

Lehman partners with trailer company

ROAD Dog Trailers is the company which Lehman Trikes has partnered with to launch a new touring trailer designed specifically for use with its trike conversions.

The aerodynamically designed, low and wide fiberglass 'Drifter' trailer is said to offer 23 cubic feet of storage and benefits from Road Dog's 'Pivot

Point Torsion Suspension'. Factory options on the Drifter include color-match factory paint, aluminum wheels and LED lighting.

"We are very excited to partner with Road Dog Trailers and offer this excellent product," said Ken Hines, Executive Vice President of Lehman Trikes. "We feel that the Drifter will be



an integral part of the touring experience for our customers and a value-added product for our dealer network."

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Revised packing introduced by PM

PERFORMANCE Machine is introducing a new look for its product range with the creation of new vivid blue packaging. The new packaging can be now be found on its popular accessories such as grips and mirrors, and the company says 'the improved

packaging keeps the product protected and the signature PM blue will grab your buyers' attention'.

The new packaging introduces a new 'Accessory Program' for dealers, which has been designed to provide dealers with a professionally



merchandised Performance Machine product display within their stores.

The program offers three buy-in tiers, allowing dealers to purchase any combination of accessories catering for different dealers' demographics and avoiding unnecessary inventory. Each tier offers benefits such as buy-in discounts with extended terms, a PM billet sign, custom reorder cards, free shipping, and other benefits.



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NEWS BRIEFS

GS Yuasa Corporation and Honda have signed a contract to establish a new joint venture company for the manufacture, sale and research and development of Lithium-ion batteries for use in hybrid vehicles. Since the signing of a basic agreement in December of 2008, the two companies have engaged in a series of discussions to finalize plans for the establishment of a joint venture company. The new company, Blue Energy Co. Ltd., was established at the beginning of April.

Mark Mederski has resigned from his position as Executive Director of the American Motorcycle Heritage Foundation (AMHF), which operates the AMA's Motorcycle Hall of Fame Museum. Mederski oversaw a number of major exhibits at the Motorcycle Hall of Fame Museum, including 'A Century of Indian', 'Heroes of Harley-Davidson', 'Motocross America' and 'Motostars: Celebrities + Motorcycles'.

This year's AMA Vintage Motorcycle Days celebrates the 85th anniversary of the Association and showcases **BSA as the featured marque**.

The AMA Vintage Motorcycle Days, on July 24-26 at the Mid-Ohio Sports Car Course in Lexington, Ohio, include North America's largest motorcycle swap meet, bike shows, a commemorative parade, and two Classic Clubs honoring Honda's groundbreaking CB750 and CBX. The event will also feature the inaugural AMA Racing Vintage Grand Championships, where vintage racers will compete for national championships, No.1 plates, and the AMA Track Racing and AMA Off-Road Vintage Grand National Championships.

The Paris Motorcycle and Scooter Show, which was due to take place from 1 to 8 October 2009, has been rescheduled for autumn 2010 at Porte de Versailles, Paris, France. Motorcycle manufacturers and AMC Promotion, the organizer of the Paris International Two-Wheel Show, which had instigated a new development strategy for the show, unanimously agreed that the troubled international economy would compromise the standards set, including the participation of all manufacturers to represent the sector as faithfully as possible.