Air Deflectors, Luggage Racks & Parts, Vehicle Luggage, Transportation (tiedowns, trailers, ramps), Rain Gear, Exhausts, Footpegs, Foot Controls, Forward Controls, Gauges, Handlebars/Hand Controls, Kickstands, Levers, Mirrors

## KYMCO USA Inc.

5 Stan Perkins Rd., Spartanburg SC 29307  
 864-327-4744, F 864-327-4745

[www.kymcousa.com](http://www.kymcousa.com)

**DISTRIBUTION:** Dealer-direct



# COMPANY LISTINGS

## L

### L.A. Sleeve Co.

12051 Rivera Rd., Santa Fe Springs CA 90670  
562-945-7578, F 562-698-7029  
Toll-free: 800-822-6005  
[www.lasleeve.com](http://www.lasleeve.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**PRODUCTS:** Bearings, Races, Seals, Brakes, Carburetors/Fuel Injection, Clutches/Primary Drives, Crankshafts, Engine Assemblies (long and short block), Engine Cases, Castings, Exhausts, Footpegs, Foot Controls, Forks, Gaskets, Pistons/Rings, Transmissions, Valve Train Components

**SERVICES:** Crankshaft Rebuilding, Flow Testing, Performance

### Lance Powersports

3788 Milliken Ave. Suite C, Mira Loma CA 91752  
951-361-9000, F 951-361-9393  
[www.lancepowersports.com](http://www.lancepowersports.com)

**DISTRIBUTION:** Dealer-direct

### Land & Sea Inc.

See: DYNomite Dynamometer by Land & Sea Inc.

### Langcourt Ltd.

[www.langcourt.com](http://www.langcourt.com)

### Lazer Star Lights

2734 Danley Ct., Paso Robles CA 93446  
805-226-8200, F 805-226-8150  
Toll-free 800-624-6234

[www.lazerstarlights.com](http://www.lazerstarlights.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Biker's Choice, Drag Specialties, Parts Unlimited

**BRANDS:** Lazer Star, Vizor

**PRODUCTS:** ATV/SxS (hunting/utility/landscape accessories), Lights/Signals

### Leader Motorcycle Accessories

959 236th Ave. NW, St. Francis MN 55070  
763-535-1440, Toll-free 800-828-0844

[www.leadermotorcycle.com](http://www.leadermotorcycle.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Drag Specialties, Parts Unlimited

**BRANDS:** Desert Dawgs, eCaddy, DeluxeCAM

**PRODUCTS:** Cameras/Recorders, Communications Systems, GPS/Navigation, Body Armor/Protectors/Braces

### Leather Therapy

[www.leathertherapy.com](http://www.leathertherapy.com)

### Leatherworks Inc.

[www.leatherworksinc.com](http://www.leatherworksinc.com)

### Lehman Trikes USA

125 Industrial Dr., Spearfish SD 57783  
605-642-2111, F 605-642-1184  
Toll-free 888-394-3357

[www.lehmantrikes.com](http://www.lehmantrikes.com)

**DISTRIBUTION:** Dealer/Retailer-Direct

**SERVICES:** Trike Conversions

### Lethal Threat

[www.lethalthreat.com](http://www.lethalthreat.com)

### LeMond's Yamaha Honda Kawasaki Suzuki

637 US Hwy. 45, PO Drawer B, Fairfield IL 62837  
618-842-9166, F 618-842-6043  
Toll-free 800-356-1354

[www.lemonds.com](http://www.lemonds.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** ATV/SxS (armor, hunting/utility/vehicle accessories), Canopies, Vehicle Covers, Alarms/Security Systems/Locks, Cameras/Recorders, Communications Systems, Cruise Control, GPS/Navigation, Bumper Carriers, Engine Guards, Fender Eliminator Kits, Frame Sliders, Tank Protectors, Windscreens/Air Deflectors, Gear Bags, Luggage Racks & Parts, Vehicle Luggage, Transportation (tiedowns, trailers, ramps), Body Armor/Protectors/Braces, Boots, Casual Wear, Eyewear, Gloves, Helmets and Accessories, Off-Road Apparel/Gear, Outerwear (textile,

leather), Rain Gear, Women's Gear and Accessories, Youth Apparel/Gear, Batteries/Power Systems, Bearings, Races, Seals, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Engine Cases, Castings, Exhausts, Fairings & Fenders, Fasteners, Filters, Footpegs, Foot Controls, Forward Controls, Forks, Frames, Gas Tanks, Gaskets, Gauges, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Pistons/Rings, Radiators/Oil Coolers, Reeds/Reed Blocks, Seats, Saddles, Shocks/Suspensions, Spark Plugs, Starter Motors, Tires, Transmissions, Valve Train Components, Wheels & Rims, Additives, Brake Fluid, Brake Oil, Cleaners, Polishes, Protectants, Fork Oil, Lubricants, Sealants, Battery Chargers, Bead Blasters

**SERVICES:** Collision Repair, Crankshaft Rebuilding, Trike Conversions

### LeoVince USA Specialized Products Distribution

1445B S 50th St., Richmond CA 94804  
510-232-4040, F 510-232-4141  
Toll-free 888-610-4242

[www.leovinceusa.com](http://www.leovinceusa.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**BRANDS:** LeoVince SBK, LeoVince Scoot, LeoVince Carbon Fiber, Dion Device Brake Lever Protector, Techspon, U.S.W.E. Hydration Systems, Airoh Helmets, Vortex and V3 products, BMC Air Filters, Bridgestone Race Tires, GPR Stabilizers, VARTA Batteries

**PRODUCTS:** Communications Systems, Engine Guards, Frame Sliders, Tank Protectors, Transportation (tiedowns, trailers, ramps), Helmets and Accessories, Batteries/Power Systems, Body Kits/Handguards, Brakes, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Exhausts, Filters, Forward Controls, Gas Tanks, Handlebars/Hand Controls, Levers, Tires, Cleaners, Polishes, Protectants, Lubricants, Battery Chargers

**SERVICES:** Performance

### Lethal Threat Designs

Powersports Div.  
145 Saw Mill River Rd., Yonkers NY 10703  
914-207-0343, F 914-207-0342

[www.lethalthreat.com](http://www.lethalthreat.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** Parts Unlimited, Tucker Rocky

**PRODUCTS:** Tank Protectors, Casual Wear, Outerwear (textile, leather), Women's Gear and Accessories, Artwork, Novelties/Gift Items, Stickers/Decals

### Lets Ride Track Days

9452 Telephone Rd., Suite 129  
Ventura CA 93004  
800-482-8848, F 800-482-8848

[www.letsridetrackdays.com](http://www.letsridetrackdays.com)

**SERVICE:** Race/Event Promoter

### Liberty Wear

217-B S Pioneer Blvd., Springboro OH 45066  
937-550-9466, F 937-550-9644

[www.liberty-wear.com](http://www.liberty-wear.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Casual Wear, Gloves, Women's Gear and Accessories

### Lincoln Electric

[www.lincolnelectric.com](http://www.lincolnelectric.com)

### Liquid Image

5610 Skylane Blvd., Suite B, Santa Rosa CA 95403  
707-284-1585

[www.liquidimageco.com](http://www.liquidimageco.com)

### Liquid Performance of America Inc.

850 State St., Rocky Mount VA 24151  
540-489-2066, F 540-489-2070,  
Toll-free 800-217-7435

[www.liquidperformance.com](http://www.liquidperformance.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** Automatic Dist., J&M ATV Supply, Marshall Distributing, Power Sports Place, Rocky Mountain ATV/MC, Romaha, Southern Motorcycle Supply, Tucker Rocky, Western Power Sports/WPS

**PRODUCTS:** Additives, Cleaners, Polishes, Protectants, Lubricants, Sealants

### Lizzy

See: nizeX Inc.

### Lockhart Phillips

8995 Terabyte Dr., Suite H, Reno NV 89521  
Toll-free 800-221-7291

[www.lockhartphillipsusa.com](http://www.lockhartphillipsusa.com)

### Lonski and Associates LLC

PowerSports Staffing and Recruitment  
4 Shore View Circle, Indialantic FL 32903  
321-952-2059, F 321-723-8247

[www.henrylonski.com](http://www.henrylonski.com)

**SERVICES:** Business/Sales Consultants, Training/Education

### Los Angeles Piston Co.

12051 Rivera Rd., Santa Fe Springs CA 90670  
562-945-7578, Toll-free 800-822-6005

[www.lapiston.com](http://www.lapiston.com)

**DISTRIBUTION:** Dealer/Retailer-Direct

**PRODUCTS:** Pistons/Rings

### LS2 Helmets

See: Allwin Powersports Corp. / LS2 Helmets US

### Lucas Oil

[www.lucasoil.com](http://www.lucasoil.com)

### Lunasee

1800 N. Greene St. Suite F, Greenville NC 27834  
252-353-4354

[www.lunasee.com](http://www.lunasee.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**PRODUCTS:** Lights/Signals

### LVP Distribution

1320 North Red Gum St., Anaheim CA 92806  
714-632-9500, F 714-630-3966

[www.lvpdistribution.com](http://www.lvpdistribution.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**BRANDS:** Power Source Batteries

**PRODUCTS:** ATV/SxS (armor, hunting/utility/landscape accessories), Canopies, Vehicle Covers, Alarms/Security Systems/Locks, Cameras/Recorders, Eyewear, Helmets and Accessories, Off-Road Apparel/Gear, Rain Gear, Snowmobile Gear, Wet Suits, Batteries/Power Systems, Bearings, Races, Seals, Brakes, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Exhausts, Filters, Footpegs, Foot Controls, Gaskets, Gauges, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Pistons/Rings, Reeds/Reed Blocks, Seats, Saddles, Spark Plugs, Starter Motors, Tires, Wheels & Rims, Additives, Brake Fluid, Brake Oil, Cleaners, Polishes, Protectants, Fork Oil, Lubricants, Sealants, Battery Chargers, Gas Cans, Hand Tools, Lifts, Parts Washers, Tire Changers

**SERVICES:** Business/Sales Consultants

## M

### M1C Helmets LLC

5833 Cane Ridge Rd, PO Box 757  
Antioch TN 37013

615-554-4587, F 615-941-5159

[www.m1chelmets.com](http://www.m1chelmets.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**PRODUCTS:** Helmets and Accessories, Lights/Signals

### MachinartMoto

17 Slacktown Rd., Frenchtown NJ 08825  
908-996-7210, F 908-996-0210

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Nippy Norman's, Adventure Designs, RevZilla, eelse, Offroad Touring & Equipment, Tor Motors, Dual Sport Plus, Motoradler, Beijing Motorway

**BRANDS:** MudSling, Avant, X-Head, Slipscreen

**PRODUCTS:** Engine Guards, Windscreens/Air Deflectors

## Magnum Distributing

2225 Dixie Hwy., Waterford MI 48328  
248-334-1730, F 248-332-9410  
Toll-free 800-783-5859

[www.magnumdistributing.com](http://www.magnumdistributing.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**PRODUCTS:** Transportation (tiedowns, trailers, ramps), Boots, Casual Wear, Eyewear, Gloves, Off-Road Apparel/Gear, Bearings, Races, Seals, Body Kits/Handguards, Brakes, Cables, Chains, Sprockets, Clutches/Primary Drives, Crankshafts, Exhausts, Filters, Footpegs, Foot Controls, Gaskets, Handlebars/Hand Controls, Levers, Pistons/Rings, Radiators/Oil Coolers, Reeds/Reed Blocks, Seats, Saddles, Spark Plugs, Tires, Wheels & Rims, Additives, Brake Fluid, Brake Oil, Cleaners, Polishes, Protectants, Fork Oil, Lubricants, Sealants, Hand Tools

## Magura USA

724 West Clem St., Olney IL 62450  
618-395-2200, F 618-395-4711  
Toll-free 800-448-3876

[www.magura.com](http://www.magura.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** Parts Unlimited, Tucker Rocky, WPS/Western Power Sports

**PRODUCTS:** Handlebars/Hand Controls, Levers

## Maier Manufacturing Inc.

[www.maier-mfg.com](http://www.maier-mfg.com)

## Manheim

6235 Peachtree Dunwoody Rd, Atlanta GA 30328  
678-645-2156

## Marine One Acceptance Corp.

[www.marineone.com](http://www.marineone.com)

## Marlin Corp.

5243 Latimer Dr., West Bloomfield, MI, 48324  
248-683-1536, F 248-683-8284  
Toll-free 800-777-5543

[www.marlinsclocks.com](http://www.marlinsclocks.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Kuryakyn, Motorcycle Storehouse, Yamaha

**PRODUCTS:** GPS/Navigation, Gauges, Novelties/Gift Items

## Marshall Distributing

4162 Doerr Rd. Suite 113, Cass City MI 48726  
989-872-2109, F 989-872-5350  
Toll-free 800-728-7999

[www.marshalldistributing.com](http://www.marshalldistributing.com)

**BRANDS:** Firepower, Marshall Racing, Solo

**PRODUCTS:** ATV/SxS (armor, hunting/utility/landscape accessories), Canopies, Vehicle Covers, Alarms/Security Systems/Locks, Cameras/Recorders, Communications Systems, Cruise Control, GPS/Navigation, Bumper Carriers, Engine Guards, Fender Eliminator Kits, Frame Sliders, Tank Protectors, Windscreens/Air Deflectors, Gear Bags, Luggage Racks & Parts, Vehicle Luggage, Sidecars, Transportation (tiedowns, trailers, ramps), Body Armor/Protectors/Braces, Boots, Eyewear, Gloves, Helmets and Accessories, Off-Road Apparel/Gear, Outerwear (leather), Race Suits, Rain Gear, Snowmobile Gear, Women's Gear and Accessories, Youth Apparel/Gear, Batteries/Power Systems, Bearings, Races, Seals, Body Kits/Handguards, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Engine Assemblies (long and short block), Engine Cases, Castings, Exhausts, Fairings & Fenders, Fasteners, Filters, Footpegs, Foot Controls, Forward Controls, Forks, Gas Tanks, Gaskets, Gauges, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Paints, Pistons/Rings, Radiators/Oil Coolers, Reeds/Reed Blocks, Seats, Saddles, Shocks/Suspensions, Spark Plugs, Starter Motors, Tires, Transmissions, Valve Train Components, Wheels & Rims, Additives, Brake Fluid, Brake Oil, Cleaners, Polishes, Protectants, Fork Oil, Lubricants, Sealants, Battery Chargers, Bead Blasters, Boring, Honing, Porting Equipment, Compressors, Diagnostics, Gas Cans, Hand Tools, Lifts, Parts Bins, Plastic Repair Tools, Thread Repair Kits, Tool Storage, Valve Seat Cutters, Books, Calendars, Magazines, DMS/Computers/Software, Manuals (rate and repair), Novelties/Gift Items, Point of Purchase Materials/Displays, Signs/Digital Signage/Menu Boards/Banners

## Massimo Motor Sports LLC

8551 Esters Blvd., Irvine TX 75063  
817-966-1923

## Matco Tools

4403 Allen Road, Stow OH 44224  
330-929-4949, F 330-926-5325  
Toll-free 888-696-2826

[www.matcotools.com](http://www.matcotools.com)

**DISTRIBUTION:** Via distributors

**PRODUCTS:** Casual Wear, Eyewear, Gloves, Battery Chargers, Compressors, Diagnostics, Hand Tools, Lifts, Plastic Repair Tools, Pneumatic Tools, Thread Repair Kits, Tire/Wheel Balancing Equipment, Tire Changers, Tool Storage, Welding Equipment

## Mat Hotch Designs Inc.

525 W. Truslow Ave., Unit B, Fullerton CA 92832  
714-525-4011, F 714-525-4171  
info@matthotchdesigns.com

[www.matthotchdesigns.com](http://www.matthotchdesigns.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Gas Tanks, Kickstands, Tires, Wheels & Rims

## Matto Cycle Inc.

634 Port Carbon St. Clair Highway  
Pottsville PA 17901  
570-429-0678, F 570-429-0141

[www.mattocycle.com](http://www.mattocycle.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** ATV/SxS (armor, hunting/utility/landscape accessories), Canopies, Vehicle Covers, Alarms/Security Systems/Locks, Cameras/Recorders, Communications Systems, Cruise Control, GPS/Navigation, Bumper Carriers, Engine Guards, Fender Eliminator Kits, Frame Sliders, Tank Protectors, Windscreens/Air Deflectors, Gear Bags, Luggage Racks & Parts, Vehicle Luggage, Transportation (tiedowns, trailers, ramps), Body Armor/Protectors/Braces, Boots, Casual Wear, Eyewear, Gloves, Helmets and Accessories, Off-Road Apparel/Gear, Outerwear (textile, leather), Race Suits, Rain Gear, Women's Gear and Accessories, Youth Apparel/Gear, Batteries/Power Systems, Bearings, Races, Seals, Body Kits/Handguards, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Engine Assemblies (long and short block), Engine Cases, Castings, Exhausts, Fairings & Fenders, Fasteners, Filters, Footpegs, Foot Controls, Forward Controls, Forks, Frames, Gas Tanks, Gaskets, Gauges, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Paints, Pistons/Rings, Radiators/Oil Coolers, Reeds/Reed Blocks, Seats, Saddles, Shocks/Suspensions, Spark Plugs, Starter Motors, Tires, Transmissions, Valve Train Components, Wheels & Rims, Additives (gas, oil), Brake Fluid, Brake Oil, Cleaners, Polishes, Protectants, Fork Oil, Lubricants, Sealants, Battery Chargers, Bead Blasters, Boring, Honing, Porting Equipment, Compressors, Diagnostics, Dynamometers, Gas Cans, Hand Tools, Lifts, Parts Bins, Parts Washers, Plastic Repair Tools, Pneumatic Tools, Thread Repair Kits, Tire/Wheel Balancing Equipment, Tire Changers, Tool Storage, Valve Seat Cutters, Welding Equipment, Work Benches, Books, Calendars, Magazines, Manuals (rate and repair), Movies/DVDs, Novelties/Gift Items, Stickers/Decals

**SERVICES:** Collision Repair, Crankshaft Rebuilding, Custom Painting/Refinishing, Electric Parts Rebuilding, Flow Testing, Frame Straightening, Performance, Powdercoating/Plating/Polishing, Salvage Yard, Trike Conversions

## MATRACKS

202 Cleveland Ave. E, PO Box 214  
Karlstad MN 56732  
218-683-9800, F 218-436-7500

[www.matracks.com](http://www.matracks.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**BRANDS:** Matracks, LiteFoot ATV tracks

## Maxima Racing Oils

[www.maximausa.com](http://www.maximausa.com)

## Maxxis International USA

545 Old Peachtree Rd., Suwanee GA 30024  
678-407-6700, F 770-962-7705  
Toll-free 800-4-MAXXIS

[www.maxxis.com](http://www.maxxis.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Kimpex, Maverick, Motovan, MTA, Parts Canada, Parts Unlimited, Tucker Rocky

**PRODUCTS:** Tires

## MBA Insurance Agency Inc.

8383 E. Evans Rd., Scottsdale AZ 85260  
800-622-2201, F 480-607-6100

[www.mbinsurance.net](http://www.mbinsurance.net)

**DISTRIBUTION:** Dealer-direct

## Metrovac

5 Raritan Rd., Oakland NJ 07436  
201-405-2225, F 201-405-2660  
Toll-free 800-822-1602

[www.metrovacworld.com](http://www.metrovacworld.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Biker's Choice, Drag Specialties, KK Motorcycle Supply, Kuryakyn, Parts Unlimited, Tucker Rocky, WPS/Western Power Sports

## Michelin North America

Motorcycle Tires  
1 Parkway South, Greenville SC 29615  
864-458-5000

[www.michelinmotorcycle.com](http://www.michelinmotorcycle.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Drag Specialties, Hard Drive, Kimpex, Modern Tire, Motovan, MotoRade, Parts Canada, Parts Unlimited, WPS/Western Power Sports, Island Racing, Sport Bike Tire Service, Motocicletas y Equipos, Accesorios DESA SA de CV

**PRODUCTS:** Tires

## Medieval Metal

1790 La Costa Meadows Dr., Suite 104  
San Marcos CA 92078  
760-471-7600

[www.hairtwisters.com](http://www.hairtwisters.com)

## Metro Air Force

[www.motorcycledryer.com](http://www.motorcycledryer.com)

## MIC Systems & Software

[www.commander.net](http://www.commander.net)

## Michelin

[www.michelinmotorcycletires.com](http://www.michelinmotorcycletires.com)

## Midland Radio Corp.

5900 Parretta Dr., Kansas City MO 64120  
816-462-0445, F 816-241-5713

[www.midlandusa.com](http://www.midlandusa.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Drag Specialties, Parts Unlimited

**PRODUCTS:** ATV/SxS (hunting/utility/landscape accessories), Cameras/Recorders, Communications Systems, Helmets and Accessories

## Midwest Acorn Nut

256 Minnesota Ave., Troy MI 48083  
248-583-0550, F 248-583-9130  
Toll-free 800-422-6887

[www.midwestacornnut.com](http://www.midwestacornnut.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Custom Chrome, Drag Specialties, Harley-Davidson Motor Co., Midwest Motorcycle Supply, TEC Distributing, Zodiac International

**PRODUCTS:** Fasteners

## Midwest Brokerage

13221 Barrett Chase Circle, Ballwin MO 63021  
314-909-8800, F 314-909-8801

Toll-free 800-464-1990

donbrown@midwest-brokerage.com

[www.midwest-brokerage.com](http://www.midwest-brokerage.com)

## Mikuni American

8910 Mikuni Ave., Northridge CA 91324  
818-885-1242, F 818-993-7388

[www.mikunipower.com](http://www.mikunipower.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Sudco, Fox, Parts Unlimited, Drag Specialties, Custom Chrome, Tucker Rocky, Biker's Choice, WPS/Western Power Sports, Marshall, MAP, Exceed, Pro-Tec, Riva, TEC Distributing, Branch, Orient Express, Kimpex, Motovan, Trans Can Imports, Winners Circle

**PRODUCTS:** Carburetors/Fuel Injection





# COMPANY LISTINGS

## Mile Marker Inc.

2121 Blount Road, Pompano Beach FL 33069  
954-782-0604, F 954-782-0769  
Toll-free 800-886-8647  
[www.milemarker.com](http://www.milemarker.com)

**PRODUCTS:** ATV/SxS (utility/landscape accessories),  
Transportation (tiedowns, trailers, ramps)

## Minus 33

See: Castle Sales Co. Inc.

## Mizer Motor Works Inc.

2464 El Camino Real, Suite 221  
Santa Clara CA 95051  
408-954-1600, F 888-452-0701  
[sales@mizermw.com](mailto:sales@mizermw.com)  
[www.mizermw.com](http://www.mizermw.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Vehicle Covers, Transportation (tiedowns,  
trailers, ramps), Lifts, Trike Conversions

## Mobile Warming

See Helmet House Inc.

## Modern Tire

[www.moderntire.com](http://www.moderntire.com)

## Motion Pro Inc.

867 American St., San Carlos CA 94070  
650-594-9600  
[www.motionpro.com](http://www.motionpro.com)

## Moto Liberty

RS Taichi US Distribution, 2821 LBJ Fwy  
Dallas TX 75234  
972-243-5995, F 972-243-6878  
Toll-free 800-214-RACE  
[www.rstaichiusa.com](http://www.rstaichiusa.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**BRANDS:** RS Taichi

**PRODUCTS:** Gear Bags, Vehicle Luggage, Body Armor/  
Protectors/Braces, Boots, Casual Wear, Gloves, Outerwear  
(textile, leather), Race Suits, Rain Gear, Women's Gear and  
Accessories, Youth Apparel/Gear

## Moto Tassinari Inc.

[www.mototassinari.com](http://www.mototassinari.com)

## MotoConcepts

[www.motoconcepts.com](http://www.motoconcepts.com)

## Motofino USA Inc.

[www.motofino.com](http://www.motofino.com)

## MotoPressor Helmetloks

See: Rocky Creek Designs

## Moto Shop

325 South Maple Ave., Suite 20  
South San Francisco CA 94080  
650-873-1600

[www.motoshopsf.com](http://www.motoshopsf.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

## MotoAmore LLC

2981 Mead Ave., Santa Clara CA 95051  
408-295-3004, F 408-982-9509  
[www.moto-amore.com](http://www.moto-amore.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**BRANDS:** Heidenau Tires, Davida, Halcyon, Siem

**PRODUCTS:** Sidecars, Eyewear, Gloves, Helmets and  
Accessories, Mirrors, Tires

## Motor Master ATV

[www.motormasteratv.com](http://www.motormasteratv.com)

## Motor Trike Inc.

22667 FM 15, Troup TX 75789  
903-842-3094  
[www.motortrike.com](http://www.motortrike.com)

## Motorcycle & Marine Electric Suppliers

4491 S State Road 7, Fort Lauderdale FL 33314  
856-486-7599  
[www.mesmotorcycle.com](http://www.mesmotorcycle.com)

## Motorcycle Industry Council

2 Jenner, Suite 150, Irvine CA 92618  
949-727-3227, F 949-727-4217  
[www.mic.org](http://www.mic.org)

**SERVICES:** Association/Nonprofit

## Motorcycle Safety Foundation

2 Jenner, Suite 150, Irvine CA 92618  
949-727-3227, F 949-727-4217  
[www.msf-usa.org](http://www.msf-usa.org)

**SERVICES:** Association/Nonprofit, Training/Education

## Motorsport Aftermarket Group (MAG)

17771 Mitchell North, Irvine CA 92614  
949-440-5500, F 949-440-5501  
[www.magggroup.com](http://www.magggroup.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** Biker's Choice, Drag Specialties, Parts Unlim-  
ited, Tucker Rocky Distributing, WPS/Western Power Sports

**BRANDS:** Cycle News, DragonFire, Kuryakyn Holdings  
Inc., Burlly Brand, PowersportsU, Progressive Suspension,  
Performance Machine, Vance & Hines, Mustang Seats,  
Xtreme Machine, Roland Sands Design, RSD Apparel,  
Renthal, Renthal UK, MAG Europe, MAG Japan

**PRODUCTS:** ATV/SxS (hunting/utility/landscape accesso-  
ries), Tank Protectors, Gear Bags, Luggage Racks & Parts,  
Vehicle Luggage, Body Armor/Protectors/Braces, Casual  
Wear, Gloves, Women's Gear and Accessories, Brakes,  
Chains, Sprockets, Exhausts, Fairings & Fenders, Foot-  
pegs, Foot Controls, Forward Controls, Forks, Gauges,  
Handlebars/Hand Controls, Lights/Signals, Mirrors, Seats,  
Saddles, Shocks/Suspensions, Wheels & Rims

**SERVICES:** Training/Education

## MOTOTV

3457 Ringsby Ct. Suite 316, Denver CO 80216  
720-583-3835  
[www.mototvnetwork.com](http://www.mototvnetwork.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** A/V Systems, Monitors, Screens, Movies/  
DVDs

**SERVICES:** Marketing/PR, Media, Training/Education

## Motul USA Inc.

790 C Indigo Court, Pomona CA 91767  
909-625-1292  
[www.motul.com](http://www.motul.com)

## MTA Distributing

6469 Hwy 33, Choudrant LA 71227  
318-255-0049

## Mustang Motorcycle Products LLC

4 Springfield St., Bldg. 1, Suite 185  
Three Rivers MA 01080  
413-668-1190, F 413-668-1166  
Toll-free 800-243-1392  
[www.mustangseats.com](http://www.mustangseats.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** Biker's Choice, Custom World, Drag  
Specialties, Drag Specialties Europe, Mid-USA, Motor-  
cycle Storehouse, Parts Europe, Parts Unlimited, PLOT,  
Tucker Rocky, Zodiac

**PRODUCTS:** Vehicle Luggage, Seats, Saddles

## N

## NADAguides

3186 Airway Ave., Suite K, PO Box 7800  
Costa Mesa CA 92626  
714-556-8511, F 714-556-8715  
Toll-free 800-966-6232  
[www.nadaguides.com](http://www.nadaguides.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** DMS/Computers/Software

**SERVICES:** Website/Ecommerce Services

## Napa Glove and Safety Inc.

550 California Blvd., Suite 509, Napa CA 94559  
707-226-8005, F 707-226-8527  
Toll-free 800-445-6837

[www.napaglove.com](http://www.napaglove.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**PRODUCTS:** Eyewear, Gloves

## National Cycle Inc.

2200 Maywood Dr., Maywood, IL 60153  
708-343-0400, F: 708-343-0625  
[www.nationalcycle.com](http://www.nationalcycle.com)

## National Powersport Auctions (NPA)

12300 Stowe Dr., Poway CA 92064  
858-413-1138  
[www.npauctions.com](http://www.npauctions.com)

## Nelson Rigg USA Inc.

3518-A Lake Center Dr., Santa Ana CA 92704  
714-850-1811, F 714-850-1848  
[www.nelsonrigg.com](http://www.nelsonrigg.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Advantage Performance Distributing,  
Blue Sky Dist., Marshall Distributing, Motovan, MTA, Parts  
Canada, Parts Unlimited, Southern Motorcycle Supply,  
Sullivans

**PRODUCTS:** Vehicle, Vehicle Luggage, Rain Gear

## Neway Manufacturing Inc.

1013 N. Shiawassee St., PO Box 188  
Corunna MI 48817  
989-743-3458, F 989-743-5764  
Toll-free 800-248-3889

[www.newaymfg.com](http://www.newaymfg.com)

**DISTRIBUTION:** Via distributors, dealer-direct,  
consumer-direct

**PRODUCTS:** Valve Seat Cutters

## Nikko Helmets

4661 District Blvd., Vernon CA 90058  
323-586-8477, F 323-586-0866  
[www.nikkohelmets.com](http://www.nikkohelmets.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Helmets and Accessories

## Niks Distributing

12051 Rivera Rd., Santa Fe Springs CA 90670  
562-945-1098, F 562-945-4468  
Toll free 888-500-6457  
[www.niksdistributing.com](http://www.niksdistributing.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**BRANDS:** AP Brakes, Wossner Pistons, Neutech, All Balls,  
ProX, Wiseco, Hot Rod, System Rig

**PRODUCTS:** Bearings, Races, Seals, Brakes, Chains,  
Sprockets, Crankshafts, Footpegs, Foot Controls, Pistons/  
Rings, Lubricants

## nizeX Inc.

1735 Pennsylvania Ave., McDonough GA 30253  
678-359-4184  
[www.nizex.com](http://www.nizex.com)

**DISTRIBUTION:** Dealer-direct

**BRANDS:** Lizzy

**PRODUCTS:** DMS/Computers/Software

**SERVICES:** F&I, Website/Ecommerce Services

## NOCO Co.

[www.geniuschargers.com](http://www.geniuschargers.com)

## No Limit Wheels

11618 W 90th St., Overland Park KS 66214  
888-848-8024  
[www.nolimitwheels.com](http://www.nolimitwheels.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** ATV/SxS Armor, Wheels & Rims

## Nutcase Helmets

[www.nutcasehelmets.com](http://www.nutcasehelmets.com)

## O

## O'NEAL

685 E Cochran St., Simi Valley CA 93065  
805-426-3300, F 8054263301  
Toll-free 800-326-6325  
[www.oneal.com](http://www.oneal.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** KK Motorcycle Supply, Magnum Distrib-  
uting, Sullivans

## P

**BRANDS:** O'Neal Racing, Azonic, Blur Optics, Four ATV, Rockhard Helmets

**PRODUCTS:** Communications Systems, Gear Bags, Transportation (tiedowns, trailers, ramps) Body Armor/Protectors/Braces, Boots, Casual Wear, Eyewear, Gloves, Helmets and Accessories, Off-Road Apparel/Gear, Outerwear (textile, leather), Women's Gear and Accessories, Youth Apparel/Gear, Handlebars/Hand Controls, Stickers/Decals

### Old Skool Cycle Werks

1913 E. Beards Ave., Suite 2061, Tampa FL 33613  
813-789-1717  
[www.oldschoolcyclewerks.com](http://www.oldschoolcyclewerks.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**BRANDS:** Phatillac, PhatBack

**PRODUCTS:** ATV/SxS (utility/landscape accessories), Body Kits/Handguards, Fairings & Fenders

### Olympia Sports Co.

[www.olympiagloves.com](http://www.olympiagloves.com)

### Orient Express Racing

28 Grand Blvd N, Brentwood NY 11717  
631-231-9552, F 631-231-9557  
Toll-free 800-645-6521

[www.orientexpress.com](http://www.orientexpress.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**BRANDS:** GB Racing Products, Dymag Wheels, K-Tech Suspension

**PRODUCTS:** Engine Guards, Fender Eliminator Kits, Frame Sliders, Batteries/Power Systems, Bearings, Races, Seals, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Clutches/Primary Drives, Crankshafts, Engine Assemblies (long and short block), Engine Cases, Castings, Exhausts, Filters, Forks, Gaskets, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Pistons/Rings, Shocks/Suspensions, Tires, Transmissions, Valve Train Components, Wheels & Rims, Compressors

**SERVICES:** Crankshaft Rebuilding, Performance

### OSET Bikes

425 Kristen Ct. Unit 6, Montrose CO 81401  
303-990-2390  
[www.osetbikes.com](http://www.osetbikes.com)

### OutLaw Eyewear Inc.

14938 Camden Ave., Suite 49  
San Jose CA 95124  
408-538-1571  
[www.outlaweyewear.com](http://www.outlaweyewear.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** Armor, Body Armor/Protectors/Braces, Eyewear, Helmets and Accessories, Off-Road Apparel/Gear

### Outside Distributing

30 Allaura Blvd., Unit 6, Aurora ON  
L4G3S5 CANADA  
905-727-6105, F 888-868-4585  
Toll-free 888-953-8207  
[www.outsidedistributing.com](http://www.outsidedistributing.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Kimpex, Gamma Sales, J&M ATV Supply, Marshall Distributing, Southern Motorcycle Supply, Winners Circle

**PRODUCTS:** Bearings, Races, Seals, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Engine Assemblies (long and short block), Engine Cases, Castings, Filters, Footpegs, Foot Controls, Gaskets, Handlebars/Hand Controls, Levers, Pistons/Rings, Shocks/Suspensions, Spark Plugs, Starter Motors, Transmissions, Valve Train Components, Wheels & Rims, Point of Purchase Materials/Displays, Retail Fixtures, Signs/Digital Signage/Menu Boards/Banners, Stickers/Decals

**SERVICES:** Marketing/PR, Retail Design/Merchandising, Training/Education, Website/Ecommerce Services

### Oxford Products USA Inc.

[www.oxford-products.com](http://www.oxford-products.com)

### Pacific Coast Sunglasses Inc.

1279 W Stowell Rd. Suite J  
Santa Maria CA 93458  
805-925-2530, F 800-445-4962  
Toll-free 800-845-5459  
[www.pacificcoastsunglasses.com](http://www.pacificcoastsunglasses.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Parts Unlimited, Tucker Rocky

**BRANDS:** Original KD's, Kickstart, Airfoil, Biker Chix, Day2Nite

**PRODUCTS:** Casual Wear, Eyewear, Off-Road Apparel/Gear, Women's Gear and Accessories, Youth Apparel/Gear, Point of Purchase Materials/Displays, Retail Fixtures, Signs/Digital Signage/Menu Boards/Banners, Stickers/Decals

### Pacific Powersports

38340 Innovation Ct., Suite 609z  
Murrieta CA 92563  
951-698-7878, F 951-698-7588  
[www.pacificpowersports.info](http://www.pacificpowersports.info)

### Park Tool Co.

Motorcycle Div.  
5115 Hadley Ave N., St Paul MN 55128  
651-777-6868, F 651-777-5559  
[www.parktoolmotorcycle.com](http://www.parktoolmotorcycle.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** K&L Supply, Mac Tool, Mid-USA, Midwest Motorcycle Supply, Motovan, Pit Posse, Tucker Rocky, WPS/Western Power Sports

**PRODUCTS:** Hand Tools, Lifts, Tire/Wheel Balancing Equipment

### Parts Unlimited

3501 Kennedy Rd, PO Box 5222  
Janesville WI 53545  
608-758-1111, F 800-369-1060  
Toll-free 800-369-1000  
[www.parts-unltd.com](http://www.parts-unltd.com)

**DISTRIBUTION:** Dealer-direct

**BRANDS:** Alpinestars, Arctiva, DP Brakes, Icon, Memphis Shades, Moose Racing, Moose Utility Division, Saddlemen, Scorpio, Slippery, Thor and Z1R

### Penske Racing Shocks

[www.penskeshocks.com](http://www.penskeshocks.com)

### Perewitz Cycle Fab

910 Plymouth St, Bridgewater MA 02324  
508-697-3595  
[www.perewitz.com](http://www.perewitz.com)

**DISTRIBUTION:** Consumer-Direct

**PRODUCTS:** Vehicle Covers, Alarms/Security Systems/Locks, Cameras/Recorders, Communications Systems, Engine Guards, Gear Bags, Transportation (tiedowns, trailers, ramps), Casual Wear, Gloves, Helmets and Accessories, Batteries/Power Systems, Bearings, Races, Seals, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Engine Assemblies (long and short block), Engine Cases, Castings, Exhausts, Fairings & Fenders, Fasteners, Filters, Footpegs, Foot Controls, Forward Controls, Forks, Frames, Gas Tanks, Gaskets, Gauges, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Paints, Pistons/Rings, Radiators/Oil Coolers, Reeds/Reed Blocks, Seats, Saddles, Shocks/Suspensions, Spark Plugs, Starter Motors, Tires, Transmissions, Valve Train Components, Wheels & Rims, Brake Fluid, Brake Oil, Cleaners, Polishes, Protectants, Fork Oil, Lubricants, Sealants, Battery Chargers, Tire/Wheel Balancing Equipment, Tool Storage, Welding Equipment, Artwork, Novelties/Gift Items, Stickers/Decals

**SERVICES:** Collision Repair, Custom Painting/Refinishing, Performance, Race/Event Promoter, Retail Design/Merchandising

### PIAA Corp.

3004 NE 181st Ave., Portland OR 97230  
817-599-7445

### PIT Motors Ltd.

6950 Central Hwy., Pennsauken NJ 08109  
856-438-6561, F 856-488-1893  
Toll-free 877-547-4322  
[www.pitmotorsltd.com](http://www.pitmotorsltd.com)

**DISTRIBUTION:** Dealer-direct

**BRANDS:** Cleveland CycleWerks

### Pirelli Tire LLC / Metzeler

PO Box 100, Rome GA 30162  
706-368-5427

### Pit Bull Products

614 Pearl Ave. NW, Huntsville AL 35801  
256-533-1777

### PJ1 Brands

8747 E. Via de Commercio, Scottsdale AZ 85258  
480-991-8002, F 480-998-4838  
[www.pj1.com](http://www.pj1.com)

**DISTRIBUTION:** Via distributors

**PRODUCTS:** Paints, Additives, Brake Fluid, Brake Oil, Cleaners, Polishes, Protectants, Fork Oil, Lubricants, Sealants

**SERVICES:** Custom Painting/Refinishing

### PMPsprockets

700 Sanden Blvd., Wylie TX 75098  
972-429-6200, F 972-429-3886  
Toll-free 888-668-6432  
info@pmpsprockets.com  
[www.pmpsprockets.com](http://www.pmpsprockets.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** Chains, Sprockets

### Pokerun

See Helmet House Inc.

### Polisport Plasticos SA

[www.polisport.com](http://www.polisport.com)

### Portable-Shade USA LLC

428 Shearer Blvd, Cocoa FL 32922  
321-704-8100, F 321-631-8804  
Toll-free 877-857-4233  
[www.portable-shade.com](http://www.portable-shade.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Canopies, Artwork, Point of Purchase Materials/Displays, Signs/Digital Signage/Menu Boards/Banners

**SERVICES:** Marketing/PR

### POS Prophet Systems

536 Pittsburgh St., Springdale PA 15144  
724-274-0380, Toll-free 866-528-4393  
[www.posprophetsystems.com](http://www.posprophetsystems.com)

**DISTRIBUTION:** Dealer-direct

**BRANDS:** POSexpress

### Power Trip

121 Franklin St, Hanson MA 02341  
781-293-9430, F 781-294-8333,  
Toll-free 800-343-5984  
[www.power-trip.com](http://www.power-trip.com)

**DISTRIBUTION:** Via Distributors

**DISTRIBUTORS:** Sullivans Inc.

**PRODUCTS:** Vehicle Luggage, Body Armor/Protectors/Braces, Boots, Casual Wear, Gloves, Outerwear (textile, leather), Women's Gear and Accessories

### Power-Sonic Corp.

Powerport Battery Division  
7550 Panasonic Way, San Diego CA 92154  
619-661-2030, F 619-661-3648  
[www.power-sonic.com](http://www.power-sonic.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Advantage Performance, All Parts Distributing, Automatic Distributors, Coventry Spares, Dixie International, Fowler Distributors, JRC Engineering, MTA, RM Tec, Southern Motorcycle Supply, Trick Products

**PRODUCTS:** Batteries/Power Systems



# COMPANY LISTINGS

## PowerMadd

26449 Fallbrook Ave., Wyoming MN 55092  
651-462-8465, F 651-462-1802  
[www.powermadd.com](http://www.powermadd.com)

**DISTRIBUTION:** Via Distributors

**DISTRIBUTORS:** Kimpex, Parts Unlimited, Tucker Rocky, WPS/Western Power Sports

**BRANDS:** Star Series Hand Guard, Cobra by PowerMadd ATV

**PRODUCTS:** ATV/SxS (armor, hunting/utility/landscape accessories), Windscreens/Air Deflectors, Vehicle Luggage

## PowerSeal USA

337 Coldstream Rd., Phoenixville PA 19460  
484-921-5121, F 484-921-5124  
Toll-free 866-845-1531  
[www.powersealusa.com](http://www.powersealusa.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** Bearings, Races, Seals, Crankshafts, Pistons/Rings

**SERVICES:** Performance

## PowerSport Institute

21210 Emery Rd., Cleveland OH 44128  
216-587-5000, F 216-332-0423  
Toll-free 877-PSI-MOTO  
[www.psi-now.com](http://www.psi-now.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**SERVICES:** Custom Painting/Refinishing, Training/Education

## PowerSports Network

[www.psnsales.com](http://www.psnsales.com)

## Powersports University

17771 Mitchell N, Irvine CA 92614  
949-440-5500  
[www.magggroup.com](http://www.magggroup.com)

**DISTRIBUTION:** Dealer-direct

**BRANDS:** PowersportsU

**SERVICES:** Training/Education

## Powertye Mfg.

[www.powertye.com](http://www.powertye.com)

## Prismatic Powders

7050 6th St., White City OR 97503  
866-774-7628  
[www.prismaticpowders.com](http://www.prismaticpowders.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Cleaners, Polishes, Protectants

**SERVICES:** Custom Painting/Refinishing

## Pro Riders Marketing

2213 SE 5th St., Lees Summit MO 64063  
319-389-0798, F 866-205-2422  
[www.proridersmarketing.com](http://www.proridersmarketing.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Marshall Distributing, Tucker Rocky, WPS/Western Power Sports

**BRANDS:** Skwoosh, Corbin, Fowler Distribution, StrongArm Brand, Gripace, Speed-Way Shelters, Bagger Werx, Butty Buddy Seats

**PRODUCTS:** Vehicle Covers, Body Armor/Protectors/Braces, Boots, Casual Wear, Eyewear, Gloves, Off-Road Apparel/Gear, Outerwear (textile, leather), Rain Gear, Charging Systems/Ignitions, Exhausts, Fairings & Fenders, Footpegs, Foot Controls, Forward Controls, Handlebars/Hand Controls, Lights/Signals, Mirrors, Starter Motors, Cleaners, Polishes, Protectants, Battery Chargers, Hand Tools

**SERVICES:** Marketing/PR, Media, Website/Ecommerce Services

## Pro Series Sportbike Wheelset

2645 Vista Pacific Dr., Oceanside CA 92056  
760-732-3161, F 760-732-3186  
[www.rkexcelamerica.com](http://www.rkexcelamerica.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Van Leeuwen Enterprises

**PRODUCTS:** Wheels & Rims

## Pro Ultrasonics

[www.proultrasonics.com](http://www.proultrasonics.com)

## Procom Engineering

[www.procomeng.com](http://www.procomeng.com)



## Progressive International Motorcycle Shows

2501 Colorado Ave., Suite 280  
Santa Monica CA 90404  
310-857-7500

[www.motorcycleshows.com](http://www.motorcycleshows.com)

**PRODUCTS:** Books, Calendars, Magazines

**SERVICES:** Race/Event Promoter

## Progressive Suspension

6911 Marlin Circle, La Palma CA 90623  
714-523-8700

[www.progressivesuspension.com/](http://www.progressivesuspension.com/)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Custom Chrome, Drag Specialties, Van Leeuwen Enterprises, Tucker Rocky, WPS/Western Power Sports

**PRODUCTS:** Shocks/Suspensions

## ProManPTO LLC

3030 Enterprise Ct., Suite D, Vista CA 92081  
855-776-6261, Toll-free 855-776-6261

[www.promanpto.com](http://www.promanpto.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Overseas only

**BRANDS:** CoolMinder

**PRODUCTS:** ATV/SxS (hunting/utility/landscape accessories), Radiators/Oil Coolers

## Pro-Tec

41376 Pear St., Murrieta CA 92562  
951-698-8988, F 951-698-6083  
Toll-free 888-698-8990

[www.pro-tec.us](http://www.pro-tec.us)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**BRANDS:** Moflow, Mach-1

**PRODUCTS:** Engine Guards, Batteries/Power Systems, Bearings, Races, Seals, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Crankshafts, Exhausts, Fasteners, Filters, Forks, Gaskets, Handlebars/Hand Controls, Pistons/Rings, Radiators/Oil Coolers, Reeds/Reed Blocks, Shocks/Suspensions, Spark Plugs, Starter Motors, Tires, Valve Train Components, Cleaners, Polishes, Protectants, Fork Oil, Lubricants, Crankshaft Rebuilding, Electric Parts Rebuilding, Flow Testing, Performance, Manuals (rate and repair)

## Pro-Wheel Racing Components

3729 Menzel Lake Rd, Granite Falls, WA 98252  
360-691-6459, F 360-691-1424

[www.prowheelracing.com](http://www.prowheelracing.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Tucker Rocky Distributing, WPS/Western Power Sports, Marshall Distributing, Advantage Performance Distributing, MX1 Canada, Phat MX Canada, D&L Performance Canada, BCE Australia, Sportspro Racing New Zealand, Hughes Brother Racing Argentina, Garage24 Sweden

**PRODUCTS:** Bearings, Races, Seals, Brakes, Chains, Sprockets, Handlebars/Hand Controls, Levers, Tires, Wheels & Rims

**SERVICES:** Powdercoating/Plating/Polishing

## Protect All Inc.

[www.protectall.com](http://www.protectall.com)

## Puig USA Inc.

8249 Parkline Blvd. Ste.400-500  
Orlando FL 32809  
407-927-4064

[www.puigusa.com](http://www.puigusa.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** OFD Distributing, Tucker Rocky, WPS/Western Power Sports

**PRODUCTS:** Engine Guards, Fender Eliminator Kits, Frame Sliders, Tank Protectors, Windscreens/Air Deflectors, Fairings & Fenders, Fasteners, Footpegs, Foot Controls, Levers

## Pulstar

[www.pulstar.com](http://www.pulstar.com)

## PutterPowerMedia

45 Front St., Nyack NY 10960  
949-279-0909

[www.putterpowermedia.com](http://www.putterpowermedia.com)

**SERVICES:** Marketing/PR, Media, Website/Ecommerce Services

## Python Exhaust

See: Drag Specialties



## QuadBoss

4900 Alliance Gateway Fwy, Fort Worth TX 76177  
817-258-9239, Toll-free 877-847-1558

[www.quadboss.com](http://www.quadboss.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Tucker Rocky

**PRODUCTS:** ATV/SxS (hunting/utility/landscaping accessories), Vehicle Covers, Gear Bags, Luggage Racks & Parts, Vehicle Luggage, Transportation (tiedowns, trailers, ramps), Gloves, Off-Road Apparel/Gear, Tires, Wheels & Rims

## Quality Scooter Parts

12485 44th St N, Unit A, Clearwater FL 33762  
727-954-3957, F 727-954-3959

[www.qualityscooterparts.com](http://www.qualityscooterparts.com)

**DISTRIBUTION:** Via distributors

**PRODUCTS:** Batteries/Power Systems, Bearings, Races, Seals, Body Kits/Handguards, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Engine Assemblies (long and short block), Engine Cases, Castings, Exhausts, Fairings & Fenders, Fasteners, Filters, Footpegs, Foot Controls, Forward Controls, Forks, Frames, Gas Tanks, Gaskets, Gauges, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Paints, Pistons/Rings, Radiators/Oil Coolers, Reeds/Reed Blocks, Seats, Saddles, Shocks/Suspensions, Spark Plugs, Starter Motors, Tires, Transmissions, Valve Train Components, Wheels & Rims



## Race Tech

[www.racetech.com](http://www.racetech.com)

## Racer X / MX Sports

[www.racerxonline.com](http://www.racerxonline.com)

## Rage Power Sports

[www.ragepowersports.com](http://www.ragepowersports.com)

## RAM Mounting Systems

8410 Dallas Ave. S, Seattle WA 98108  
206-763-8361, F 206-763-9615

Toll-free 800-497-7479

[www.rammount.com](http://www.rammount.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Parts Unlimited, Tucker Rocky, Parts Unlimited, WPS/Western Power Sports

## Rapid Transit

121 Franklin St, Hanson MA 02341  
781-293-9430, F 781-294-8333

Toll-free 800-343-5984

[www.rapid-transit.com](http://www.rapid-transit.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Sullivans Inc.

**PRODUCTS:** ATV/SxS Hunting Accessories, Vehicle Covers, Vehicle Luggage, Off-Road Apparel/Gear

## Raw International

28343 Constellation Rd., Valencia CA 91355  
661-295-9954, F 661-295-0619

[www.akitousa.com](http://www.akitousa.com), [www.nitorrider.com](http://www.nitorrider.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct



**DISTRIBUTORS:** LVP Distributing, Magnum Distributing  
**BRANDS:** Nitro Helmets, Akito Apparel, SYKO Helmets, GPX Helmets  
**PRODUCTS:** Gear Bags, Helmets and Accessories, Outerwear (textile)

## Ray Schuler Advertising Co.

516 E. Bristol St., Elkhart IN 46514  
 574-264-1129, F 574-262-1906  
 Toll-free 800-852-1911

[www.callray.com](http://www.callray.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Canopies, Novelty/Gift Items, Point of Purchase Materials/Displays, Signs/Digital Signage/Menu Boards/Banners, Stickers/Decals

## Rebel Gears

[www.rebelgears.com](http://www.rebelgears.com)

## Renthal Ltd.

28466 Westinghouse Pl., Valencia CA 91355  
 661-257-2986, F 661-295-0346  
 Toll-free 877-736-8425

[usasales@renthal.com](mailto:usasales@renthal.com) [www.renthal.com](http://www.renthal.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Parts Unlimited, Southern Motorcycle Supply, Tucker Rocky, WPS/Western Power Sports

**PRODUCTS:** Brakes, Chains, Sprockets, Handlebars/Hand Controls, Levers

## Retail Design Associates

9984 Niblick Dr., Suite 2, Roseville CA 95678  
 916-784-6600

## Rexxer ECU Tuning

7331 George Washington Memorial Hwy.  
 Yorktown VA 23692  
 757-989-5000, F 757-989-3591

Toll-free 800-283-2373

[www.rexxer.com](http://www.rexxer.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**PRODUCTS:** Diagnostics, Dynamometers

## Rich's Custom Seats

8264 NW State Hwy., Suite 104  
 Kingston WA 98346  
 360-881-0881, F 360-881-0521

Toll-free 866-328-9774

[www.richscustomseats.com](http://www.richscustomseats.com)

**DISTRIBUTION:** Consumer-direct

**PRODUCTS:** Seats, Saddles

## Rick's Motorsport Electrics Inc.

30 Owens Ct., Hampstead NH 03841  
 603-329-9901, F 306-329-9904  
 Toll-free 800-521-0277

[www.ricksmotorsportelectrics.com](http://www.ricksmotorsportelectrics.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Parts Unlimited, WPS/Western Power Sports, Tucker Rocky, Marshall Distributing, Automatic Distributing, KK Motorcycle, J&M Supply, Z1 Enterprise

**PRODUCTS:** Charging Systems/Ignitions, Starter Motors, Electric Parts Rebuilding

## Ricky Sanders Racing Inc.

6043 N. Henry Blvd., Suite H  
 Stockbridge GA 30281  
 770-506-0090, F 770-506-0091

Toll-free 888-274-8679

[www.rickysandersracing.com](http://www.rickysandersracing.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Billet Race Products, Redline Engineering LLC, Bogart Racing Wheels

**BRANDS:** Pitboxes.com, Racetrailersales.com, InViron Game Environments

**PRODUCTS:** Transportation (tiedowns, trailers, ramps), Tool Storage, Work Benches

## Rinehart Racing

19 Zillicoa St., Asheville NC 28801  
 877-264-8282

[www.rinehart racing.com](http://www.rinehart racing.com)

## Rivco Products Inc.

[www.rivcoproducts.com](http://www.rivcoproducts.com)

## River Road

4900 Alliance Gateway Fwy, Fort Worth TX 76177  
 817-258-9041, Toll-free 866-212-2389

[www.riverroadgear.com](http://www.riverroadgear.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Biker's Choice, Tucker Rocky

**PRODUCTS:** Gear Bags, Vehicle Luggage, Boots, Casual Wear, Eyewear, Gloves, Helmets and Accessories, Outerwear (textile, leather), Women's Gear and Accessories

## Rizoma USA

9230 W. Olympic Blvd., Suite 100  
 Beverly Hills CA 90212

310-274-9662, Toll-free 877-RIZOMA-1

[www.rizoma.com](http://www.rizoma.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Engine Guards, Fender Eliminator Kits, Frame Sliders, Footpegs, Foot Controls, Handlebars/Hand Controls, Levers, Mirrors

## RK Excel America Inc.

2645 Vista Pacific Dr., Oceanside CA 92056  
 760-732-3161, F 760-732-3186

[www.rkexcelamerica.com](http://www.rkexcelamerica.com)

**PRODUCTS:** Chains, Sprockets, Mirrors, Wheels & Rims, Hand Tools

**SERVICES:** Marketing/PR

## RK Racing Chain

2645 Vista Pacific Dr., Oceanside CA 92056  
 760-732-3161, F 760-732-3186

[www.rkexcelamerica.com](http://www.rkexcelamerica.com)

**DISTRIBUTORS:** Bennett Ltd., Bell Industries, Drive Systems, Drive USA, Tucker Rocky, Gamma Sales, Importations Thibault, Kimpex Canada, KK Motorcycle Supply, Lakeview, Parts Unlimited, Lynn Vick Distributing, Motorace, Motovan, Newcomb, Parts Canada, Rebel Gears, Riva, RLM Distributing, Southern MC Supply, Standard Cycle, Sudco Intl., Supersprox, Van Leeuwen, United Distributing, Transcan, Yanashiki, Zippers Cycle

**PRODUCTS:** Chains, Sprockets, Hand Tools

## Road Guardians

See Accident Scene Management Inc.

## Roadsmith Trikes

[www.roadsmithtrikes.com](http://www.roadsmithtrikes.com)

## Rocky Creek Designs

142 Rocky Creek Dam Rd.  
 Dunoon, NSW, AUSTRALIA 24800  
 +61-266895703

[www.rockycreekdesigns.com](http://www.rockycreekdesigns.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**BRANDS:** MotoPressor Helmetloks

**PRODUCTS:** ATV/SxS (armor, hunting/utility/landscape accessories), Canopies, Vehicle Covers, Alarms/Security Systems/Locks, Helmets and Accessories, Compressors

## Rogue Motorcycle Systems.com

5061 SW 88th Terrace, Fort Lauderdale FL 33328  
 917-533-5790

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

## Roland Sands Design

10571 Los Alamitos Blvd., Los Alamitos CA 90720  
 562-493-5297, Toll-free 877-773-6648

[www.rolandsands.com](http://www.rolandsands.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** Drag Specialties

**PRODUCTS:** Body Armor/Protectors/Braces, Casual Wear, Gloves, Helmets and Accessories, Outerwear (textile, leather), Women's Gear and Accessories, Exhausts, Fairings & Fenders, Filters, Footpegs, Foot Controls, Gas Tanks, Handlebars/Hand Controls, Levers, Lights/Signals, Seats, Saddles, Wheels & Rims

## Roland Sands Design - Apparel

10571 Los Alamitos Blvd., Los Alamitos CA 90720  
 855-563-7943, F 949-325-0944

Toll-free 855-563-7943

[www.rolandsands.com](http://www.rolandsands.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Body Armor/Protectors/Braces, Casual Wear, Gloves, Outerwear (textile, leather), Women's Gear and Accessories

## Rottler Manufacturing

8029 S 200th St., Kent WA 98032  
 253-872-7050, F 253-395-0230  
 Toll-free 800-452-0534

[www.rotterlrmfg.com](http://www.rotterlrmfg.com)

**DISTRIBUTION:** Via distributors

**PRODUCTS:** Boring, Honing, Porting Equipment

## Royal Purple LLC

[www.royalpurple.com](http://www.royalpurple.com)

## RS Taichi

See: Moto Liberty

## Run-N-Lights

See: EPM Performance Imports

## Rush Racing

[www.rushracingproducts.com](http://www.rushracingproducts.com)

## Ryan Young Products

6327 Midland Industrial Dr., Shelbyville KY 40065  
 502-647-5220, F 502-647-5467

[www.rypusa.com](http://www.rypusa.com)

**DISTRIBUTION:** Dealer-direct

**BRANDS:** Sherco Motorcycles, Scorpa Motorcycles, EM Electric Motorcycles

**PRODUCTS:** Footpegs, Foot Controls, Levers, Brake Fluid, Brake Oil, Cleaners, Polishes, Protectants, Fork Oil, Lubricants

# S

## S&S Cycle Inc.

14025 County Hwy. G, Suite 215, Viola WI 54664  
 608-627-1958, F 608-627-1488

Toll-free 866-244-2673

[www.sscycle.com](http://www.sscycle.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**PRODUCTS:** Casual Wear, Carburetors/Fuel Injection, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Engine Assemblies: long and short block, Engine Cases, Castings, Exhausts, Fasteners, Filters, Gaskets, Pistons/Rings, Spark Plugs, Starter Motors, Valve Train Components, Lubricants, Manuals (rate and repair), Novelty/Gift Items, Signs/Digital Signage/Menu Boards/Banners, Stickers/Decals

**SERVICES:** Crankshaft Rebuilding, Performance, Powder-coating/Plating/Polishing

## S100 Cycle Care Products

[www.s100.com](http://www.s100.com)

## Samson Exhaust

[www.samsonusa.com](http://www.samsonusa.com)

## Savant Mfg. Inc.

2930 Hwy 383, PO Box 520, Kinder LA 70648  
 337-738-5896, F 337-738-3212

Toll-free 800-326-6880

[www.stongmade.com](http://www.stongmade.com)

**DISTRIBUTION:** Dealer-direct

**BRANDS:** Strongmade

**PRODUCTS:** ATV/SxS (armor, hunting/utility/landscape accessories), Luggage Racks & Parts

## Schuberth

27111 Aliso Creek Rd. Suite 175,  
 Aliso Viejo CA 92656  
 949-215-0893, F 949-215-0469

[www.schuberthnorthamerica.com](http://www.schuberthnorthamerica.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Communications Systems, Helmets and Accessories

# S



# COMPANY LISTINGS

## Schampa / Dirt Skins

40 W. Baseline Rd., Suite 120, Mesa AZ 85210  
480-899-6458

## Scorpion Sports Inc.

10425 Slusher Dr., Santa Fe Springs CA 90670  
562-320-6400, Toll-free 888-672-6774  
[www.scorpionusa.com](http://www.scorpionusa.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Body Armor/Protectors/Braces, Casual Wear, Gloves, Helmets and Accessories, Off-Road Apparel/Gear, Outerwear (textile, leather), Race Suits, Rain Gear, Snowmobile Gear, Women's Gear and Accessories

## Scott Jacobs Studio

[www.scottjacobsstudio.com](http://www.scottjacobsstudio.com)

## Scott Sports

PO Box 2030, Sun Valley ID 83353  
208-622-1075

## Scottolier

2 Riverside Milngavie  
Glasgow G62 6PL SCOTLAND  
+44-141-955-1100

## SealSavers

[www.sealsavers.com](http://www.sealsavers.com)

## Seizmik

1412 Stewart St., Suite 102  
Fuquay Varina NC 27526  
919-957-0044, F 919-957-4433  
Toll-free 866-838-3366  
[www.seizmik.com](http://www.seizmik.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Marshall Distributing, Parts Unlimited, Tucker Rocky Distributing, WPS/Western Power Sports

**PRODUCTS:** ATV/SxS (hunting/utility/landscape accessories), Bumper Carriers, Windscreens/Air Deflectors

## Sena Technologies

3150 Almaden Expy., Suite 238  
San Jose CA 95118  
408-448-1997, F 408-907-3738  
[www.senablueooth.com](http://www.senablueooth.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Marshall Distributing, Parts Unlimited

**PRODUCTS:** Communications Systems

## Service Manager Pro

[www.servicemanagerpro.com](http://www.servicemanagerpro.com)

## Shinko Tire USA

601 E. Gowen Rd, Boise ID 83716  
208-376-8400, F 208-376-8901  
[www.shinkotireusa.com](http://www.shinkotireusa.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** WPS/Western Power Sports

**PRODUCTS:** Tires

## Shoei Safety Helmets

See Helmet House Inc.

## Shorai Inc.

845 Stewart Dr. Suite D, Sunnyvale CA 94085  
408-720-8821, F 408-720-1537  
Toll-free 888-477-4848  
[www.shorai.com](http://www.shorai.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Tucker Rocky, MAG Europe, Batteries Plus

**PRODUCTS:** Batteries/Power Systems, Charging Systems/Ignitions, Battery Chargers

## Shubandit Inc.

133 Penrose Ave, Blandon PA 19510  
610-916-8313  
[www.shubandit.com](http://www.shubandit.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** RydeWear

**BRANDS:** Shifter Skinz, Warhawk Mohawks, Helmet Spikes, QR-Helmet Quick Release Buckles, Hairy R Mohawks, Helmet Bling, Road Wings

**PRODUCTS:** Casual Wear, Helmets and Accessories, Snowmobile Gear, Women's Gear and Accessories, Youth Apparel/Gear, Footpegs, Foot Controls

## Shure Manufacturing Corp.

1901 W Main St., Washington MO 63090  
636-390-7100, F 636-390-7171  
Toll-free 800-227-4873  
[www.shureusa.com](http://www.shureusa.com)

**PRODUCTS:** Tool Storage, Work Benches

## Sidewinder Products

602 Sidwell Ct. Unit R, St Charles IL 60174  
630-513-1000, F 630-513-1003  
[www.sidewinder-sprockets.com](http://www.sidewinder-sprockets.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** Gear Bags, Body Armor/Protectors/Braces, Boots, Casual Wear, Eyewear, Gloves, Helmets and Accessories, Off-Road Apparel/Gear, Youth Apparel/Gear, Chains, Sprockets, Exhausts, Tires, Lubricants

## Sign of the Times

1913 Oak Grove Rd., Dandridge TN 37725  
800-963-1961, F 865-397-9978  
Toll-free 800-963-1961  
[www.jackiebluewear.com](http://www.jackiebluewear.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**BRANDS:** Bugslide, Diamond Finish

**PRODUCTS:** Cleaners, Polishes, Protectants

## Silkolene USA Inc.

17050 Lathrop Ave., Harvey IL 60426  
817-581-8616, F 817-581-8376

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Tucker Rocky, Parts Unlimited, WPS/Western Power Sports, TAW Performance

**PRODUCTS:** Additives, Brake Fluid, Cleaners, Polishes, Protectants, Fork Oil, Lubricants

## Slick Products

Powersports Div., 7522 Slater Ave. Unit 103  
Huntington Beach CA 92647  
855-754-2501, Toll-free 855-754-2501  
[www.slickproductsusa.com](http://www.slickproductsusa.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**BRANDS:** Slick Wash, Slick Offroad Wash, Slick Shine, Slick Cleaner, Slick Suds

**PRODUCTS:** Cleaners, Polishes, Protectants

## Slipstreamer Inc.

10820 Mankato St. NE, Blaine MN 55449  
763-780-9757, F 763-780-9762  
[www.slipstreamer.com](http://www.slipstreamer.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Parts Unlimited, Tucker Rocky, WPS/Western Power Sports, KK Motorcycle Supply, Dixie International, Bell Industries, Romaha Dist., McDonald Dist., Parts Canada, Kimpex, Les Importations-Thibault, Trans Can Imports, Full-Bore Dist.

**BRANDS:** Spitfire, Slipstreamer, Enterprise, Stealth, Falcon

**PRODUCTS:** ATV/SxS (hunting/utility/landscape accessories), Windscreens/Air Deflectors, Cleaners, Polishes, Protectants

## Smith Optics

Motorsports Div.  
280 Northwood Way, Ketchum ID 83340  
208-726-4477, F 208-726-9584  
[www.smithoptics.com](http://www.smithoptics.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Eyewear

## Smooth Ride Shocks

5348 North Tacoma Ave., Indianapolis IN 46220  
317-536-8989, F 317-287-3245  
[www.smoothrideshocks.com](http://www.smoothrideshocks.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

## Snell Memorial Foundation

[www.smf.org](http://www.smf.org)

## So-Cal Cycle Swap Meet

5000 Lew Davis St., Long Beach CA 90808  
800-762-9785

**DISTRIBUTION:** Consumer-Direct

**PRODUCTS:** Bumper Carriers, Engine Guards, Fender Eliminator Kits, Frame Sliders, Tank Protectors, Windscreens/Air Deflectors, Gear Bags, Luggage Racks & Parts, Vehicle Luggage, Transportation (tiedowns, trailers, ramps), Boots, Casual Wear, Eyewear, Gloves, Helmets and Accessories, Batteries/Power Systems, Bearings, Races, Seals, Body Kits/Handguards, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Clutches/Primary Drives, Engine Assemblies (long and short block), Engine Cases, Castings, Exhausts, Fairings & Fenders, Fasteners, Filters, Footpegs, Foot Controls, Forward Controls, Forks, Frames, Gas Tanks, Gauges, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Seats, Saddles, Shocks/Suspensions, Tires, Transmissions, Wheels & Rims, Battery Chargers, Hand Tools

**SERVICES:** Race/Event Promoter

## Solo

See: Marshall Distributing

## Southern Motorcycle Supply Inc.

[www.southernms.com](http://www.southernms.com)

## Sparx Helmets Inc.

2830 N. Ontario St., Burbank CA 91504  
818-748-0008, F 818-558-6340  
[www.sparxhelmets.com](http://www.sparxhelmets.com)

**PRODUCTS:** Helmets and Accessories, Off-Road Apparel/Gear, Point of Purchase Materials/Displays

## Speed-Way Shelters

953 Tower Pl., Santa Cruz CA 95062  
831-477-9600, F 831-477-9606  
[www.speedwayshelters.com](http://www.speedwayshelters.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Tucker Rocky, Biker's Choice, WPS/Western Power Sports

**PRODUCTS:** Canopies, Vehicle Covers, Transportation (tiedowns, trailers, ramps)

## Spiegler Brake Systems USA LLC

1699 Thomas Paine Pkwy., Dayton OH 45459  
937-291-1735, F 937-291-2368  
[www.spieglerusa.com](http://www.spieglerusa.com)

**DISTRIBUTION:** Dealer-direct

**BRANDS:** Spiegler Brake Lines, CL Brakes, LSL, Motogadget, Kellermann, Ohlins, ABM, Magura, Paaschburg & Wunderlich, ESJOT, Motul, Staubli

**PRODUCTS:** Frame Sliders, Batteries/Power Systems, Brakes, Chains, Sprockets, Foot Controls, Handlebars/Hand Controls, Levers, Lights/Signals, Mirrors, Shocks/Suspensions, Brake Fluid

## Sport Chrome Inc.

14726 Goldenwest St., Bldg. I  
Westminster CA 92683  
714-799-9900, F 714-799-0197  
Toll-free 888-799-9958  
[www.sportchrome.com](http://www.sportchrome.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** Casual Wear, Gloves, Off-Road Apparel/Gear, Outerwear (textile, leather), Women's Gear and Accessories, Brakes, Chains, Sprockets, Clutches/Primary Drives, Engine Cases, Castings, Exhausts, Fasteners, Filters, Footpegs, Foot Controls, Forward Controls, Forks, Handlebars/Hand Controls, Levers, Mirrors, Seats, Saddles, Shocks/Suspensions, Tires, Wheels & Rims

**SERVICES:** Collision Repair, Powdercoating/Plating/Polishing

## Spot LLC

300 Holiday Square Blvd, Covington LA 70433  
763-614-8633, Toll-free 866-651-7768  
[www.findmespot.com](http://www.findmespot.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**PRODUCTS:** ATV/SxS (armor, hunting/utility/landscape accessories), Alarms/Security Systems/Locks, Communications Systems, GPS/Navigation

## Star brite

4041 SW 47th Ave., Fort Lauderdale FL 33314  
800-327-8583  
[www.starbrite.com](http://www.starbrite.com), [www.startron.com](http://www.startron.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Parts Unlimited, Drag Specialties, WPS/Western Power Sports, Romaha, Bell Industries, Kimpex, LVP Distribution, Marshall Distributing, Parts Canada

**BRANDS:** Star brite, Star Tron

**PRODUCTS:** Additives, Cleaners, Polishes, Protectants, Lubricants, Sealants

## StarkPower

PowerSports Div.  
630 Portside Dr, Davidson NC 28036  
704-464-6656, F 704-892-5708  
[www.starkpower.com](http://www.starkpower.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**PRODUCTS:** Battery Chargers

## Stern Companies Inc.

7756 College Rd., Baxter MN 56425  
218-828-5076, F 218-825-7381  
[www.sternindustries.com](http://www.sternindustries.com)

**DISTRIBUTION:** Consumer-Direct

**PRODUCTS:** Gas Tanks

## Stevens' Dist. Inc.

3636 South Huron Rd., Bay City MI 48706  
989-684-9872, F 989-684-5846  
Toll-free 800-248-8212  
[www.stevenscycle.com](http://www.stevenscycle.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** ATV/SxS (hunting/utility/landscape accessories), Vehicle Covers, Bumper Carriers, Fender Eliminator Kits, Frame Sliders, Tank Protectors, Windscreens/Air Deflectors, Gear Bags, Luggage Racks & Parts, Vehicle Luggage, Transportation (tiedowns, trailers, ramps), Boots, Casual Wear, Eyewear, Gloves, Helmets and Accessories, Off-Road Apparel/Gear, Outerwear (textile, leather), Rain Gear, Snowmobile Gear, Wet Suits, Women's Gear and Accessories, Youth Apparel/Gear, Batteries/Power Systems, Bearings, Races, Seals, Body Kits/Handguards, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Exhausts, Fairings & Fenders, Fasteners, Filters, Footpegs, Foot Controls, Forks, Frames, Gas Tanks, Gaskets, Gauges, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Paints, Pistons/Rings, Radiators/Oil Coolers, Reeds/Reed Blocks, Seats, Saddles, Shocks/Suspensions, Spark Plugs, Starter Motors, Tires, Transmissions, Valve Train Components, Wheels & Rims, Additives, Brake Fluid, Brake Oil, Cleaners, Polishes, Protectants, Fork Oil, Lubricants, Sealants, Battery Chargers

## Stockers' Starters

[www.stockers.com](http://www.stockers.com)

## Strategic Tools & Equipment Co.

[www.strategicctq.com](http://www.strategicctq.com)

## Streamline Brakes & Controls

9370 7th St., Suite B  
Rancho Cucamonga CA 91730  
909-987-4213, F 909-987-5421  
Toll-free 800-310-5519  
[www.streamlinebrakes.com](http://www.streamlinebrakes.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Tucker Rocky, WPS/Western Power Sports, Marshall Distributing, LVP Distributing, J&M ATV Supply

**BRANDS:** Reflex Levers, Factory Rotors, Streamline Stabilizers

**PRODUCTS:** Brakes, Cables, Handlebars/Hand Controls, Levers

## Streetfighters Inc.

5505 W Fallen Leaf Ln., Glendale AZ 85310  
623-581-1994, F 623-581-1994  
[www.streetfighter@cox.net](mailto:www.streetfighter@cox.net)

## Strider Sports Intl Inc.

1820 Samco Rd., Rapid City SD 57702  
605-342-0266  
[www.striderbikes.com](http://www.striderbikes.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** Strider Bikes, Youth Apparel/Gear

## StrongArm Fluid Products Co.

Dows IA 50071  
641-745-9360, F 888-787-5101  
Toll-free 888-271-7055  
[www.strongarmbrand.com](http://www.strongarmbrand.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** J&P Cycles

**PRODUCTS:** Additives, Cleaners, Polishes, Protectants, Lubricants, Sealants, Artwork, Signs/Digital Signage/Menu Boards/Banners, Stickers/Decals

**SERVICES:** Marketing/PR, Media, Race/Event Promoter, Recycling/Environmental Services, Website/Ecommerce Services

## Sudco

[www.sudco.com](http://www.sudco.com)

## Sullivans Inc.

121 Franklin St., Hanson MA 02341  
781-293-9430, F 781-294-8333  
Toll-free 800-343-5984  
[www.sullivansinc.com](http://www.sullivansinc.com)

**DISTRIBUTION:** Dealer-direct

**BRANDS:** Joe Rocket, Power Trip, RapidTransit

**PRODUCTS:** Vehicle Covers, Alarms/Security Systems/Locks, Communications Systems, Cruise Control, Vehicle Luggage, Body Armor/Protectors/Braces, Boots, Casual Wear, Eyewear, Gloves, Helmets and Accessories, Off-Road Apparel/Gear, Outerwear (textile, leather), Race Suits, Rain Gear, Snowmobile Gear, Women's Gear and Accessories, Youth Apparel/Gear, Books, Calendars, Magazines

## Sunstar Sprockets & Chains

700 Watkins Glen Dr., Franklin OH 45005  
937-743-9049, F 937-743-9069  
[www.sunstar-mc.com](http://www.sunstar-mc.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Parts Unlimited, Tucker Rocky, WPS/Western Power Sports, KK Motorcycle Supply, Marshall Distributing, Sudco, Parts Canada, Motovan, Gamma Sales

**PRODUCTS:** Chains, Sprockets, Lubricants

## SuperATV

740 B Clifty Dr., Madison IN 47274  
855-574-7777, F 812-574-3032  
Toll-free 855-743-3427  
[www.superatv.com](http://www.superatv.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**BRANDS:** Rhino Brand Axles, Terminator Tires, EZ Steer Power Steering

**PRODUCTS:** ATV/SxS (armor, hunting/utility/landscape accessories), Gear Bags, Batteries/Power Systems, Bearings, Races, Seals, Brakes, Radiators/Oil Coolers, Shocks/Suspensions, Starter Motors, Tires, Wheels & Rims

## Superior Insurance

5547 W Market St., Greensboro NC 27409  
336-790-9661, F 866-383-4128  
[www.ncsuperior.com](http://www.ncsuperior.com)

**DISTRIBUTION:** Consumer-Direct

**SERVICES:** F&I

## SuperTrapp Industries

4540 W. 160th St., Cleveland OH 44135  
216-265-8400, F 216-265-0130  
[www.supertrapp.com](http://www.supertrapp.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** U.S. and Canada: Part Unlimited, Drag Specialties, Parts Canada, CCI, Van Leeuwen, Tucker Rocky, Bikers Choice. Europe: Zodiac, Parts Europe, Motorcycle Storehouse, W&W Cycles. Japan: Active, JP Stroker, Fujita

**BRANDS:** SuperTrapp, Kerker, Road Legends, Jardine, JayBrake, FPS Racing

**PRODUCTS:** Exhausts

## Swisstrax Corp.

820579 Fleming Way, Unit A, Indio CA 92201  
760-347-3330, F 760-347-3343  
Toll-free 866-748-7940  
[www.swisstrax.com](http://www.swisstrax.com)

**DISTRIBUTION:** Via distributors, consumer-direct

**DISTRIBUTORS:** Weightec (New Zealand), Grandline (Japan), Swisstrax Canada, Swisstrax of Netherlands, Swisstrax of Germany, Grupo PAI (Mexico)

## SYM

Alliance Powersports, 3788 Milliken Ave.  
Suite C, Mira Loma CA 91752  
951-361-9000, F 951-361-9393  
[www.alliancepowersports.com](http://www.alliancepowersports.com)

**DISTRIBUTION:** Dealer-direct

## Sys2K

528 Northlake Blvd., Altamonte Springs FL 32701  
407-358-2000, F 407-358-2010  
[www.sys2k.com](http://www.sys2k.com)

**DISTRIBUTION:** Dealer-direct

**BRANDS:** Systems 2000, Infinity, Galaxy

**PRODUCTS:** DMS/Computers/Software

**SERVICES:** CRM, F&I, Website/Ecommerce Services

## T

## Tamarack Powersports Accessories

697 Lincoln Lake Ave. SE, Lowell MI 49331  
616-897-7955, F 616-897-7959  
Toll-free 855-269-6701

[www.tamarackpowersports.net](http://www.tamarackpowersports.net)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** ATV/SxS (utility/landscape accessories), Gear Bags, Luggage Racks & Parts

## Targa Accessories Inc.

21 Journey, Aliso Viejo CA 92656  
949-362-2505, F 949-362-2515  
Toll-free 800-521-7945

[www.targa-acc.com](http://www.targa-acc.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Parts Unlimited

**PRODUCTS:** Fender Eliminator Kits, Frame Sliders, Tank Protectors, Windscreens/Air Deflectors, Luggage Racks & Parts, Transportation (tiedowns, trailers, ramps), Exhausts, Fairings & Fenders, Footpegs, Foot Controls, Forward Controls, Levers, Lights/Signals, Mirrors

## TAW Performance LLC

21881 8th St. E, Sonoma CA 95476  
707-343-1534, F 707-935-0942  
Toll-free 888-235-0910

[www.tawperformance.com](http://www.tawperformance.com)

**DISTRIBUTION:** Dealer-direct

**BRANDS:** Brembo Brake Systems, Ferodo Brake Products, Scorpion Exhausts, Marchesini Wheels

**PRODUCTS:** Brakes, Levers, Wheels & Rims, Brake Fluid

## TB Industries Inc.

5765 Quam Ave., St. Michael MN 55330  
763-428-2214, F 763-428-2215

[www.baggershield.com](http://www.baggershield.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Parts Unlimited, Parts Canada, Tucker Rocky, Biker's Choice, Drag Specialties, WPS/Western Power Sports. Items listed under the Slipstreamer Inc. section in distributor catalogs.

**BRANDS:** BaggerShield

**PRODUCTS:** Windscreens/Air Deflectors



# COMPANY LISTINGS

## Techniche International

1261 Liberty Way, Suite A, Vista CA 92081  
888-823-2665, F 760-931-8884  
[www.techniche-intl.com](http://www.techniche-intl.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** Marshall Distributing, Parts Unlimited

**BRANDS:** HyperKewl, TechKewl, KewlFit, DryKewl, Kewl-Towel, Cool Pax, KewlFlow, IonGear, ThermoFur, Heat Pax

**PRODUCTS:** Body Armor/Protectors/Braces, Gloves, Off-Road Apparel/Gear, Snowmobile Gear, Women's Gear and Accessories, Youth Apparel/Gear, Point of Purchase Materials/Displays

## TechSpec

2463 Precision Dr., Unit I, Minden NV 89460  
775-783-5110  
[www.techspec-usa.com](http://www.techspec-usa.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Knee Down Distribution, Speedycam, Bennett Distributing, Not Your Average Pty, Boove AB, Stile Co., OFD Racing Distribution, Leo Vince, Bean Tree International, Arovera Group Co. Ltd.

**BRANDS:** Gripster Tank Grips

**PRODUCTS:** Tank Protectors

## Techno Research

[www.technoresearch.com](http://www.technoresearch.com)

## TecMate North America

[www.tecmate.com](http://www.tecmate.com)

## Tecnigas Parts SL

Pol Pla de la Font, Parc 1., Crespià SPAIN 17832  
+34-972-570-988, F +34-972-570-950  
[www.tecnigas.com](http://www.tecnigas.com)

**DISTRIBUTION:** Via distributors

**BRANDS:** Tecnigas, Proma, Reverse.

**PRODUCTS:** Exhausts

## The Carlson Company

949-768-3333, F 949-768-3336  
Toll-free 800-222-6199  
[www.thecarlsoncompany.com](http://www.thecarlsoncompany.com)

**DISTRIBUTION:** Dealer-direct

**BRANDS:** Handy Industries, COATS, CEMB, Serv-Equip/Winona Van Norman, Neway, Dynojet Research, Industrial Noise Control, Champion, Shure, Bestway Hydraulics. Nugier Industries, Deltran, Omegasonics, Ammco, Build-All, Christie, Grover, Infrared Industries, JET, John Dow Industries, Superflow, TecMate, Strategic Tools, Trinco, BRM, John Dow Industries, Mitutoyo, Specialty Motors

**PRODUCTS:** Battery Chargers, Bead Blasters, Boring, Honing, Porting Equipment, Compressors, Diagnostics, Dynamometers, Gas Cans, Hand Tools, Lifts, Parts Washers, Tire/Wheel Balancing Equipment, Tire Changers, Tool Storage, Valve Seat Cutters, Work Benches

## The Cycle Guys Inc.

2013 Ritchey St., Santa Ana CA 92705  
714-357-1102  
[www.thecycleguys.com](http://www.thecycleguys.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Tucker Rocky, Parts Canada

**BRANDS:** FastPack, Go Cruise, Fast Rack

**PRODUCTS:** Gear Bags, Luggage Racks & Parts, Vehicle Luggage

## The Dirt Bike Schools

16955 E. Humbolt Ave, PO Box 123  
Bayview ID 83803  
208-683-2600, F 208-683-2600  
Toll-free 877-288-7093  
[www.dirtbikeschool.org](http://www.dirtbikeschool.org)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**BRANDS:** The MSF Dirt Bike Schools

**PRODUCTS:** Gear Bags, Transportation (tiedowns, trailers, ramps), Body Armor/Protectors/Braces, Boots, Casual Wear, Gloves, Helmets and Accessories, Off-Road Apparel/Gear, Race Suits, Rain Gear, Women's Gear and Accessories, Body Kits/Handguards, Cleaners, Polishes, Protectants, Sealants, Hand Tools, Artwork, Books, Calendars, Magazines, Movies/DVDs, Stickers/Decals  
**SERVICES:** Tour Operator, Training/Education

## Thermo Tec Inc.

488 US Highway 250 N, PO Box 96  
Greenwich OH 44837  
419-962-4556, F 419-962-4013  
Toll-free 800-274-8437  
[www.thermotec.com](http://www.thermotec.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** Summit, Jegs, Keystone, Motor State, Tucker Rocky, Mid-USA Motorcycle, Midwest Motorcycle, Performance Warehouse, Team C Performance, Time Automotive Distributors, BCI performance

**BRANDS:** Cool it Thermo Tec

**PRODUCTS:** ATV/SxS (hunting/utility/landscape accessories)

## Throttle Threads

BW Designs LLC, 202 Moravian Valley Rd.  
Waunakee WI 53597  
608-850-2007, F 866-374-4339  
Toll-free 800-RIDEWEAR  
[www.throttletreads.com](http://www.throttletreads.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Drag Specialties, Parts Unlimited

**PRODUCTS:** Casual Wear, Gloves

## Thunder Products

21676 Deep Lake Rd., Richmond MN 56368  
320-597-2700, F 320-300-4830  
[www.thunderproducts.com](http://www.thunderproducts.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** HPE High Performance Engineering, Wahl Brothers Racing, Marshall Distributing, Goodwin Performance, Snow West Canada, Recreation Supply Canada

**BRANDS:** Dial-a-jet, Intelajet, Thunder Power Jet, Quad Flow Torque Wing, UFO Ultimate Flow Optimizer

**PRODUCTS:** Carburetors/Fuel Injection, Charging Systems/Ignitions, Clutches/Primary Drives, Filters, Reeds/Reed Blocks, Performance, Stickers/Decals

## TouchUpDirect

7415 Reseda Blvd, Reseda, CA 91335  
818-600-8160  
[www.touchupdirect.com](http://www.touchupdirect.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** eBay, Amazon, Sears, AF1 Racing, KTM Twins, Spyderryders.net

**PRODUCTS:** Paints

## Tour On 2 Inc.

Yorkville IL 60560  
630-660-4733  
[www.tourontwo.com](http://www.tourontwo.com)

**SERVICES:** Tour Operator

## Tour Master

See: Helmet House Inc.

## Trackmaster Motorcycles

Motorcycle Sales, 27939 Beale Ct., Unit A  
Valencia CA 91355  
661-808-3940  
[www.trackmastermotorcycles.com](http://www.trackmastermotorcycles.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Bator International Inc.

**BRANDS:** Trackmaster Racing Frames

**PRODUCTS:** Body Kits/Handguards, Exhausts, Footpegs, Foot Controls, Frames, Gas Tanks

**SERVICES:** Frame Straightening, Performance, Business/Sales Consultants

## Trackmaster Racing Frames

Motorcycle Sales, 27939 Beale Ct., Unit A  
Valencia CA 91355  
661-808-3940  
[www.trackmasterracingframes.com](http://www.trackmasterracingframes.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Trackmaster Motorcycles, Bator International Inc.

**PRODUCTS:** Exhausts, Fairings & Fenders, Footpegs,

Foot Controls, Forks, Frames, Gas Tanks, Handlebars/Hand Controls, Kickstands, Levers

**SERVICES:** Collision Repair, Frame Straightening, Performance

## TreMoto LLC

1510 Gabriel Dr., Suite 2, Wakesha WI 53188  
573-873-6686  
[www.tremoto.com](http://www.tremoto.com)

**DISTRIBUTION:** Consumer-Direct

## TRIMAX

6770 S. Dawson Circle, Suite 200  
Centennial CO 80112  
303-796-8500, F 303-796-8540  
Toll-free 866-796-8500  
[www.trimaxlocks.com](http://www.trimaxlocks.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Parts Unlimited

**PRODUCTS:** ATV/SxS (hunting/utility/landscape accessories), Alarms/Security Systems/Locks

## Tri-R Distributing Inc.

2409 Bond St., University Park IL 60484  
708-534-2222, F 708-534-2223  
Toll-free 800-747-6457  
[www.tri-rdistributing.com](http://www.tri-rdistributing.com)

**DISTRIBUTION:** Dealer-direct

**BRANDS:** Spetro Oils, Kold Kutter, Wizards, CTEK

**PRODUCTS:** Filters, Additives, Brake Fluid, Cleaners, Polishes, Protectants, Fork Oil, Lubricants, Battery Chargers

## TSY America Inc.

500 Westpark Dr. Suite 230  
Peachtree City GA 30269  
770-487-3444  
[www.tsyamerica.com](http://www.tsyamerica.com)

**PRODUCTS:** Wheels & Rims

## Twisted Throttle

1080 Kingstown Rd., Bldg. 2, Exeter RI 02822  
401-284-4200  
[www.twistedthrottle.com](http://www.twistedthrottle.com)

## Two Brothers Racing

401 S. Grand Ave., Santa Ana CA 92705  
800-211-2767, F 714-550-9661  
Toll-free 800-211-2767  
[www.twobros.com](http://www.twobros.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Tucker Rocky, WPS/Western Power Sports

**PRODUCTS:** Exhausts, Filters

## Two Wheel Addiction

534 Tanner Trail, Pflugerville TX 78660  
512-650-8485  
[www.twowheeladdiction.com](http://www.twowheeladdiction.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**BRANDS:** Helmet Hammock

**PRODUCTS:** Helmets and Accessories

## U

## UClear

1093 E Iron Eagle Dr., Suite 115, Eagle ID 83616  
208-433-9162, Toll-free 855-BIT-WAVE  
[www.uclear-digital.com/us](http://www.uclear-digital.com/us)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** WPS/Western Power Sports, Marshall Distributing, Fulmer Helmets, Kimpex, Gamma

**PRODUCTS:** Communications Systems

## UFO Plastic

1901 E. Lincoln Highway, DeKalb IL 60115  
815-756-9400

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Parts Unlimited, Tucker Rocky

**BRANDS:** UFO, TUF Racing

## W

**PRODUCTS:** Engine Guards, Body Armor/Protectors/Braces, Boots, Casual Wear, Eyewear, Gloves, Helmets and Accessories, Off-Road Apparel/Gear, Youth Apparel/Gear, Body Kits/Handguards, Clutches/Primary Drives, Fairings & Fenders, Footpegs, Foot Controls, Handlebars/Hand Controls, Levers, Lights/Signals, Mirrors

**Universal Power Group**  
www.upgi.com

### Urban Xplorer

2235 Muratura Way, PO Box 5327  
El Dorado Hills CA 95762  
916-357-0101, F 888-787-5757  
www.xplorerbrand.com

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**PRODUCTS:** Gear Bags, Vehicle Luggage, Women's Gear and Accessories, Youth Apparel/Gear, Stickers/Decals

## V

### Valco Consumer Products Inc.

411 Circle Freeway Dr., Cincinnati OH 45246  
513-874-6550, F 513-874-1424  
Toll-free 800-788-3865  
www.valco-cp.com

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** Motor State, CV Products

**BRANDS:** Valco, Magic Mix

**PRODUCTS:** Canopies, Exhausts, Seats, Saddles, Cleaners, Polishes, Protectants, Lubricants, Sealants, Battery Chargers, Hand Tools, Plastic Repair Tools, Pneumatic Tools

**SERVICES:** Business/Sales Consultants, Training/Education

### Van Leeuwen Enterprises

13275 Paxton St., Arleta CA 91331  
818-896-2200  
www.vleonline.com

### Vance & Hines

Santa Fe Springs CA 90670  
562-921-7461

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** LeMans Corp (U.S.), Marshall Distributing (U.S.), Parts Canada / Powertwins (Canada), Mag Europe (Europe), Parts Europe GmbH (Europe), W&W Cycles AG (Germany), Motospeed (Sweden), Motorcycle Storehouse (Netherlands), TORQ Distribution (Netherlands), PLOT Inc. (Japan), Yoomin Co Ltd (Korea), High Note Performance (India), Cassons PTY LTD (Australia), Performance Cycle (New Zealand), MOTRIX (Brazil), CHG Motos y Accesorios (Mexico)

**PRODUCTS:** Exhausts

### Vance Leathers Inc.

www.vance-leather.com

### Vector One

19 Jalan Besar, SINGAPORE 208792  
656-294-6608, F 656-280-5243  
info@bikesmart.com.sg

**DISTRIBUTION:** Via distributors

**PRODUCTS:** Brakes, Cables, Fasteners, Footpegs, Foot Controls, Handlebars/Hand Controls, Wheels & Rims

### Vee Rubber America

www.veerubber.co.th

### Vega Helmet / Soaring Helmet Corp.

www.vegahelmet.com

### Venture Heated Clothing

10655 Humbolt St., Los Alamitos CA 90720  
310-412-1070  
www.ventureheat.com

### Veyance Technologies

Goodyear Engineered Products, 703 S. Cleveland Massillon Rd., Fairlawn OH 44333  
330-664-7137  
www.goodyearrep.com

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**BRANDS:** Gatorback, Goodyear Engineered Products

### Viken Small Engines LLC

770 E Center Ave., Dorchester WI 54425  
715-654-6464

www.vikensmallengines.com

**DISTRIBUTION:** Dealer-direct, consumer-direct

**BRANDS:** Ariens, Gravely, Simplicity, Country Clipper, EFCO, Stens

**PRODUCTS:** ATV/SxS (armor, hunting/utility/landscape accessories), Vehicle Covers, Cameras/Recorders, Bumper Carriers, Engine Guards, Fender Eliminator Kits, Frame Sliders, Tank Protectors, Windscreens/Air Deflectors, Gear Bags, Luggage Racks & Parts, Vehicle Luggage, Transportation (tiedowns, trailers, ramps), Body Armor/Protectors/Braces, Boots, Casual Wear, Eyewear, Gloves, Helmets and Accessories, Off-Road Apparel/Gear, Outerwear (leather), Race Suits, Rain Gear, Snowmobile Gear, Wet Suits, Women's Gear and Accessories, Youth Apparel/Gear, Batteries/Power Systems, Bearings, Races, Seals, Body Kits/Handguards, Brakes, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Engine Assemblies (long and short block), Engine Cases, Castings, Exhausts, Fairings & Fenders, Fasteners, Filters, Footpegs, Foot Controls, Forward Controls, Forks, Frames, Gas Tanks, Gaskets, Gauges, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Paints, Pistons/Rings, Radiators/Oil Coolers, Reeds/Reed Blocks, Seats, Saddles, Shocks/Suspensions, Spark Plugs, Starter Motors, Tires, Transmissions, Valve Train Components, Wheels & Rims, Additives, Brake Fluid, Brake Oil, Cleaners, Polishes, Protectants, Fork Oil, Lubricants, Sealants, Battery Chargers, Diagnostics, Gas Cans, Lifts, Plastic Repair Tools, Pneumatic Tools, Thread Repair Kits, Tire/Wheel Balancing Equipment, Tire Chargers, Tool Storage, Valve Seat Cutters, Manuals (rate and repair), Movies/DVDs, Novelties/Gift Items, Point of Purchase Materials/Displays, Stickers/Decals

**SERVICES:** Crankshaft Rebuilding, Electric Parts Rebuilding, Frame Straightening, Performance, Salvage Yard, Trike Conversions,

### Vertically Driven Products

1401 Freeman Ave., Long Beach CA 90804  
562-438-5112

### Vesrah Co.

3815 S. Britton Rd., Union Grove WI 53182  
262-994-0265

### Vision Wheel

3512 6th Ave. SE, Decatur AL 35603  
256-350-6312, F 256-353-9620  
Toll-free 800-633-3936

www.visionwheel.com

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Parts Unlimited, Parts Canada, Parts Europe

**BRANDS:** Vision Wheel

**PRODUCTS:** Tires, Wheels & Rims

### Voss/Roadhouse

www.vossdot.com

### Voztec Pty. Ltd.

www.voztec.com

### VP Racing Fuels

7124 Richter Rd., Elmendorf TX 78112  
210-635-7744, F 210-399-7123  
www.vpracingfuels.com

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** Casual Wear, Women's Gear and Accessories, Youth Apparel/Gear, Additives, Cleaners, Polishes, Protectants, Lubricants, Gas Cans

### Vroom Network

31441 Santa Margarita Pkwy, A-272  
Rancho Santa Margarita CA 92688  
949-874-2645, eric@vroomnetwork.com  
www.vroomnetwork.com

**PRODUCTS:** Body Armor/Protectors/Braces, Boots, Gloves, Helmets and Accessories, Off-Road Apparel/Gear, Outerwear (textile, leather), Rain Gear, Snowmobile Gear, Women's Gear and Accessories

**SERVICES:** Business/Sales Consultants, Retail Design/Merchandising, Training/Education

### Walker Products Inc.

525 W. Congress St., Pacific MO 63069  
636-257-2400, F 636-257-6211

www.walkerproducts.com

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** Cycle Pro LLC

**PRODUCTS:** ATV/SxS (utility/landscape accessories), Carburetors/Fuel Injection, Exhausts, Hand Tools

### Warn Industries

www.warn.com

### Western Power Sports / WPS

Street Apparel, 601 E Gowen Rd, Boise ID 83716  
208-376-8400, F 208-375-8901  
Toll-free 800-999-3388

www.wps-inc.com

**DISTRIBUTION:** Via distributors

**PRODUCTS:** Gear Bags, Vehicle Luggage, Body Armor/Protectors/Braces, Boots, Casual Wear, Gloves, Helmets and Accessories, Outerwear (textile, leather), Women's Gear and Accessories, Point of Purchase Materials/Displays, Signs/Digital Signage/Menu Boards/Banners, Stickers/Decals

**SERVICES:** Business/Sales Consultants

### Wheel Jockey

1277 Hamburg Ct., PO Box 1336  
Waxhaw NC 28173  
704-292-8801, F 704-973-9675

www.wheeljockey.com

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** Chains, Sprockets, Cleaners, Polishes, Protectants, Lubricants, Lifts

### Wheels-4-Tots

www.wheels4tots.com

### Wild Hair Accessories

5505 W Fallen Leaf Ln., Glendale AZ 85310  
623-581-1994, F 623-581-1994

www.whaccessories.com

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** Engine Guards, Fender Eliminator Kits, Frame Sliders, Windscreens/Air Deflectors, Helmets and Accessories, Brakes, Fairings & Fenders, Footpegs, Foot Controls, Gauges, Handlebars/Hand Controls, Levers, Lights/Signals, Mirrors, Radiators/Oil Coolers, Seats, Saddles

### Wild Side West Inc.

311 Parkside Dr., San Fernando CA 91340  
818-837-5000, F 818-365-6789

Toll-free 800-421-3130  
www.thewildside.com

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**PRODUCTS:** Casual Wear, Outerwear (textile), Youth Apparel/Gear, Stickers/Decals

### WindVest Motorcycle Products

16840 Joleen Way, Suite B2, Morgan Hill CA 95037  
408-377-7323, F 408-377-7346

Toll-free 877-370-7326  
www.windvest.com

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Drag Specialties, Parts Unlimited, Custom Chrome, Tucker Rocky, Biker's Choice, J&P Cycles

**PRODUCTS:** Windscreens/Air Deflectors

### Winona Van Norman

710 E 17th St., Peru ME 04290  
207-562-4456

### Wiseco Piston Inc.

7201 Industrial Park Blvd., Mentor OH 44060  
440-951-6600

### Wolf Brand Scooters

12485 44th St N, Unit A, Clearwater FL 33762  
727-954-3957, F 727-954-3959

www.wolfbrandscooters.com

**DISTRIBUTION:** Via distributors



# COMPANY LISTINGS

## Wolf Moto USA LLC

PO Box 884, Tryon NC 28782  
864-660-9653, F 828-894-8644  
[www.wolfmotousa.com](http://www.wolfmotousa.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Outerwear (textile, leather), Race Suits

## Wolfman

1531 Skyway Dr. Unit A, Longmont CO 80504  
303-651-6022, F 303-651-6023  
Toll-free 800-535-8131

[www.wolfmanluggage.com](http://www.wolfmanluggage.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**PRODUCTS:** Gear Bags, Vehicle Luggage, Casual Wear

## Wolfsnout LLC

680 A Indian Trail Rd, Lilburn GA 30047  
770-598-1235

[www.wolfsnout.com](http://www.wolfsnout.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**PRODUCTS:** Eyewear, Helmets and Accessories, Off-Road Apparel/Gear, Women's Gear and Accessories

## Woodcraft Technologies Inc.

105 Baldwinville Rd., Winchendon MA 01475  
978-297-2977, F 978-297-2922  
info@woodcraft-cfm.com

**DISTRIBUTION:** Dealer-direct, consumer-direct

**BRANDS:** Woodcraft, CFMotorsports, ArmourBodies

**PRODUCTS:** Engine Guards, Frame Sliders, Outerwear (textile), Bearings, Races, Seals, Body Kits/Handguards, Engine Cases, Castings, Fairings & Fenders, Fasteners, Footpegs, Foot Controls, Gaskets, Handlebars/Hand Controls, Hand Tools, Lifts

## Works Enduro Rider / W.E.R.

Motorcycle Suspension, #1 Jenny Jump Ave.,  
Great Meadows NJ 07838  
908-637-6385, F 908-637-6840

[www.werproducts.net](http://www.werproducts.net)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Bearings, Races, Seals, Forks, Shocks/Suspensions

**SERVICES:** Performance

## Workshop Hero

951 Jones St., Howell MI 48843  
517-546-1117, F 517-546-6434  
Toll-free 800-365-1117

[www.workshophero.com](http://www.workshophero.com)

**DISTRIBUTION:** Dealer-direct, consumer-direct

**BRANDS:** Metal Rescue Rust Remover Bath and Dry Coat Rust Preventative

**PRODUCTS:** Cleaners, Polishes, Protectants

**SERVICES:** Powdercoating/Plating/Polishing

## World of Powersports

2635 N 22nd St., Decatur IL 62526  
217-233-1245 [www.dealerorders.com](http://www.dealerorders.com)

## World of Soul Motorcyclist Association

401 N. Michigan Ave., Suite 1200  
Chicago, IL, 60611  
773-220-2602

[www.worldofsoulma.com](http://www.worldofsoulma.com)

**PRODUCTS:** Vehicle, Alarms/Security Systems/Locks, Cameras/Recorders, Communications Systems, Cruise Control, GPS/Navigation, Engine Guards, Windscreens/Air Deflectors, Gear Bags, Luggage Racks & Parts, Vehicle Luggage, Sidecars, Transportation (tiedowns, trailers, ramps), Body Armor/Protectors/Braces, Boots, Casual Wear, Eyewear, Gloves, Helmets and Accessories, Off-Road Apparel/Gear, Outerwear (textile, leather), Race Suits, Rain Gear, Wet Suits, Women's Gear and Accessories, Youth Apparel/Gear, Batteries/Power Systems, Bearings, Races, Seals, Body Kits/Handguards, Brakes, Cables, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Engine Assemblies (long and short block), Engine Cases, Castings, Exhausts, Fairings & Fenders, Filters, Footpegs, Foot Controls, Forward Controls, Forks, Frames, Gas Tanks, Gaskets, Gauges, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Paints, Pistons/Rings, Seats, Saddles, Shocks/Suspensions, Tires, Transmissions, Valve Train Components, Wheels & Rims, Additives, Cleaners, Polishes, Protectants, Fork Oil, Battery Chargers, Lifts, Work Benches, Artwork, Books, Calendars, Magazines, Novelties/Gift Items, Point of Purchase Materials/

Displays, Signs/Digital Signage/Menu Boards/Banners, Stickers/Decals,

**SERVICES:** Collision Repair, Custom Painting/Refinishing, Performance, Powdercoating/Plating/Polishing, Salvage Yard, Trike Conversions, Association/Nonprofit, Marketing/PR, Media, Race/Event Promoter, Website/Ecommerce Services

## Wössner Pistons

15638 Graham St., Huntington Beach CA 92649  
714-369-8547

[www.wossnerpistons.com](http://www.wossnerpistons.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** Tucker Rocky, Serco, LA Sleeve, NIKS, 454, Trinity Racing, Millennium Technologies, Hot Products

**PRODUCTS:** Pistons/Rings

## X

## XENA Security LLC

44 Lindy Loop, Port Orange, FL 32128  
386-322-8069, Toll-free 888-345-9362

[www.xenasecurity.com](http://www.xenasecurity.com)

**DISTRIBUTION:** Via distributors

**DISTRIBUTORS:** Parts Unlimited, Tucker Rocky, WPS/Western Power Sports

**PRODUCTS:** ATV/SxS (utility/landscape accessories), Vehicle Covers, Alarms/Security Systems/Locks, GPS/Navigation

## Xtremegard / Galt Enterprises

34555 Chagrin Blvd. Suite 100  
Moreland Hills OH 44122  
216-245-0576, F 216-464-6744  
Toll-free 800-248-4258

[www.galtenterprises.com](http://www.galtenterprises.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** ATV/SxS (hunting/utility/landscape accessories), Alarms/Security Systems/Locks, GPS/Navigation, Cleaners, Polishes, Protectants, DMS/Computers/Software, Signs/Digital Signage/Menu Boards/Banners

**SERVICES:** Business/Sales Consultants, Extended Service Contracts, F&I, Legal Services, Training/Education

## Y

## Yamaha Motor Corp. U.S.A.

Yamaha Parts and Accessories Division  
Customer Support Group  
1270 Chastain Road, Kennesaw GA 30144  
770-420-5700

[www.yamahapartsandaccessories.com](http://www.yamahapartsandaccessories.com)

**DISTRIBUTION:** Dealer-direct

**BRANDS:** Genuine Yamaha Parts and Accessories, Star Custom Accessories, Genuine Yamaha Technology Racing (GYTR), Yamalube, Yamaha Extended Service (Y.E.S.)

**PRODUCTS:** ATV/SxS (hunting/utility/vehicle accessories), Vehicle Covers, Alarms/Security Systems/Locks, Communications Systems, Engine Guards, Fender Eliminator Kits, Frame Sliders, Tank Protectors, Windscreens/Air Deflectors, Gear Bags, Luggage Racks & Parts, Vehicle Luggage, Transportation (tiedowns, trailers, ramps), Boots, Casual Wear, Eyewear, Gloves, Helmets and Accessories, Off-Road Apparel/Gear, Outerwear (textile), Snowmobile Gear, Wet Suits, Women's Gear and Accessories, Youth Apparel/Gear, Batteries/Power Systems, Bearings, Races, Seals, Body Kits/Handguards, Cables, Carburetors/Fuel Injection, Chains, Sprockets, Charging Systems/Ignitions, Clutches/Primary Drives, Crankshafts, Engine Assemblies (long and short block), Engine Cases, Castings, Exhausts, Fairings & Fenders, Fasteners, Filters, Footpegs, Foot Controls, Forward Controls, Forks, Gas Tanks, Gaskets, Gauges, Handlebars/Hand Controls, Kickstands, Levers, Lights/Signals, Mirrors, Pistons/Rings, Radiators/Oil Coolers, Seats, Saddles, Shocks/Suspensions, Spark Plugs, Starter Motors, Transmissions, Valve Train Components, Wheels & Rims, Additives, Brake Fluid, Cleaners, Polishes, Protectants, Fork Oil, Lubricants, Sealants, Battery Chargers, Hand Tools, Tool Storage

**SERVICES:** Extended Service Contracts

## Yelvington Trikes LLC

12395 Belcher Rd. S., Unit 320, Largo FL 33773  
727-233-3610, F 727-572-8152

[www.ytrikes.com](http://www.ytrikes.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Trike Conversions

## Yuasa Battery Inc.

Powersport Div.  
2901 Montrose Ave., Laureldale PA 19605  
610-929-5781, F 610-929-1295  
Toll-free 866-431-4784

[www.yuasabatteries.com](http://www.yuasabatteries.com)

**DISTRIBUTION:** Via distributors, dealer-direct

**DISTRIBUTORS:** Tucker Rocky, Parts Unlimited, Drag Specialties, WPS/Western Power Sports, MTA, Marshall Distributing, Southern Motorcycle Supply, MBI Dist., Van-Leeuwen Enterprises, Custom Chrome, Mid-USA, Dixie International, KK Motorcycle, Performance Tire, Romaha Importers, Bell Industries, Masek Sports, Kimpex, Les Importations, Motovan, Parts Canada, Trans Can Imports, Cycle Sports Center

**PRODUCTS:** Batteries/Power Systems, Battery Chargers

**SERVICES:** Training/Education

## Z

## ZANheadgear / Bobster Eyewear

[www.zanheadgear.com](http://www.zanheadgear.com), [www.bobster.com](http://www.bobster.com)

## Zero Gravity Corp.

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Camarillo CA 93012  
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Toll-free 800-345-9791

dealerinfo@zerogravity-racing.com

[www.zerogravity-racing.com](http://www.zerogravity-racing.com)

**DISTRIBUTION:** Via distributors, dealer-direct, consumer-direct

**DISTRIBUTORS:** Parts Unlimited, Tucker Rocky, Marshall, OFD, KK Motorcycle Supply, Orient Express

**BRANDS:** SR, Double Bubble, Sport Touring, Corsa

**PRODUCTS:** Windscreens/Air Deflectors, Cleaners, Polishes, Protectants

## Zing Display Mannequins

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Rancho Santa Margarita CA 92688  
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Toll-free 800-833-0429

[www.zingdisplay.com](http://www.zingdisplay.com)

**DISTRIBUTION:** Dealer-direct

**PRODUCTS:** Retail Fixtures

## Zurich North America Commercial

7045 College Blvd.  
Overland Park KS 66211  
888-265-7524

[www.zurichna.com/automotive](http://www.zurichna.com/automotive)

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Michael Sexton

Year Founded: 1992

Showrooms: Illinois

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### WHY STONECARPET?

Stonecarpet is a unique, commercial decorative interior flooring system, which offers a beautiful, yet practical solution for wide variety of showrooms. Unmatched design, flexibility and dramatically lower maintenance costs than even finished concrete.

Stonecarpet can accommodate the most complex custom logo designs while producing striking results in a variety of settings. Together, we will showcase every motorcycle as if it's on its own individual stage.

### Maintenance Savings Pay for the Floor Itself

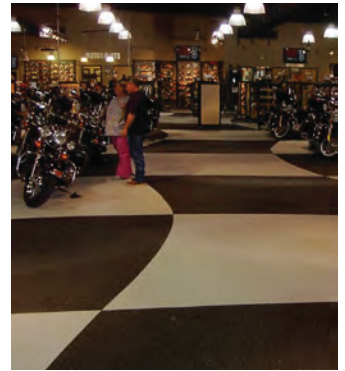
As if the floor isn't simply beautiful enough and an individual work of art, it also requires less maintenance than even finished concrete demands. This floor will actually pay for itself in lower maintenance costs! Stonecarpet gives so much and requires so little in return.

Don't take our word for it, we have a list of building owners and dealers who will attest to the same results.

### Key benefits

Other than its attractive appearance, this monolithic system with "open" construction offers these key benefits:

- Advanced acoustics
- Comfortable "soft" walk
- Safe and slip resistant
- ADA compliant
- Long lasting
- Affordable
- **Simple low maintenance cost**
- No puddling from spills, melted snow, etc.
- Highly resistant to chemicals, oils and stains
- No groutlines to stain or collect dirt



### About Specifier Products

Specifier Products Inc. (SPI) marketed the Stonecarpet flooring product more than 20+ years ago to bring a unique, natural quartz stone flooring system to the United States. The concept for this product was originally developed in western Europe, where it has been used for the past 40+ years, primarily as a commercial flooring system, but also as a residential floor covering.

It's perfect for showrooms just like yours. It's been used by Harley-Davidson, Suzuki and Yamaha dealerships, as well as Ferrari and the Big Three. There is no limit to what Stonecarpet can showcase. We do partial installations such as walkways as well as your staging areas. Once you see this product, you'll be glad you considered it!

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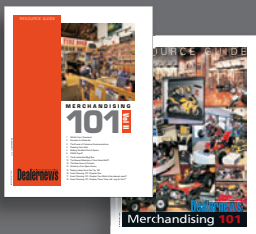
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### On the Web:

The Motorcycle Industry Council in early 2013 developed a limited, non-voting membership program for dealers. If you're interested in learning about the program, visit [www.mic.org](http://www.mic.org).

# The Big Picture

THE INDUSTRY CANNOT MOVE FORWARD UNTIL DEALERS START TALKING TO CONSUMERS... AND THE INDUSTRY STARTS TALKING TO DEALERS

**A FEW WEEKS AGO** I attended the 15th Annual Motorcycle Industry Council Communication Symposium. I think I've been to every one of them since they started. Sometimes the link between what's being said by the speakers is a little difficult to connect specifically to our industry, but by and large it's interesting and educational, and I walk away with some insight or fact that I hadn't considered before.

The symposium typically begins with an industry update by Tim Buche, MIC president and CEO, followed by an economist who talks about the state of the economy and, lastly, some consultant who tells us how we can run our businesses better and what's evolving in the larger world of retail trade.

The MIC has a new limited membership program

**I've always been amazed at how little contact upper and middle management have with dealers. Outside of the OEM's sales force, almost no one visits or talks to dealers on a regular basis.**

for dealers and hopes to sign up at least one dealer member for each U.S. congressional district. This provides industry-friendly lobbying at the local level to help shape legislation. More encouraging is the MIC's new Dealer Advisory Council. Dealer input is critical for directing the fate of our industry.

Having spent 23 years of my career inside corporate OEM walls, I've always been amazed at how little contact upper and middle management have with dealers. Outside of the OEM's sales force, almost no one visits or talks to dealers on a regular basis. I have to admit that outside of my quarterly DM rides I was as guilty of this as anyone.

Sure, most executives have a "pet" dealer, a guy they met on some junket or meeting whom they chat with periodically. More often than not, however, it's a dealer in California who's doing well and who's interested in maintaining a corporate contact. So the OEM exec gets a snapshot of a well-run dealership in an all-season market that's generally able to cope with most corporate policies. After all, who wants to chat with an owner/operator who's pissed off about a program, or distribution, or warranty, or any of the other myriad problems confronting a dealership?

We can't really address retail and other issues until all entities involved have an open, frank and ongoing discussion about them.

### NO FOLLOW-UP, REALLY?

The MIC will issue its 2012 Owners Study by the end of the year. According to some early information

I obtained, the report states that 10 percent of dealerships have gone out of business since 2009, which doesn't track very well with the 50 percent decline in sales since '08. The good news is that the number of miles ridden, while still down from 2009 levels, seems to be on the upswing.

Who are our customers? Well, they're still the same people we've been selling to since the 1960s – Baby Boomers, though they're a little older now. The nice thing is that the gain in the stock market and recovering housing prices have aided boomers the most.

Younger generations are still suffering from unemployment or underemployment, and have had no opportunity to latch onto either real estate or stocks or any other equity instrument that would give them the financial confidence to buy a motorcycle.

According to research from The

Futures Company and analyst Paul Leinberger, not as many consumers are concerned with their money-making capability as they were a few years ago. Indeed, consumers seem to be more confident now than they have been in several years, with more than 60 percent of them telling Futures Company researchers that they are "in control" of their finances. But here's the rub: These more confident consumers are taking the emotion out of the buying process; they're now more inclined to ask themselves the hard questions before making a purchase – adding "Can I afford it? Is it in the budget? Is it worth the risk?" to the "How does it make me feel?" question.

Test rides, according to the MIC, remain the top reason behind a consumer's choice to buy a certain vehicle, followed by fuel economy and then the consumer's experience when visiting a dealer. Yet, test rides and dealership experience have been top influencers for years. What I find amazing is an estimate that 18 percent — nearly one-fifth — of dealers don't follow up with customers who do a test ride. Remember, the test riders are the ones who may have already answered the questions I noted above.

Nothing changes overnight and not every prospect is a buyer. But dealers must be aware of what's happening in their local economy, and they must adjust and find new ways to attract buyers. And then, they have to follow up with the ones who may be ready to buy. **D**



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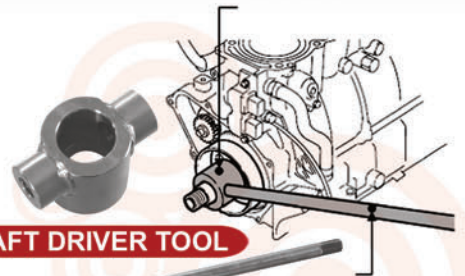
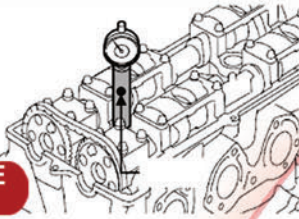
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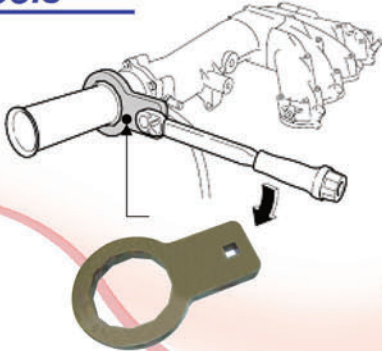
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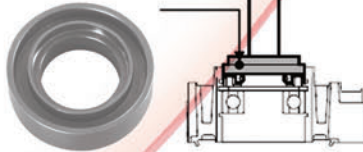
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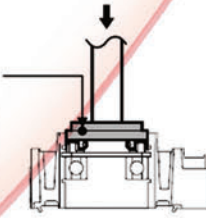
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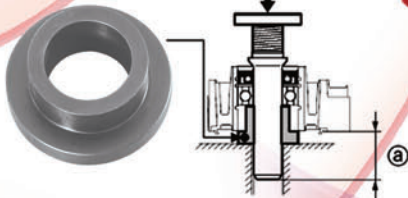
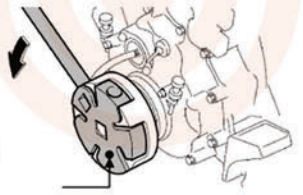
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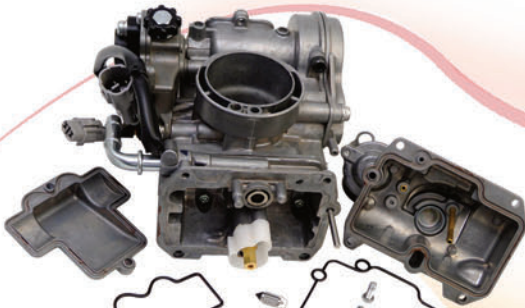
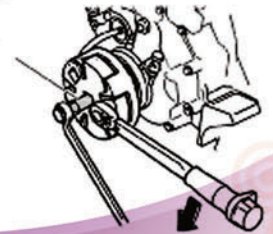
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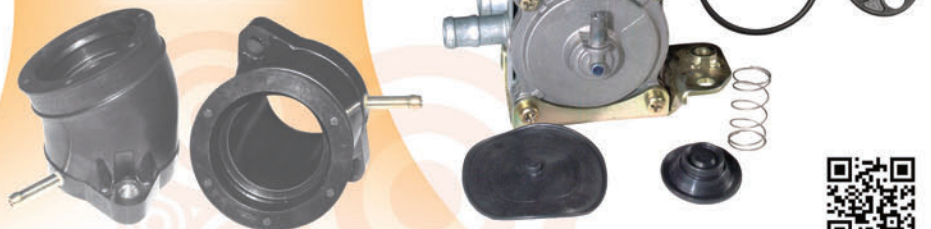


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