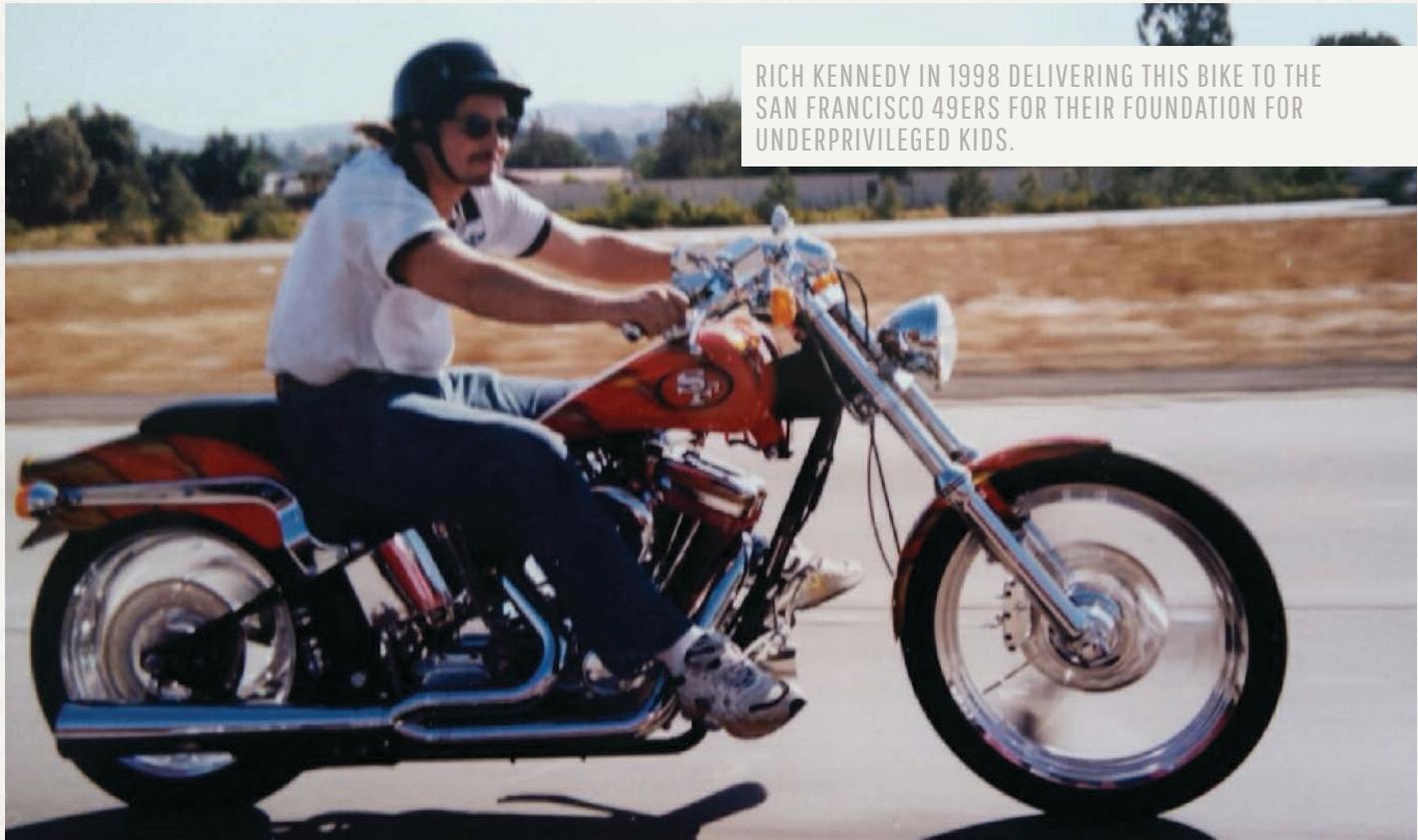


## THE POWERSPORTS INDUSTRY

# WE ARE FAMILY



RICH KENNEDY IN 1998 DELIVERING THIS BIKE TO THE SAN FRANCISCO 49ERS FOR THEIR FOUNDATION FOR UNDERPRIVILEGED KIDS.

Biker's Choice Sales Rep Doris Taylor knows a thing or two about making an impression. "In 1999...2000, Howard Jones, another one of our reps, and I were heading out to an Easy Rider event in Oklahoma. We were in a van pulling a trailer behind us that had catalogs and some other stuff and Bob Kay's motorcycles. We're cruising down the highway and I look out the side mirror and I remember seeing the trailer swaying. I asked Howard, "Why is the trailer swaying?" and remember him sort of looking at it in the mirror and shrugging.

### "WHY IS OUR TRAILER PASSING US?"

"We kept on driving and, like some surreal dream, I see a trailer passing us. Our trailer. Rolling past us. Calmly, I asked Howard, "Why is our trailer passing us?" We watched as it veered off the road over a little grassy knoll before it finally stopped, still upright. We got out of that van and ran to the trailer. Howard asked me if I wanted to open the doors at the back of the trailer and I told him no. We had to know if everything was okay so we finally opened the door and luckily the only thing that had moved was a few boxes of catalogs.

"We called road side service, got the right size ball hitch put on the van, the trailer hooked back up and back on the road. We thought Bob Kay was going to be furious when we told him what happened. But instead, he just laughed," Taylor says. "That's the kind of business we're in. We're all part of a big family that can laugh over the crazy and unexpected things that happen to us all in a day's work."

### EVERY FAMILY HAS CHALLENGES

Tucker Rocky has been a foundation of that powersports family for 50 years and even through some tough times, the company is still going strong thanks to the determination of the employees – especially the sales reps that are in the trenches everyday working with the dealers.

"As a sales rep for Tucker, I've experienced some challenges over the last 14 years," says Rich Kennedy. "We saw regulations in the industry in 2005, market changes in 2008, regulations for new model years...you name it, we've dealt with it. These challenges made me come up with new ideas for revenue streams for our dealers and they have been open to them. They have always been hungry for the new products. Helping them achieve that goal is what I live for in this job. It's not always about the windfall that's in your pocket. It's a love for the bikes and helping people."

Rick Dorfmeier, a 34-year veteran of the Tucker trenches, agrees. "Over the years, as I've changed markets, I've had to learn the different personalities of my dealers and other reps. Each region is different so it takes time to build those relationships. We've had leadership changes that have brought their own personalities to the company, allowing the company to become more sophisticated in how we do business," he continues. "At one point, we lost some of the family feeling we had. This industry is a brotherhood. We built a lot of culture and character. Sometimes crisis builds better people, better stories and corporate culture."

## WE'RE THERE FOR OUR FAMILY

The dealers are the life's blood of the business. Through computer crashes, warehouse realignments and mergers, the dealers have stayed with Tucker Rocky.

"Our dealers want us to succeed. They wouldn't have stuck with us through thick and thin if they didn't have faith in us," says Taylor. "What value do we bring to our dealers? The business partnership all of us have worked at building. We have a partnership with our dealers. They trust us. Our long-term business relationships have turned into long-term friendships."

"Integrity is what reps bring to the equation between Tucker Rocky and the dealers," adds Dorfmeier. "There is enough controversy in the

**"GO WITH THEM TO THE RACES.**

**MOTO, FLAT TRACK, IT DOESN'T MATTER**

**JUST GO."**

industry that you have to fight uphill to overcome adversity. We've built such good relations with our dealers that we've overcome that uphill fight. The company is paying attention to what our dealers want and need. That is incredibly important in keeping that bond."

"Between the introduction of new brands, the catalog doubling in size and the focus on the V-twin segment, my dealers have been very excited about where Tucker is going," says Kennedy. "I love being able to provide my dealers with a win for them and our end user. I have fun working open houses and other events with my dealers, interacting with them and the end users. It's very rewarding and it shows that I'm in their corner. I'm there for them."

## OUR FAMILY VALUES

In this industry, being able to provide our dealers with what they want is crucial to surviving another 50 years. Understanding what they need, helping them through frustrating situations and supporting them in every aspect is what our representatives do. It is their hard work with the dealers that move us forward.

"I've been with Tucker for 28 years," says Event Operations Coordinator Brian Phelan. "Everything we do – from getting our dealers stock in a short period of time to providing marketing content that lets our dealers get to know us, the company, as a whole – binds us together. Even something as simple as offering our dealer's customers the opportunity to see the product we bring with us to shows before they purchase it goes a long way towards keeping our relationships with the dealers tight."

"You want to get to know your dealers?" asks Rich Kennedy. "Go with them to the races. Moto, flat track, it doesn't matter. Just go. There is a passion there that is extremely contagious. It oozes out of your pores. By sharing this experience with your dealers, you get to know them, you get to experience their excitement for what they do. It's an awesome feeling."

"Our dealers value everything we do for them. From a product portfolio that differentiates us from the competitors that includes exclusive brands to our exceptional sales force and customer service, our dealers can source all the products they need in one place," says Charlie Hadayia, Jr., Sr. Director – Merchandising. "They know that we have them covered from rider to bike, V-Twin to metric."



**TUCKER ROCKY**

# CARDO DYNAMIC MESHWORK COMMUNICATION

*THERE'S NOTHING BETTER...*



than riding down the road with the wind in your face and good friends at your back. Thanks to today's technology that keeps you connected, you and your friends can chat, tell jokes, listen to some tunes and have a good time.

But what if some of your friends need to stop for gas or a bite to eat? If you're using Bluetooth® technology, your group's conversation comes to a screeching halt as you get disconnected from everyone else. While Bluetooth is a great way to stay in communication with everyone, it connects riders in a chain. Break a link, your chain is gone.

Thanks to Dynamic Meshwork Communication (DMC™) from Cardo, you now have other options. Available in the PackTalk, SmartPack and SMARTH models, DMC keeps you connected to your entire group of 2 to 15 riders even when someone falls out of range. This full-duplex wireless technology adapts to the different configurations of your group while maintaining the conversation.

This dynamic, auto-adaptive mesh technology works within a split second of the disruption. Every rider in your group becomes an autonomous hub when they are using the DMC technology. This lets you keep the simultaneous and independent link with other members and creates an invisible mesh. When someone goes out of intercom reach, the mesh readjusts itself by "leapfrogging" to the next, closest member of the group. When the riders come back into range, it syncs back up so they can rejoin the conversation.

Perfect for groups of two or more, DMC eliminates the communication breakdown and keeps you connected on the road.

## PACKTALK

SINGLE 210097 Retail: \$329.95  
DOUBLE 210098 Retail: \$579.95



Single

## SMARTPACK

SINGLE 210223 Retail: \$289.95  
DOUBLE 210224 Retail: \$499.95



Single

## SMARTH

SINGLE 210055 Retail: \$299.95  
DUO 210056 Retail: \$499.95



# JARED VANDERKOOI

## FLAT TRACK RIDER SPOTLIGHT

Jarod Vanderkooi has been racing for nearly half of his 19 years. Hailing from Mt. Gilead, Ohio, about 50 miles north of Columbus, Vanderkooi dominated his first event in 2014, the Springfield Mile, and ended the year with a pair of GNC2 Twins races. In 2016, he scored three top-five finishes and joined Richie Morris Racing.

Beth Rauch with Hardtales had a chance to catch up with Jarod, who is sponsored by Tucker Rocky.

**BR:** How is the season going so far, Jarod?

We have started off strong. Right now, we're sitting one point outside of 4th place for the Championship and we're heading to Arizona. We had some mechanical issues in Daytona that we nailed down and ran second there. I took fifth at Woodstock, GA on the short track and then 8th at Charlotte. I'm very excited for the races we have left this year and the competition.

**BR:** How did you get started racing?

My dad and uncles all raced, and my grandfather raced. He brought them up racing so I naturally followed along. I started riding when I was three and when I turned 10, I started racing full-time. I've been racing as a full-time job ever since.

**BR:** You obviously have a favorite course by now.

The Sacramento Mile. I'm racing there on May 20, 2017. I always feel good when I race there. I like the way the track feels, the way it surfaces. It's slippery early in the day and then grooves up. I can go fast on that track.

**BR:** What inspires you to keep racing?

I enjoy the adrenaline rush and being at the track. The stiff competition of the race makes me strive to get better in my racing. It keeps me going during the week when I'm not at the track and keeps me wanting more.

**BR:** You're only 19 but you've been racing since you were 10. What do you feel is your greatest life achievement so far?

So far...my win at the Springfield Mile my first time out on a pro-twin track. My dad and I finished the bike I raced two nights before the race in our garage. I won the race by 7 seconds. Also, being named the 2015 Saddleman Rookie of the Year.

**BR:** Who would you say is your racing hero?

Ricky Graham. I love watching the films of him winning the championship in 1993 on YouTube. He made racing look so effortless, so smooth. The way Jared Mees races reminds me of Ricky Graham.

**BR:** What advice do you have for a new rider just starting out?

Don't give up the first few times you fail. Keep at it and believe in yourself and the people around you. Always surround yourself with good companies and sponsors because they will have your back. I love working with Richie Morris Racing for that reason. They take a lot off me so I can focus on racing, like scheduling and taking care of the bikes. I honestly don't know how I did it by myself all those years.

**BR:** What is the most crucial technical tip you can give riders?

Keep a level head. The sport is definitely all mental. You need a good head on your shoulders to succeed in the racing world. Also, make sure you have good equipment with good sponsors behind you to support you and your bike each weekend.

**BR:** What are your hopes for the outcome of the season?

We want to be on the podium for sure. Any win would be great, but I would love to get up there. Top 5 in the championship would be awesome. Right now, we are just taking it one weekend at a time towards that win.





# INSIDETRACK

## TWIN POWER GASKETS LEAKS SUCK

Harley-Davidson® enthusiasts rejoice! Twin Power has added high-quality gaskets to their ever-growing product line, giving motorcycle riders across the nation another option when it comes to products for their favorite ride.

Available as complete kits for specific applications, or separately, Twin Power AFM and MLS style gaskets are proudly made in the USA.

"One of the biggest complaints we've heard about gaskets is how they're packaged," says James Simonelli, Brand Manager for Twin Power. "Many of the gaskets on the market are packaged in uneven quantities which makes no sense."

"We've also reduced package quantities on many items to help keep inventory costs down," adds Simonelli.

The new gaskets (P/Ns 043154 to 043299) from Twin Power retail for \$3.95 to \$152.95.

Since 1982, Twin Power has been designing and producing quality parts and accessories for the Harley-Davidson® enthusiast. Driven

by the same passion that fuels the American V-Twin scene, Twin Power is relentless in their pursuit of quality, functionality and value. They will not offer a Twin Power product to their customers unless they would be proud to sport it on one of their own rides.



## DEALER BILL OF RIGHTS

WE VALUE YOUR BUSINESS – ALWAYS HAVE, ALWAYS WILL.

Tucker Rocky/Biker's Choice is committed to earning our leadership position in the Powersports Industry every day by providing value-added services with courtesy and integrity. Our desire to be your trusted and reliable source for after-market parts and apparel is second to none.

### Our Core Values

**Integrity** – We pledge that honest and ethical principles will guide our actions and decisions at all times.

**Respect and Dignity** – We will treat our customers, vendors and employees as we would want to be treated.

**Dealer Centric** – We will consider and take into account our customers' needs while constantly striving to provide exceptional service and added value.

**Teamwork** – We will work with our customers to ensure their long-term success.

**Accountability** – We will accept responsibility for our actions and performance, if there's an issue, we will make it right.

**Continuous Innovation and Improvement** – We will continually earn our future position by pioneering new solutions that provide direct benefit to our customers.

### Our Service Commitment

**Reliability** – We will stock the products you need and that your customers demand in a Distribution Center close to you.

**Timely** – We will ship orders received within the published cut-offs the same day.

**Quality** – We will package products with the utmost care to avoid transit damage.

### Protection of Confidential Information

**Privacy** – We will never share our customer's confidential account information, ever, it's as simple as that. We will respect the privacy of our customer's information and promise that it will not be shared with any other dealer or powersports entity of any kind.

### INFORMATION ABOUT FEDERAL AND STATE NOISE AND EMISSIONS LAWS

Federal and state noise and emissions laws regulate modifications that affect emissions from motor vehicles, including motorcycles. Before purchasing any emissions-related products for use in California, you should carefully review the information provided herein as California law prohibits the installation and use of many after market emissions-related parts on California highways, and authorizes the recovery of substantial fines and penalties against those who violate California emissions laws. Modifications that increase vehicle emissions can be illegal in certain states in addition to California.

- The exhaust parts in this catalog are generally not legal for sale, or use in California, unless such parts are installed on vehicles that did not come originally equipped with a catalytic converter OR such parts either have received Executive Order ("EO" from CARB's Executive Officer or are installed on racing vehicles which are never used upon California highways. Do not purchase, sell, install or use any of the exhaust parts in this catalog in California unless you have determined that on or more of these conditions apply. End use customers should check with the manufacturers of their vehicles or CARB to determine whether such vehicles came originally equipped with catalytic converters.
- California law generally prohibits the removal of catalytic converters from motorcycles that are used in California.
- In California, it is generally illegal to replace an OEM exhaust part that contains a catalytic converter with an after market part that does not contain a catalytic converter.
- Aftermarket exhaust parts intended for installation on non-catalyst equipped motorcycles are generally presumed to be legal for sale, installation and use in California.
- Aftermarket slip-on mufflers that do not contain catalytic converters are generally legal for use in California unless the muffler being replaced contained a catalyst.
- Aftermarket exhaust parts that contain catalytic converters are generally illegal for sale, installation and use unless they have been exempted and certified by CARB's Executive Officer. Lists of exempted products are available on CARB's website and can be accessed via the hyper links provided below.
- California's air pollution control requirements do not generally apply to "racing vehicles," which are used in closed course competitions and are never used on California highways.

#### "Add-on" and "Modified" Parts

California emissions laws prohibit the installation, sale, advertising, and on- and off-highway use of any "add-on" or "modified" emissions-related part (e.g., exhaust parts or systems) on any pollution-controlled vehicle unless either (a) the part has received an exemption from the Executive Officer ("EO") of the California Air Resources Board ("CARB") or (b) the part is installed on a racing vehicle which is never used upon a highway. See California Vehicle Code §§ 27156 and 28381; see also 13 CCR §§ 2220-2225 ("aftermarket parts" regulations). An "emissions-related part" is defined to mean "any automotive part, which affects any regulated emissions from a motor vehicle which is subject to California or federal emissions standards." 13 CCR § 1900(i). A "modified part" is defined to mean "any aftermarket part intended to replace an original equipment emissions-related part and which is not functionally identical to the original equipment part in all respects which in any way affect emissions, excluding a consolidated part." 13 CCR § 1900(b)(14). An "add-on" part is defined to mean "any aftermarket part which is not a modified part or a replacement part." A "racing vehicle" is defined to mean "a competition vehicle not used on public highways." California Health & Safety Code § 43001.

A "replacement part" is defined to mean "any after market part intended to replace an original equipment emission-related part and which is functionally identical to the original equipment part in all respects which in any way affect emissions." 13 CCR § 1900(b)(20). Replacement parts are presumed to be legal for use on pollution controlled vehicles and do not require CARB exemptions. See 13 CCR § 2221; see also CARB's "Replacement Parts Guidelines – After market, Performance and Add-On Parts Regulations."

In California, exhaust systems (headers or mufflers) intended for installation on non-catalyst equipped motorcycles are considered by CARB to be "replacement parts" and comply with emissions regulations enforced by CARB, provided that all emission controls originally connected to the exhaust manifold are reconnected to the exhaust system and are functioning properly. Similarly, slip-on mufflers are generally legal for use in California as "replacement parts" unless the muffler being replaced contained a catalyst. Before purchasing any slip-on muffler products in this catalog, check with the vehicle manufacturer to determine whether the OEM muffler contains a catalyst.

#### CARB Executive Orders

The manufacturers of after market "add-on" and "modified" parts are responsible for obtaining exemptions from CARB. Any "add-on" or "modified" emissions-related parts contained in this catalog that are subject to noise or emissions laws may or may not have been evaluated and/or exempted by CARB or other applicable enforcement agencies.

For a list of CARB Executive Orders by device (except for catalytic converters), see <http://www.arb.ca.gov/msprog/aftermkt/devices/amquery.php>

#### Disclaimer

As a distributor, Tucker Rocky makes no representation or warranty with respect to whether the items in this catalog are legal for sale, installation or on-highway use in California or in any other state. Customers that purchase, install, and use the emissions-related products in this catalog must comply with all applicable laws. When purchasing, installing and using add-on or modified after market parts, the purchaser is responsible for ensuring that such parts are "replacement parts," have received CARB exemptions or will be installed on racing vehicles which are never used upon California highways. Consult with the manufacturer as to any such exemptions before purchasing any add-on or modified emissions-related parts for use in California or elsewhere.

For additional information about the sale and use of aftermarket exhaust systems in California, see the Motorcycle Industry Council's responses to "Frequently Asked Questions about aftermarket Exhaust Systems for Motorcycles and ATVs in California."

NOT RESPONSIBLE FOR PRINTED ERRORS