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## 3 Heritage Softail Anniversary Edition

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WALNECK'S CLASSIC CYCLE TRADER, JUNE 2001 Causey Enterprises, LLC

Updated for a new generation of bike lovers, Ultimate Harley Davidson is a visually stunning and comprehensive history of Harley-

Davidson that charts the company and its bikes decade by decade. From the moment the first model rolled out of a backyard shed in Milwaukee, through Harley's postwar golden age, to the sought-after bikes that distinguish the company today, Ultimate Harley-Davidson presents seventy of the most beautiful and coveted Harleys of all time. Whether it's the 1911 V-Twin or the 1999 X1 Lightning, the seventy Harley-Davidson bikes examined are presented in minute detail, with close-ups of the engines and in-depth technical

specifications.

WALNECK'S CLASSIC CYCLE TRADER,

FEBRUARY 1996 Causey Enterprises, LLC

Presents a decades-worth of photographs featuring the famous motorcycles, chronicling the company's greatest bikes from the early 1900s to today, providing specifications and lore for each.

**WALNECK'S CLASSIC CYCLE**

**TRADER, MARCH 2008** Causey

Enterprises, LLC

FLS 103 Softail Slim

(2012-2016); FLSS 110 Softail

Slim (2016); FLSTC Heritage

Softail Classic (2011); FLSTC

103 Heritage Softail Classic

(2012-2016); FLSTC ANV

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Heritage Softail Classic,  
110th Anniversary Edition  
(2013); FLSTF Fat Boy (2011);  
FLSTF Fat Boy 103  
(2012-2016); FLSTF Fat Boy Lo  
103 (2012-2016); FLSTFB Fat  
Boy Lo (2011); FLSTFB ANV Fat  
Boy Lo, 110th Anniversary  
Edition (2013); FLSTFB 103  
Fat Boy Lo (2012-2016);  
FLSTFB 103 ANV Fat Boy Lo,  
110th Anniversary Edition  
(2013); FLSTFBS 110 Fat Boy  
Lo (2016); FLSTN Softail  
Deluxe (2011); FLSTN 103  
Softail Deluxe (2012-2016);  
FLSTNSE CVO Softail Deluxe  
(2014); FLSTSB Softail Cross  
Bones (2011); FTSTSE2 CVO  
Softail Convertible (2011);  
FTSTSE3 CVO Softail  
Convertible (2012); FXCWC  
Rocker C (2011)FXS 103  
Blackline (2012-2013); FXSB  
103 Softail Breakout  
(2014-2016); FXSBSE 110  
Softail Breakout (2013-2015);  
FXST 103 Softail Standard

(2011-2013) TROUBLESHOOTING  
LUBRICATION, MAINTENANCE AND  
TUNE-UP ENGINE TOP END ENGINE  
LOWER END CLUTCH AND EXTERNAL  
SHIFT MECHANISM TRANSMISSION  
AND INTERNAL SHIFT MECHANISM  
FUEL, EMISSION CONTROL AND  
EXHAUST SYSTEMS ELECTRICAL  
SYSTEM COOLING SYSTEM WHEELS,  
TIRES AND DRIVE CHAIN FRONT  
SUSPENSION AND STEERING REAR  
SUSPENSION BRAKES BODY AND  
FRAME COLOR WIRING DIAGRAMS  
WALNECK'S CLASSIC CYCLE TRADER,  
DECEMBER 2001 Causey Enterprises, LLC  
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, 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 followed by the world 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 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.

*WALNECK'S CLASSIC CYCLE TRADER, JULY 1999* Causey Enterprises, LLC

Celebrate over 100 years of the legendary Harley-Davidson Motorcycles. The definitive motorcycle guide explores the legacy of this iconic brand, from its origins in a backyard shed to the enormous international brand it is today. From sports bikes, v- rods and choppers, bikers can explore the best Harley Davidson bikes. Explore motorcycle history with this Harley Davidson book. Inside you'll discover:

- A tribute to the world's most incredible motorcycle company, written by a specialist Harley Davidson expert and lifelong fan — Hugo Wilson.
- Catalogs over 70 of the most coveted Harleys ever created, including racing models, special one-offs, limited-editions and the latest models — including the Pan-America 1250.
- An updated catalog that includes technical data and key design innovations for each bike. For more than 100 years, Harley-Davidson has shaped the motorcycle world and been synonymous with the pursuit of adventure and a rebellious spirit. This motorcycle guide explores over 70 of the best Harleys ever built. Double-page gallery spreads showcase more than 70 of the best Harleys ever made, highlighting and exploring their defining features. Fans of these iconic motorcycles can browse through an updated catalog of every production model. Explore technical data and key specs for each motorcycle, including racing models, unique one-offs and limited-edition production runs. This visual guide also includes close-up images of key Harley-Davidson engines to see how the bikes worked.

*Art of the Harley-Davidson(R) Motorcycle -*

*Deluxe Edition* Causey Enterprises, LLC

The last ten years have seen explosive growth in the technology available to the collision analyst, changing the way reconstruction is practiced in fundamental ways. The greatest technological advances for the crash reconstruction community have come in the realms of photogrammetry and digital media analysis. The widespread use of scanning technology has facilitated the implementation of powerful new tools to digitize forensic data, create 3D models and visualize and analyze crash vehicles and environments. The introduction of unmanned aerial systems and standardization of crash data recorders to the crash reconstruction community have enhanced the ability of a crash analyst to visualize and model the components of a crash reconstruction. Because of the technological changes occurring in the industry, many SAE papers have been written to address the validation and use of new tools for collision reconstruction. Collision Reconstruction Methodologies Volumes 1-12 bring together seminal SAE technical papers surrounding advancements in the crash reconstruction field. Topics featured in the series include: Night Vision Study and Photogrammetry Vehicle Event Data Recorders Motorcycle, Heavy Vehicle, Bicycle and Pedestrian Accident

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Reconstruction The goal is to provide the latest technologies and methodologies being introduced into collision reconstruction - appealing to crash analysts, consultants and safety engineers alike.

WALNECK'S CLASSIC CYCLE TRADER,

MARCH 2000 Causey Enterprises, LLC

The Harley Davidson is more than just a motorbike - for many enthusiasts it's a lifestyle statement. This stunning book packed with 500 color photographs celebrates that lifestyle, as well as covering the complete history of this 20th Century icon. From Marlon Brando to Billy Idol, every celebrity over the last 50 years wanting to promote a cool, tough image has been photographed astride one of these legendary machines. Packed with various model photos, colorful memorabilia and celebrity pictures, this book celebrates Harley Davidson history in a classy photographic style.

Ultimate Harley Davidson Causey Enterprises, LLC

Sumptuous official 100th anniversary book. The inside story told for the first time by the grandson of the founder.

**Motorcycle Accident Reconstruction**

Causey Enterprises, LLC

*WALNECK'S CLASSIC CYCLE TRADER,*  
*OCTOBER 1996* SAE International

**WALNECK'S CLASSIC CYCLE TRADER,** Causey Enterprises, LLC

**JULY 2009** Haynes Manuals N. America,  
Incorporated

*WALNECK'S CLASSIC CYCLE TRADER,*  
*DECEMBER 1999* Causey Enterprises,  
LLC

WALNECK'S CLASSIC CYCLE TRADER,  
OCTOBER 2004 Causey Enterprises, LLC

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

**INDIAN CULTURAL HERITAGE**  
Causey Enterprises, LLC

**Harley-Davidson** Crestline

**Donny's Unauthorized Technical Guide to**  
**Harley-Davidson, 1936 to Present** Causey  
Enterprises, LLC

*WALNECK'S CLASSIC CYCLE TRADER, MAY*  
*1992* Causey Enterprises, LLC

WALNECK'S CLASSIC CYCLE TRADER,  
DECEMBER 1997 Causey Enterprises, LLC

*Harley-Davidson Evolution Motorcycles*