

Happy Anniversary!

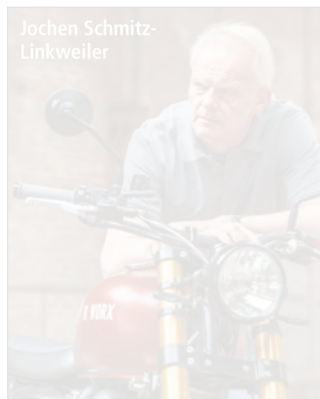
AS reported elsewhere in this edition of IDN, Tecmate International are celebrating their 20th anniversary this season. But they are not the only aftermarket business marking significant milestones at this time - congratulations are also due to Magura, LSL, Kellermann and DID, among others.

30 years of LSL

FOUNDED in 1984 by Joachen Schmitz-Linkweiler LSL is world-renowned as a parts manufacturer and creator of stunning special project bikes.

It all started with the "High-Heeler" in 1985, a Kawasaki KLR special that at the time was the first street-legal Supermoto bike in Germany.

The company introduced its first Superbike handlebar conversion for the Kawasaki GPZ900R in 1987 and the rest, as they say, is history.



Jochen Schmitz-Linkweiler

Acquiring DIN EN ISO 9001 certification in 1997, 2009 saw readers of German motorcycle magazine "PS" vote LSL as the best accessories/conversions brand.

We ourselves here at IDN had the pleasure of joining with German trade magazine Bike and Business to recognise LSL's export achievements in 2010, and now located in an xxx square metre state of the art facility at Krefeld, the company now employs 25 people and sells to xxx countries.

A particular favourite for many people was Joachen's 2005 unveiling of Clubman program and the unveiling of his latest project is always an eagerly anticipated highlight at every INTERMOT expo.

www.lsl.eu
www.clubman.de

LSL's 30th Anniversary Clubman XS 650CR special



25 years of Kellermann

Best known for their hallmark 'BL 1000' bar-end indicators, introduced in 1996 and 1997, Achen, Germany based Kellermann have been celebrating their 25th anniversary this year. The Kellermann indicator and the micro version that they followed it up with became the industry standard lighting accessory for many years and although often imitated they were never bettered. The company received the prestigious Red Dot Design Award in 2011 (and two more in 2014), and scored a remarkable third place in Motorrad magazine's 2013 Best Brand / accessories awards. Founder Guido Kellermann has been an outspoken advocate for defence of intellectual property and said recently "we must take a stand against plagiarism to show that we have the ability to defend our own intellectual property. Without protection of ideas and the products that arise out of those ideas, our society is going to lose its innovation and progress."



It all took off for Kellermann in the mid 1990s with the ubiquitous BL 1000 indicator

www.kellermann-online.com



reddot design award

This year Kellermann won the latest of several Red Dot Design Awards - for their BL 2000 indicator (seen here above) and stylish advanced licence plate design



Guido Kellermann is passionate about defence of intellectual property - here earlier this year his company assembled 1,900 pieces that were clearly based on his micro 1000 indicator and gave them the M48 treatment!



10 years of DID

JAPANESE industrial giant Daido Kogyo is celebrating the tenth anniversary of the office it set up in Italy for its DID motorcycle chains and rims.

DID Europe Srl is based in Bologna, Italy, and sells through leading distributors throughout Europe including Matisse and Langenscheidt in Germany, Ognibene and SGR in Italy, TBT and Motana in The Netherlands, Bihir and Moraco in France, Corvar and TopFunk in Spain and Duell in Sweden. Widely regarded as one of the leading motorcycle chain brands, with multiple race and championship wins



in their locker, DID added rim and wheel availability through its European office some seven years ago. DID chain are OE fitment on a wide range of models from most leading manufacturers and number more than 40 distributors in 30 European countries in total.

www.didchain.com

DID Europe was established in 2004.



Based in Bologna, Italy, Ducati is only one of the many OEs to use DID chain.