

TUCKER ROCKY | BIKER'S CHOICE

HARDTALES

5TH

VOLUME 4, 2017

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SUPPORT YOUR LOCAL DEALER

LOOKING INTO *THE FUTURE*



The powersports industry is constantly in a state of flux, ebbing and flowing...or, more accurately, revving and idling. For the last 50 years, Tucker Rocky has revved and idled right along with it, handling the bumps, the S-curves and everything Mother Nature can throw at it like a well-maintained machine.

Sometimes it's been easy, like riding on a sunny day with the wind in your hair and a perfect road beneath your tires. Sometimes, those tires got a little flat or the road was under construction. But through it all, Tucker Rocky has remained steadfast and committed to being the best aftermarket powersports distributor it can be.

So how do you top the first 50 years? What does the future hold for Tucker Rocky?

IT ALL STARTS WITH THE CUSTOMER

When Dan Bradley, Vice President Operations, visited the first round of dealers after joining the Tucker Rocky family, he was presented with an

interesting conundrum. "I took some time to talk to some of our dealers and I was surprised to hear how adamant they were about all of the parts coming out of the same warehouse. To them, it took longer to get their orders, it cost more money to ship from somewhere else...they didn't know when it would ship," says Bradley. "I got to thinking about it and I asked them, 'If a split order gets to you in the same amount of time and doesn't cost anymore to ship it from a different warehouse than your usual warehouse, does it really matter where we ship it from?'" he continues. "And the answer I got was, 'Absolutely not.'"

"We've been hearing the same thing from dealer after dealer and it occurred to me that we stopped listening to what the customer truly wanted and never got to the crux of the problem. It's human nature to listen to the first few words and start formulating an answer to the problem and never getting to the heart of the matter. The first step in Tucker Rocky moving into the future is enhancing the customer experience. Basically, we needed to remember how to shut up and listen."



CH-CH-CH-CHANGES

David Bowie's classic song "Changes" is an accurate representation of the last three years at Tucker Rocky. The company is learning to "Just be a different man," or in this case, a different company. To do that, the customer has become the driving factor. "We have a leadership team that is committed to being the best in the powersports industry and we are not going to settle for anything less. We are fully engaged and aligned with a common vision and direction, to provide our customers with the best possible experience they can possibly have," says Kenan Ikels, Vice President, Sales and Marketing.

"Leveraging technology and data for competitive advantage while meeting the needs of our customers and vendors will drive growth and success for Tucker Rocky," says Eric Cagle, President. "We are very excited about the new organizational structure and the additions to the Tucker Rocky team. These changes, along with other recent leadership additions, form the foundation for our future growth."

BUT HOW?

"We have a never-ending effort in place to build the most comprehensive and profitable portfolio of products that our customers, and in turn, their customers want," says Charlie Hadayia, Vice President of Purchasing and Merchandising. "From there, our interaction with dealers will incorporate more education on the products they need, teaching them not only about the product itself, but also helping them understand how to stock their dealerships based on the needs of the consumer."

Some of the education dealers will be able to take advantage of are things they have asked for – product training, sales training, visual merchandising, technology utilization, social media marketing, inventory management – the list goes on.

"The education isn't going to end there," says Ikels. "We will be leveraging the combined experience and talents of the Tucker Rocky family to help our dealers build a better experience between themselves and the consumer. Our Dealer Advisory Board has helped us find and hear the voice of the dealer. We've listened to the feedback and have had direct engagement with our dealers," Ikels continues, "and we are turning into a more streamlined process from marketing new products to placing an order to getting it delivered to them."

THE TOTAL CUSTOMER EXPERIENCE

The emphasis of the new leadership at Tucker Rocky is understanding and listening to the voice of the customer. "From information technology – data quality, data accuracy, part information, fitment, search capabilities – to shipping and delivery, we want to enhance the experience of our dealers. From an IT standpoint, this means giving them the right part the first time with the right information. From a company standpoint, it means tightening up the basics of the company and leveraging our vast operational experience in the aftermarket industry to focus on our customers," says Troy Rochat, Vice President of Information Technology & Process Excellence.

Collaboration is key to moving forward. "We are purposefully designing a more collaborative culture at Tucker Rocky so that every department is listening to what our dealers have to say. It's a holistic way of looking at the business that focuses solely on their needs. Processes are being designed in such a way that it will let us be more flexible when it comes to the changing needs of our customers, from dealers to suppliers and everyone in between," says Bradley.

ROLLING INTO THE FUTURE

Changes can be hard, but they are a necessary part of life and business. "From the merger with MAG to the organizational changes that have been happening over the last few months, everything we've done has been to enhance the customer experience," says Cagle. "We will continue listening to our customers and changing with them. This is how we will grow together and continue being the best aftermarket powersports distributor there is."

INSIDETRACK

SPARK YOUR RIDE

WITH NEW IGNITION WIRES FROM TWIN POWER

When you want your motorcycle to fire up right away, Twin Power Ignition Wires can make it happen. 100% made in the USA, these wires are the newest addition to the growing Twin Power product line.

"These new Twin Power Ignition Wires won't stop global warming, but they will deliver good, reliable spark at a fair price," says James Simonelli, Brand Manager for Twin Power. "Plus, V-Twin motorcycles are the heart and soul of America's motorcycle industry. There's no better way of showing the pride you put into your motorcycle, than by using American made parts!"

The ignition leads are 8.65 mm thick with 500 Ohms/ft. of resistance. The Kevlar® core has been reinforced with fiberglass strands for additional strength, then covered with a layer of EPDM and a layer of braided tape for flexibility. Mag wire ensures conductivity and eliminates RFI (radio frequency interference) and noise with an outer jacket of high-quality silicone that also provides heat resistance and extends the longevity of the wire set.

The ignition wires feature a silicone distributor and spark plug boots that are used to help dissipate the heat. The terminals are stainless steel which reduces potential corrosion. Each

ignition lead is built with SAE J2031 class E rated cable for heat protection to 450° F. Each set includes a packet of dielectric grease to prevent arcing, keep moisture out and prevent corrosion. Also included are two miniature cable ties.

The new Ignition Wires (P/N 110112 to 110119 located on page 12) retail for \$20.95 and include direct fit sets for most popular Harley-Davidson® models and universal sets for custom applications.

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 38391; 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(3). 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 exhaust products in this catalog, check with the vehicle manufacturer to determine whether the vehicle came originally equipped with a catalytic converter. 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

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."