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## 3 Harley Sportster Anniversary Edition

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Harley-  
Davidson  
Sportster  
'70 to '13  
Causey  
Enterprises,  
LLC  
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**WALNECK'S  
CLASSIC CYCLE  
TRADER, MAY**

1999 Motorbooks  
International  
Donny is the Winner  
of the 2012  
International Book  
Awards. Donny  
Petersen has been  
educating motorcycle  
enthusiasts about  
Harley-Davidson  
bikes for years. Now,  
he has combined all  
his knowledge into a  
twelve-volume series  
masterpiece and this  
third book is one that  
every rider will  
treasure. Petersen,  
who has studied  
privately with Harley-  
Davidson engineers  
and has spent thirty-  
six years working on  
motorcycles, is  
sharing all of his

secrets! As the founder  
of Toronto 's Heavy  
Duty Cycles in 1974,  
North America 's  
premier motorcycle  
shop, the dean of  
motorcycle  
technology teaches  
about the theory,  
design, and  
mechanical aspects of  
Harleys. In this third  
volume, discover: 1.  
How to identify the  
Evolution models. 2.  
Why the Evolution  
models are better. 3.  
Everything you need  
to know about  
engines. 4.  
Troubleshooting  
every facet of the  
Evolution. And so  
much more! The  
Harley-Davidson  
Evolution The  
Japanese had more  
than quality. Their  
arsenal included  
acceleration and  
speed combining with  
good braking and  
handling. They could

design, tool-up and  
build a new  
motorcycle in a mere  
eighteen months. The  
flavor of the day could  
easily be  
accomplished with  
this organizational  
skill and dexterity. On  
top of this they had  
lower prices. The  
Gang of 13 took over  
a failing company or  
did they? By 1982,  
Harley-Davidson sales  
went into a tailspin  
with plunging  
production. The USA  
was in a deep  
recession. Adding to  
the perfect storm was  
the flood of Asian  
imports that many  
believe were being  
sold in the U.S. below  
their manufactured  
costs. Whether this  
was true or not, how  
did a small country a  
half-world away  
manufacture a quality  
product that was  
faster, handled better,

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and was less expensive?  
Furthermore, these import motorcycles were more functional. Well, of course they did because USA motorcycle manufacturing offered old clunker styling that was slower, did not handle well, and broke down all the time! And for all of this, Harley-Davidson 's cost more. Insulting if one thinks about it. It is not that the Evolution was that good relative to their competitors because in my opinion it was not. However, the Evolution was stellar relative to what went before. I was a loyal Shovelhead rider, necessarily becoming a mechanic along the way. I like the rest of my ilk would never consider riding any other

product. I did not care that a Honda might be functionally better, less expensive, and not require my newfound mechanical skills. Honda simply did not give what my psyche craved. Importantly, H-D dropped its lackadaisical attitude towards copyright infringement, particularly with knock-off products. Harley-Davidson became extremely aggressive against the counterfeiting of their trademarks. It licensed use of its logos with all manner merchandise that was embraced by mainstream America including the Japanese. H-D then saw the birth of HOG, the most successful marketing and loyalty campaign

in the annals of corporate sustenance. The world embraced this pasteurized version of the outlaw subculture. You might meet the nicest people on a Honda but Harley riders are all about cool. They adapt a pseudo-outlaw lifestyle that emulates freedom and individualism. They spend much of their time adopting one charity or another to prove they really aren ' t bad. Many charities benefitted greatly during the Harley boom. Can these riders be contesting the Honda mantra of niceness? The previous owners AMF deserve much credit for the success of Harley-Davidson. They gave the Gang of 13 a platform from, which to launch. These new guys were

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brighter than bright. They put a management team together that knew no bounds in success. I am sure that Marketing 101 in every business school teaches and will continue to teach their brilliant story. Harley-Davidson became the epitome of American manufacturing and marketing, the darling of capitalism at its finest. Think about it! How could a rusty old manufacturer whose time had drifted by reach such pinnacles of success? Well, H-D had a little help along the way with two main sociological factors: 1. The post World War II baby boom, the aging bulge in American demographics looking for adventure and whatever (safely) came their way. 2. A generation that worked hard; raised families and then looked back at what they had missed in their youth. Harley-Davidson embodied the freedom and adventure they lacked. Harley-Davidson was granted two decades, in which to plan a lasting and viable future. It sought to be the motorcycle of mainstream America. The world would follow. This venerable company almost pulled it off. The Motor Company updated technology both in their manufacturing venue and in the product itself. H-D balanced on a near-impossible fulcrum, maintaining tradition on one side and complying with environmental dictates on the other.

The Evolution 's successor, the air-cooled Twin Cam introduced in 1999 with great success. H-D continued to grow and prosper. I have always viewed the Twin Cam as a transitional model embracing the past but leading into a future of overhead cams and water jackets. The new H-D V-Rod 's technological marvels are a wonderful attempt but as much as the Factory hoped, mainstream Harley riders did not take the bait en masse. After all they had their psychological needs. These attempts did not prevent dark clouds from appearing on the horizon: 1. Inexorably, the post World War II baby boom 's bulge has grown older, losing

interest in reclaiming youth with interests shifting elsewhere. Who is to take over this downsizing market? Who will be left to support the Motor Company in the style it has become accustomed? 2. In my humble opinion, the masters of marketing did not fill the coming void of consumers. I think H-D is good at pretty much everything except lowering prices for the incoming generations. Nor have they developed affordable and desirable product lines for the youth. Certainly, the Factory began to enjoy economies of scale in manufacturing. I for one do not think they have used their profits wisely for continued prosperity. Will I continue to ride a Harley at age 62?

Sure I will but I was riding them before they became cool. I am not a dentist looking for a safe walk on the wild side or a movie star acquiring the in-bauble of the day. The Evolution motorcycle saved the Hog ' s bacon but a new savior is now required.

*100 Years of Harley-Davidson Causey Enterprises, LLC Harley-Davidson Sportster Performance Handbook, 3rd Edition*

**WALNECK'S CLASSIC CYCLE TRADER, FEBRUARY 2002**

Causey Enterprises, LLC For Harley-Davidson aficionados, the very name Sportster

conjures an image of a fire-breathing mechanical beast scorching the world ' s tarmacan image the Sportster itself often does not live up to. Straight from the factory, in its standard form, the Sportster routinely proves an entry-level motorcycle providing a relatively tame ride. This book aims to change all that and to show every Sportster rider how to free the beast in his or her bike. With expert, detailed advice on the proper mechanical massaging and plenty of helpful diagrams and photos this updated, third

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edition of Buzz Buzzelli's best-selling handbook shows how the Sportster can be transformed into the superbike of old. Including a history of the Sportster from its birth in 1957 to the recent introduction of a new engine (only the third in its long life), this book has everything it takes to open up the gates of hell and give the Sportster its head. Automobile Trade Journal and Motor Age Causey Enterprises, LLC When anyone thinks of motorcycling, whether they are

enthusiasts or only casually interested, the name Harley-Davidson immediately comes to mind. Harley-Davidson is among the oldest surviving motorcycle manufacturers; the company began in 1903 and continues to this day. As you can imagine, over the course of more than 100 years, the company has seen prosperous times as well as lean times, changes in focus and direction, evolution and revolution. All of that leads to a lot of company history and trivia. American Iron Magazine associate

editor Tyler Greenblatt has compiled 1,001 Harley-Davidson facts into this single volume, with subjects ranging from the historic powertrains to pop culture to Harley-Davidson as a company and manufacturer. Facts begin with the early years, when a motorcycle was not much more than a bicycle with an engine attached, to the war efforts of World War I, when 15,000 were put into service. During the 1920s, Harley-Davidson grew into the largest manufacturer in the world, and that

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momentum helped carry it through the Great Depression and into World War II. Postwar development and AMF ownership are also covered in detail, as well as the restructuring and revival of the brand in recent years. Whether you're a casual rider, racer, or restorer, Harley-Davidson enthusiasts will be sure to find something in this book for that next conversation with fellow hobbyists. This book will keep Harley-Davidson enthusiasts entertained for hours, and is a great edition to any

motorcycling library. p.p1 {margin: 0.0px 0.0px 0.0px; font: 12.0px Arial} WALNECK'S CLASSIC CYCLE TRADER, MARCH 1997 Causey Enterprises, LLC Complete coverage for your Harley-Davidson Sportster for 1970 thru 2013 covering XL, XLH, XLCH, XLS and XLX with 883/1000/1100 and 1200 engines (Does not include XR-1000 engine information or 2009-on XR models): --Routine Maintenance and servicing --Tune-up procedures

--Engine, clutch and transmission repair --Cooling system --Fuel and exhaust --Ignition and electrical systems --Brakes, wheels and tires --Steering, suspension and final drive --Frame and bodywork --Wiring diagrams --Reference Section With a Haynes manual, you can do it yourself â ? ç from simple maintenance to basic repairs. Haynes writes every book based on a complete teardown of the motorcycle. We learn the best ways to do a job and that makes it quicker, easier and

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cheaper for you. Our books have clear instructions and hundreds of photographs that show each step. Whether you're a beginner or a pro, you can save big with Haynes! --Step-by-step procedures --Easy-to-follow photos --Complete troubleshooting section --Valuable short cuts --Model history and pre-ride checks in color --Color spark plug diagnosis and wiring diagrams --Tools & workshop tips section in color

WALNECK'S CLASSIC CYCLE TRADER, AUGUST 1992 Causey Enterprises, LLC

In celebration of a century of making classic motorcycles, the official one-hundredth anniversary volume recounts the history of the company, and presents images of its famous products. Walneck's Classic Cycle-trader Haynes Manuals N. America, Incorporated This dynamic volume chronicles the design and development of the Evolution engine and the machines it powers. Told through firsthand accounts from engineers and designers, this story goes beyond the new engine to Harley-Davidson's shift to a more nostalgic look. The book also covers the softtail suspension that has the appearance of 1940's-era suspension while providing a smooth and comfortable ride.

Field taps into how Harley-Davidson transformed the motorcycle of choice for outlaws and outcasts into a cultural icon for affluent excitement. Harley-Davidson Evolution Motorcycles Motorbooks International American Motorcyclist magazine, the official journal of the American Motorcyclist Association, tells the stories of the people who make motorcycling the sport that it is. It's available monthly to AMA members. Become a part of the largest, most diverse and most enthusiastic group of riders in the country by visiting our website or calling 800-AMA-JOIN.



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Harley-Davidson Sportster Performance Handbook Causey Enterprises, LLC Take a full-throttle tour through more than a century of Harley-Davidson history with this definitive e-guide. The Ultimate Harley-Davidson tells the story of the world's greatest motorcycle make--from its origins in a backyard shed to the international company it is today, more than 100 years later. From the early bikes and their key innovations to the v-rods and sports bikes of recent

years, it is the complete e-guide for lovers of this American classic. Gloriously illustrated gallery spreads showcase more than 70 of the best-loved Harleys ever created, drawing out their defining features. Spectacular close-ups of key engines explain how the classic Harleys ran, while an updated catalog of every production model provides technical data and key specs for each bike. Whether you're an easy rider or born to be wild--or just mad about motorcycles--there is only one Harley-

Davidson, and this is the ebook for you. WALNECK'S CLASSIC CYCLE TRADER, MARCH 2000 Bulfinch Arranged chronologically, presents a history of every major motorcycle model produced by the legendary company since 1903 Donny ' s Unauthorized Technical Guide to Harley-Davidson, 1936 to Present Causey Enterprises, LLC This book collects nearly a decade's worth of David Blattel's Harley-Davidson

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portraiture together for the first time, resulting in a stunning review of Harley-Davidson's greatest hits from the early 1900s to today. Everything Harley-Davidson Causey Enterprises, LLC Harley-Davidson sets the standard for making great motorcycles--and showing people how to enjoy them. Here's its story.

WALNECK'S  
CLASSIC CYCLE  
TRADER,  
SEPTEMBER 1992

Causey Enterprises, LLC  
DIV When it comes to collector motorcycles, none hold the allure of the classic Harley-Davidson Big Twins built from 1936 to 1964. But owning

and maintaining these temperamental machines provides endless challenges. Even the most pristine, restored example needs a tremendous amount of care, maintenance, and repair. The rebuilding and restoring of these machines is not so much a defined task as a never-ending process. This book serves to guide owners through that process./div  
Beginning with a practical section on understanding, choosing, and purchasing a classic Harley, this book focuses on the nuts and bolts of classic Harley ownership. Through step-by-step photography

and thoughtful, informative instruction, the reader will learn how to disassemble a chassis, rebuild a fork, lace a wheel, and paint the major parts for any restoration. It also provides thorough instruction on repairing, overhauling, and restoring all major components, such as the engine, transmission, and electrical system. How to Rebuild and Restore Classic Harley-Davidson Big Twins 1936-1964 Causey Enterprises, LLC For Harley-Davidson aficionados, the very name Sportster conjures an image of a fire-breathing mechanical beast scorching the

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world's tarmac image the Sportster itself often does not live up to. Straight from the factory, in its standard form, the Sportster routinely proves an entry-level motorcycle providing a relatively tame ride. This book aims to change all that and to show every Sportster rider how to free the beast in his or her bike. With expert, detailed advice on the proper mechanical massaging and plenty of helpful diagrams and photos this updated, third edition of Buzz Buzzelli's best-selling handbook shows how the Sportster can be transformed into the superbike of old. Including a history of the Sportster from its birth in 1957 to the recent introduction of a new engine (only the third in its long life),

this book has everything it takes to open up the gates of hell and give the Sportster its head. Harley Davidson Lore 1903-1965 Chronicle Books Put a veteran mechanic on your bookshelf. From simple 15-minute jobs such as lubing cables and bolting on new air cleaners to more advanced tasks such as cam changes and swapping heads, this how-to guide offers carefully selected projects you can do in a weekend. Color photographs guide you step-by-step through each performance project. Explains

why each project should be done and what performance gains you can expect. The Harley-Davidson Motor Co. Archive Collection ABC-CLIO Contains full-color photographs and descriptions of approximately one hundred Harley Davidson motorcycles produced since 1903. WALNECK'S CLASSIC CYCLE TRADER, JULY 1999 Motorbooks Harley-Davidson Sportster: Sixty Years tells the complete story of the Sportster. First produced in 1957, it has gone on to

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become one of the top  
selling motorcycles of  
the twenty-first  
century.

Harley-Davidson  
Sportster iUniverse  
Photographs from  
the Harley Davidson  
archives,  
accompanied by  
explanatory text,  
depict the evolution  
of the motorcycling  
icon from its earliest  
years through the  
mid-twentieth  
century.

Art of the Harley-  
Davidson Motorcycle  
Causey Enterprises,  
LLC