FOR ALL V-TWIN MOTORCYCLE DEALERS MAY 2

Round-Cylinder 92-inch S&S motor from MC Advantages

Page 18

V Twin NEWS

Road-ready custom frames for the Yamaha Roadstar

Page 18

## In The News

**JE Illusions is a one-stop shop for your custom paint and body needs**
Working with custom builders and manufacturers, the Eugene, Oregon shop handles custom paint and body work, and offers fiberglass parts for V-Rods. Page 7

**Darcy Betlach tells you how to drive sales in your shop**
Learn from a marketing industry veteran the benefits of outsourcing the management of your customer list in order to drive more people through your doors, resulting in more business and increased profits. Page 4

**Daytona Builders Breakfast raises funds for charity**
Thanks to Bruce Rossmeyer and the 200 breakfast attendees, Boggy Creek is leaving with a fat check," said Billy Lane, Founder of Choppers Inc and the Builders Breakfast. Page 7

**Calling all bike builders for a USO tour of our troops overseas**
Joe Cree of California Customs is spearheading a project that would have bike builders participating in a handshake tour for the USO to meet our troops overseas. Several builders have already committed to get involved. Page 6

**Drag Specialties to host 11 of its Showcases nationwide**
The motorcycle parts distributor announces that it will once again organize multiple showcases in many of the major US powersport markets in 2007. Page 6

# No bling here, only fine motorcycle jewelry with Arlen Ness Motorcycles

Fully accessorized with the best Ness components, the Lowliner is one of 3 premium custom bikes available from Arlen Ness Motorcycles. Page 3

# Saxon announces EU Type approval

Saxon Motorcycles Europe reports that the motorcycle manufacturer has now obtained the European Type approval, making all of their bikes road-legal and allowing them to be licensed by dealers in every country of the European Union (EU) and Switzerland. Saxon Motorcycles Europe, founded in January 2006, by Frank Vermeulen and Rinke Andringa of the Netherlands, was created specifically to provide the European market with custom, American-style motorcycles.

EU Type approval is a big step for Saxon in its effort to conquer new markets and affirm itself as a leader in the motorcycle industry. Earlier this year Saxon introduced the new model line, while its Griffin Chopper won Production Chopper of the Year at the V-Twin Expo.

"Obtaining European Type approval is a huge accomplishment for Saxon," said David Schwam, vice president of sales and marketing for Saxon Motorcycle Company USA. "The team at Saxon Europe has worked tirelessly to allow us to become one of the first American made production custom motorcycles available in Europe and we are convinced that they will do a great job of upholding our commitment to customer service and dealer support."

"Obtaining approval in such a short period of time was a huge challenge. Not only did we need to demonstrate that our

Continued Page 8

# It's 1910 again with Timeless Motor Co.

## *Museum quality reproductions are ready to rumble*

You may have noticed some of these remarkable motorcycles at the V-Twin Expo in Cincinnati. Designed as museum-quality replicas, these bikes boast the same state-of-the-art, early 20th Century features you could find on a 1910 Harley-Davidson. Some of these features include: white button tread tires, leather belt drive, brass polished accents and of course a fully functional, single cylinder sand cast engine that's exactly reproduced from authentic 1910 original parts.

The origins of these reproductions started ten years ago with Mike Hanlon, a master mold maker, machinist and all around motorcycle enthusiast. Hanlon became fascinated with the quality and tolerances of the casting that was taken for granted as standard practice a hundred years ago. As a result, he developed a fascination for the early single cylinder Harleys, leading to what Timeless calls "possibly the most authentic vintage motorcycles ever reproduced." Note that due to their use of antiquated technology, these motorcycles do not comply with today's DOT standards and were designed and built by the manufacturer as collector's items only.

These masterpieces are now available to the public in two versions: a street model and a board track bike. The Street bike comes with a full spring leather saddle, leather-lined drive pulleys and belt drive, and a cast muffler with a period exhaust cutout door, so as to not frighten horses!

Continued Page 5

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