

2008 Dealer Expo

Continental Tire

www.contimoto.com
Booth 1313

Continental enters the race radial market with the release of the ultra-high performance, street-legal ContiRace Attack Street. This tire is aimed at aggressive riders of supersport bikes who regularly attend track days. The new ContiRace Attack Street broadens Continental's existing "Attack" product line which currently consists of the ContiRoad Attack "sport mileage" radial, ContiSport Attack "hypersport" radial, the newly released ContiTrail Attack "dual sport" radial and the ContiRace Attack Comp. "race" radial.



c-Systems

www.systemssoftware.com
Booth 2119



c-Systems Software offers total business management systems for powersports dealers: point-of-sale invoicing, major unit tracking, service shop management, inventory control, accounting and rental. This DMS even interfaces to OEMs, and Internet orders from your

website can be processed through the software. Detailed reports include sales, profit, sold equipment, labor efficiency, inventory management and rental tracking.

DOWCO

www.dowco-inc.com
Booth 732

DOWCO will be featuring a new addition to their popular Iron Rider Luggage product line. The new large roll bag is billed as the perfect sized bag, making it an ideal accessory for any road trip. It can also be used in conjunction with any of the other bags in the DOWCO line. The large roll bag has side-access opening pockets, making it a breeze to slide a large item like a tent or sleeping bag in and out.



FLY Racing

www.flyracing.com
Booth 3313

All new for 2008 is Fly Racing's Convertible Hydro Pack System. This chest protector/hydration system combines protection and hydration in to one streamlined and functional package. The Convertible Hydro Pack System features a 70-ounce bladder complete with hose and bite valve. A thick layer of protective foam helps cushion impacts to your body. The pack also contains a zippered tool compartment to help organize all your trailside tools.



Fulmer

www.fulmerhelmets.com
Booth 2301

Among the many new helmets Fulmer will showcase at the Dealer Expo, the AFM1 Street Modus is so entirely innovative the company says you have to see it to believe it! Since seeing is believing, stop by the booth to see what's so different about this flip-up street helmet for yourself.



Vance & Hines

www.vanceandhines.com
Booth 501

Looking for understated looks and bold performance? The new Vance & Hines "Black Line" of exhaust systems features full coverage heat shields treated with durable race-quality black ceramic. Contrasted with a signature chrome badge and end treatment, the Black Line takes style and quality into a new world.



Western Power Sports

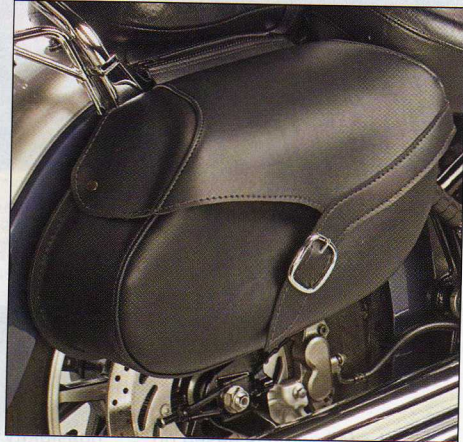
www.wps-inc.com
Booth 3213

WPS is set to showcase all-new product lines for street and dirt-bikes, ATVs and UTVs. New items include gauges from Koso North America, billet levers from Power Stands, complete wheel kits from Pro Wheel along with ATV items from Rath Racing, Seizmik and Cycle Country.

Willie & Max

www.willieandmax.com
Booth 732

New at Indy, Willie & Max will be launching the new Revolution Series Luggage. Revolution's eight new leather and 12 synthetic leather saddlebags feature a wide range of contemporary designs in either hard mount or throwover styles. The exclusive hard mount system will fit most cruisers on the market — this is a big plus for dealers and riders alike! Five new synthetic leather accessory bags also are offered in the Revolution Series.



- Firm advertising guidelines keep margins high.
- Exclusive territories.
- The finest boots, apparel and helmets in motorcycling.
- The opportunity to work with a distributor as a full partner instead of just being another customer.

Motonation

log in for complete details
www.motonation.com/dealers

1-877-789-4940

CIRCLE 31 ON REPLY CARD