

INCREASING V-TWIN MARKET PRESENCE AT INTERMOT



Kellermann: Celebrating their 25th anniversary, the latest news from the multi award-winning German indicator specialist is the launch of their patented dual function Bullet 1000, as featured in AMD Magazine last month; www.kellermann-online.com



Motorcycle Storehouse: Europe's fastest growing specialist Harley aftermarket parts and accessory distributor showcased a program of custom options for the Street 750 with projects built for them by Marcello Fontana of Free Spirits, Italy fame, along with accessories from award-winning customizer Winson Yeh's Rough Crafts brand product range; www.mcseurope.nl



Parts Europe/Drag Specialties: It is already five years since market leading distributor LeMans (Parts Unlimited and Drag Specialties) opened their much-anticipated European warehouse near Trier in Germany. The company hosted several of the US parts and accessory manufacturers that they sell for in Europe including Daytona Twin Tec, Cometic, Memphis Shades and Cobra Engineering; www.partseurope.eu

The biennial INTERMOT expo at Cologne in Germany is becoming increasingly important to the v-twin industry, as our market seeks to broaden its customer base.

Indeed the v-twin industry is becoming increasingly important to "mainstream" motorcycle shows such as INTERMOT as the "main market" (the 'metric' market) continues to eye the custom sector as a viable business opportunity.

They are doing so both in the context of many of their historically "core" markets still failing to see new motorcycle sales translate into aftermarket P&A demand, and in the context of the relatively strong demand for well designed high quality technical components that has always characterised the "core" of the v-twin industry.

This is the case in the USA, with AIMExpo demonstrating their wish to court the v-twin market through its appointment of Bob Kay as V-Twin Director for the show, and it is certainly the case in Europe, with both EICMA (The "Milan Show"), and INTERMOT seeking to outreach horsepower.

AMD's Cologne involvement with the World Championship now being staged there every-other-year is a case in point, and, being the more hard-parts, technical and higher-mileage oriented of the two main European shows, INTERMOT does indeed have an increasingly convincing package of reasons for custom market vendors, dealers, builders and enthusiasts to engage.

Not least the ongoing need for business diversity, but also the increasing number of vendors who are now entering the custom industry from the broader suspension, performance, workshop equipment and service item markets.

Here we present a round-up of a selection of familiar and less familiar names from among the exhibitor community at INTERMOT that dealers and builders can expect to meet there. The next show will be staged at the Cologne Exhibition Centre (Koelnmesse) from October 5th - 9th 2016.

www.intermot-cologne.com



Paaschburg & Wunderlich: As well as being one of Europe's most respected distributors, the Hamburg, German based company has an international reputation for its own design LED lighting and hard parts accessory programs; www.pwonline.de



Lauge Jensen Engineering: Uffe Lauge Jensen chose INTERMOT for the debut of the EURO 4 compliant 'Sleipner' 1800cc/111" 45 degree v-twin engine program co-developed with S&S Cycle. The EURO 4 emissions regulations come into effect in January 2016 and with a v-twin builder package that includes compliant catalytic converter equipped exhausts, this is the first aftermarket EURO 4 compliant engine available; www.laugejensen.dk