

AMD

AMERICAN MOTORCYCLE DEALER

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RECORD BIKE NUMBERS COMPETE FOR EUROPEAN CHAMPIONSHIP

APRIL '05

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A TOTAL of 64 top-class custom builders from Europe and beyond entered 71 bikes in the AMD ProShow, held on Saturday March 19th and Sunday March 20th, to compete for the coveted accolade of being the official European Champion Custom Bike Builder for 2005.

The show was organized by custom V-twin industry magazine American Motorcycle Dealer (AMD) and presented at their annual dealer show by specialist aftermarket parts distributor Custom Chrome Europe (CCE), a division of Global Motorsport Group GmbH.

Held at the Phoenixhalle in Mainz, Germany, Custom Chrome's generous support and creative staging of the show was recognized and appreciated by builders and visitors alike. Commenting on the job Custom Chrome's show and marketing staff had done, AMD publisher Robin Bradley said: "This is the fourth time that we have worked with Custom Chrome's European Division in this way and I have to say that they have excelled themselves this year. They have helped us to create what is now clearly acknowledged by the builders

themselves as Europe's premier custom bike contest and in doing so presented the work of some of Europe's finest custom engineers in a manner that belittles their excellence."

Paying tribute to the standard of the bikes entered, Custom Chrome Europe's Managing Director Holger Mohr said: "The AMD ProShow was created to provide a showcase in which the extraordinary talents of Europe's custom builders could be seen globally. The record number of bikes entered and the universal reaction among the builders themselves, as well as show visitors and exhibitors, was that this was the finest selection of custom bikes ever seen in one place at one time in Europe. It shows to the world that the custom V-twin phenomena continues to grow and improve in quality on both sides of the Atlantic."

Builders came from 14 different countries and from as far afield as Abu Dhabi in the Middle East. The top 20 saw bikes from ten of those countries, confirming the international credentials of the event and the widespread excellence of European custom engineering.

Of the top ten, three bikes were

entered by Swedish customizers, three by Germans, with one each from the Netherlands, Finland, Belgium and the Czech Republic.

The winner was Thomas Habermann of Habermann-Performance, from Erbach-Ringingen in Germany, with an innovative S&S Shovelhead-engined chopper called 'Caligo'.

Second place went to Piet Hofman, who owns Violator Motorcycles in the Netherlands. He took his second spot with 'Full Metal Jacket', an S&S 145 inch-engined lowrider. Completing a clean sweep of top honors for S&S engine-equipped customs, third place went to Mika Neminen, owner of Mr Moore Custom Craft in Finland, for 'Viridian', another S&S Shovelhead chopper.

All three of these builders will be appearing with their bikes at AMD's second annual Official World Championship of Custom Bike Building, being presented by Custom Chrome at the Big Twin West Dealer Show in Las Vegas on November 18th to 20th, 2005. Here, they will go head-to-head with America's finest builders for the ultimate prize that custom bike building has to offer.



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EUROPEAN CHAMPIONSHIP 2005 RESULTS

The 2005 Official European Championship results are in... for the full story on the winners and all the competitors turn to page 41

THE OFFICIAL EUROPEAN CHAMPIONSHIP OF CUSTOM BIKE BUILDING MAINZ - GERMANY - MARCH 19 & 20 2005



AMD
AMERICAN MOTORCYCLE DEALER
ProShow
presented by **CUSTOM CHROME EUROPE**



Report by Robin Bradley
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Pictures by
Horst Rösler

First of all, I am going to start with a question and a little bit of math. What do you get if you take 64 top class custom bike builders from 14 different countries, and ask them to bring 71 superb custom v-twin project bikes to Mainz, Germany, for the weekend of March 19 & 20th? The answer is the Official 2005 European Championship of Custom Bike Building.

NOW widely regarded (by the builders themselves) as Europe's premier custom motorcycle show, both in terms of quality and numbers, as well as in terms of importance and prestige, the fourth Annual AMD ProShow sumptuously presented by Custom Chrome Europe in a custom designed 2,800sqm (25,000sq ft) exhibition space was by far and away the most successful yet.

Indeed, to judge by the reaction of the builders, it was the finest collection of custom bikes any of them had ever seen anywhere in Europe, an opinion

shared by Custom Chrome's Dealer Show exhibitors and other VIP guests from around the world. The event continues the extraordinary success that the American bike building community gave Custom Chrome and ourselves at the first annual Official World Championship of Custom Bike Building at Morgan Hill, California, last October.

The European Championship started with the arrival of builders and their bikes the day before the Custom Chrome Europe Dealer Show got under way, and ran in parallel with their dealer show throughout the weekend. Saturday was a trade only

day, both for the dealer show and for the bike show, with Sunday being a joint public and dealer day.

This is a formula that will be echoed in the Official World Championship, which will take place in Las Vegas in November when the Big Twin West Dealer Show plays host to AMD and Custom Chrome. There will be trade only dealer show and bike show attendance on the Friday and Saturday (November 18th and 19th), with the Mandalay Bay Convention Center being opened to the public on Sunday 20th, following the Saturday night awards ceremony.

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WINNER



'CALIGO'
by Thomas Habermann of
Habermann-Performance
Germany

Congratulations to
Thomas & Dany



THE PRIZE WINNERS

1st
Habermann-Performance
CALIGO
 Thomas Habermann



110" polished RevTech engine + trip with bike to Las Vegas sponsored by RevTech

2nd
Violator Motorcycles
FULL METAL JACKET
 Piet Hofman



96" S&S engine natural finished + trip with bike to Las Vegas sponsored by S&S

3rd
Mr Moore Custom Craft
VRIDIAN
 Mika Neminen



6-speed RevTech transmission + trip with bike to Las Vegas sponsored by RevTech

4
Kruger Motorcycles
SPEEDBOWL
 by Fred Bertrand

€300 merchandise credit sponsored by Corbin

5
AC Cycle
BROKEN ARROW
 by Stefan Uhlen



6
Walz Hardcore Cycles
JAMES DEAN TRIBUTE BIKE
 by Marcus Walz

7
Cycle World
SUPER 88
 by Karl-Anders Andersson

€150 merchandise credit sponsored by Pro-One

8
No-Limit-Custom
STEALTH
 by Holger Schnell

€100 merchandise credit sponsored by Crane Cams

9
VMP
CZECH BREAD
 by Jan Petrik

€100 merchandise credit sponsored by Spyke

10
Unique Custom Cycles
STATEMENT
 by Gordon Rooth

11
Mayhem Kustomz
LUCKY 7 by Radja Stritzko

12
Hot Shot
EL MIRAGE by Rüdiger Koch

13
Freaky Moto
EVIL SPIRIT by Harry Deutschmann

14
SPS
DUTCH TRIKE by Erick Martens

15
Xtreme-Machines
XTREME by Brian Porsborg

16
Thunderbike
GROSS OUT by Andreas Bergerforth

17
AQG Motorcycle
CANNONBALL by Aldo Querio Gianetto

18
Paradise Custom Bikes
CELTIC-VIRUS by Boettcher & Panzer

19
USM
SHOOTER by Claus Guenther

20
No-Limit-Custom
GROUND ZERO by Holger Schnell



2ND
 FULL METAL JACKET
 by Piet Hofman
 Violator Motorcycles
 The Netherlands



3RD
 VRIDIAN
 by Mika Neminen
 Mr Moore Custom Craft
 Finland



4TH
 SPEEDBOWL
 by Fred Bertrand
 Kruger Motorcycles
 Belgium

Continued from page 41

When it came to awards time at 5 o'clock on the Sunday afternoon of the European Championship, inevitably there was disappointment as well as delight among the competitors. As ever some had scored less well in the judging than they had hoped, but equally others got a response from their fellow competitors that was stronger than expected.

The key phrase here is 'fellow competitors'. In a move that is increasingly finding favor at more and more bike shows, judging was by the builders themselves, with additional VIP/vendor and press guests also contributing their views.

This formula will also be used at the Las Vegas World Championship at Big Twin West in November this year.

The outcome is the ultimate in 'peer group review'. A total of 46 of the 64 builders voted, along with 9 press and VIP/vendor judges; 55 altogether, which meant a broad-based and numerically sound approach to the permanent problem of compensating for judging variables such as experience, preferences and perspectives. Of the 46 builders who voted, 22 were non-German.

The winner, Thomas Habermann, had been third in the competition the first time it was held in 2002, and is an established and experienced builder with a reputation for superb choppers with great finish. The winning creation, 'Caligo' features a monster rim

mounted chain final drive and a signature paint job that is a masterpiece in its own right.

Violator Motorcycles, who were second, are a classic story in the context of the new contemporary market we are all part of.

Using Austrian made Penz frames, Violator only opened its doors a couple of years ago and their 'Full Metal Jacket' lowrider is characteristic of Piet Hofman's production style.

Mika Neminen's 'Viridian' (third place, Finland) was a collaborative pan-European effort, in association with Swede Inge Persson-Carlsson (MCM Magazine), Martin Lang (of Zodiac International), who, originally Swiss, grew up in Italy and now lives in Sweden, and Italian parts designer Alessandro Pacelli (Kustom Tech).

All of the first three featured S&S motors; the two choppers using their Shovelhead engine, 'Full Metal Jacket' the 145 inch Tribute motor.

Fourth place went to Belgian Freddie 'Kruger' Bertrand, with another homage to the boardtrack racers of old that combined authentic looks with up-to-date custom building (rim front brakes, integrated into the fork, shock absorber headstock etc.)

Freddie's achievement in being voted so highly followed second place at last year's European Championship and third place at the first annual World Championship.

Fifth place went to Swede Stefan Uhlen (AC Cycle) for 'Broken Arrow', a project that had been

a 'hot' in the betting all weekend, as had Marcus Iz's (Hardcore Cycles) tribute to James Dean, who came in at sixth, and was the 'Public Pick' winner.

Build from six different countries filled the top spots with another Swede, Karl-Anders Andersson (Cycle World), seventh with 'Super 88'; Holger 'hell of Germany (No-Limit Custom) was in eighth 'Stealth', one of two custom V-Rods he had he show. A super low-rider with many new idealled 'Czech Bread' by Jan Petrik (VMP, Czech Lublic) was in ninth place; and a third Swede, Gordon Rooth (Unique Custom Cycles), narrowly took tenth place with 'Statement'.

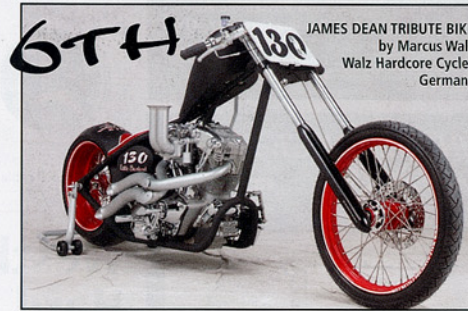
The vanguard for the top twenty-two positions was remarkably close given the number of judges, with their first and second and third place choices spread comparatively around the wide range of styles of bikes show.

In addition to expenses paid builder-and-bike trips to World Championship in Las Vegas in November! Custom Chrome also dug deep into their pots for parts and merchandise prizes for the top placed builders that have a potential retail value of close to a further 20,000 Euro.

There'll be regular features on as many as (all 64 builderse winners!) in upcoming editions of AMD, the event website will be fully up-to-date by the time you receive this edition.



5TH
 BROKEN ARROW
 by Stefan Uhlen
 AC Cycle
 Sweden



6TH
 JAMES DEAN TRIBUTE BIKE
 by Marcus Walz
 Walz Hardcore Cycles
 Germany



7TH
 SUPER 88
 Cycle World
 Sweden



8TH
 STEALTH - No-Limit-Custom - Germany



9TH
 CZECH BREAD
 VMP
 Czech Republic



10TH
 STATEMENT
 Unique Custom Cycles - Sweden

THE OFFICIAL EUROPEAN CHAMPIONSHIP OF CUSTOM BIKE BUILDING / THE CUSTOM CHROME EUROPE DEALER SHOW: FULL LIST OF ENTRIES

BUSINESS NAME	GEO	BIKE NAME	CONTACT
AC Cycle	SE	Broken Arrow	email: stefan.uhlen@wurth.se
American Bike Company	DE	Gambler	www.americanbike.de
AQG Motorcycle	IT	Cannonball	www.aqq.it
Big Twins	DE	Oldstyle Shifter	www.bigtwins.de
Bike in Black Garage	IT	Black Sheep	www.harleymania.it
Bike Store	AT	Outlaw Cycle	www.bikestore-austria.com
Brandy's Biker Store	DE	Predator & Hulk	www.brandys-biker-store.de
Chopper Kultcha	UAE	Immortal	www.chopperkultcha.com
Choppers World	DE	Fire-Bike	www.choppersworld.de
Classic-Cycles	CH	(NO NAME)	www.classic-cycles.ch
Custom Garage	DE	Shameless	www.custom-garage.de
Cycle World	SE	Super 88	home.swipnet.se/cycleworld
Empire Bikes	DE	Agent Orange & Silver Star	www.empirebikes.com
Freaky Moto	AT	Evil Spirit	www.freakymoto.at
Free Rider Motorcycles	PL	The Chopper '66	www.frm.com.pl
H-D Aachen Kohl	DE	(NO NAME)	www.kohl.de
Habermann-Perf.	DE	Caligo	www.habermann-performance.com
Hawg Haven	GB	Las Vegas Wedding Bike	www.hawghaven.co.uk
Hery's Garage	DE	Dark Madness	www.herys-garage.com
Highway-Star	DE	Black Metal	www.highway-star-motorcycles.de
Hot Dreams Marbella	ES	Reloaded & La Holynes	www.hotdreamsmarbella.com

BUSINESS NAME	GEO	BIKE NAME	CONTACT
Hot Shot	DE	El Mirage	Tel: +49 (0)4105-580702
House of Thunder	DE	The Frog	www.house-of-thunder.de
HWC Cycles	DE	Roughneck Two	www.hwc-cycles.de
Import Motor Pages	DE	SJ, Black Stallion & Mantis	email: imp@importmotorpages.com
Iron Wing	DE	'36 Special	www.ironwing.de
Krazy Horse	GB	Krazy Horse CFL	www.krazyhorse.co.uk
Kruger Motorcycles	DE	Speedbowl	www.kruger.net
Lobo	DE	Stealth Bomber	www.lobobikes.de
Made by Pistor	DE	Springbraker	www.madebypistor.de
Mainhattan	DE	Orange Blossom Jouer	www.mainhattan-parts.de
Mayhem Kustomz	DE	Lucky 7	www.mayhem-kustomz.com
Milwaukee-Motorcycle	DE	DOTY05	www.milwaukee-motorcycles.de
Motortecnica	BE	Harleyluya	www.motortecnica.be
Mr Moore Custom Craft	FI	Viridian	www.mrmoorescustomcraft.com
MS-Bikes	DE	El Alamein	www.ms-bikes.de
No-Limit-Custom	DE	Ground Zero & Stealth	www.no-limit-custom.com
Old Thunder	DE	Blue Thunder	www.oldthunder.de
Paradise Custom Bikes	DE	Celtic-Virus	www.paradisecustombikes.de
pM-Performance	CH	La Mano Nera	www.pm-performance.ch
Rick's Motorcycles	DE	Flamed Chopper & Domina Pirate	www.wheelsforwinners.com
Roadhouse Motorraeder	DE	The Perfect Wave	www.roadhouse-motorraeder.de

BUSINESS NAME	GEO	BIKE NAME	CONTACT
Sasse Custom Bikes	DE	(NO NAME)	www.sasse-custombikes.de
Schmude & Garbatz	DE	Red Vamp	Tel: +49 (0)4365-1220
Spaehn-Racing	DE	Deep Bull	www.spaehn-racing.de
SPS	NL	Dutch Trike	www.specialpartssupply.nl
Stop and Go M/c	IT	Crystal Ship II	email: stopandgo2@stopandgostl.lgl.it
Tec Art International	DE	Vampire	www.tecart-international.de
Tennessee Road Shop	DE	Flat Brett	www.tn-classicbikes.de
TGS	DE	Enter the Dragon	email: tgs-motorcycles@t-online.de
Thunderbike	DE	Gross Out	www.thunder-bike.com
Thundercity Motorcycles	GB	Blue Velvet & Order of the Dragon	www.thundercity.co.uk
TTS	DE	Stingray	www.wheelspoint.de
Ulf Stjernholm	SE	Remember the 20'	email: stjernholm@hotmail.com
Unique Custom Cycles	SE	Statement	www.uccycles.com
USM	DE	Shooter	www.usm-motorcycles.de
U-Station	DE	Mix It Up	www.u-station.de
V2 Attack	DE	Black Sabbath	www.v2-attack.de
V2 Scooter Farm	DE	Forbidden Fruit	www.v2-scooterfarm.de
Violator Motorcycles	NL	Full Metal Jacket	www.violator-motorcycles.com
VMP	CZ	Czech Bread	email: t39m@quick.cz
Walz Hardcore Cycles	DE	James Dean Tribute Bike	www.walz-hardcore-cycles.com
Xtreme-Machines	DK	Xtreme	www.x-m.dk

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European Championship

The cover story of this month's edition of AMD focuses on some of the issues behind the European Championship weekend, and the review article on pages 41-43 provides more detail. However, it is the implications of this event and the Official World Championship of Custom Bike Building that I want to discuss here.

Future editions of AMD will bring you the inside stories and pictures of as many as possible of the bikes entered, and the review feature in this edition is designed to give as good as possible an insider's view of the event's 'vibe'.

I have said many times that the motivation behind our involvement in the Official European and World Championship programs has been and remains an

last year, echoed at many other bike shows in the United States earlier in 2004 and since the World Championship, is that retro is hot. But as is the case in America, the European Championship, whilst putting a specific and 'regional' spin on the definition, also demonstrated that the custom V-twin market is itself no longer simply a homogenous sub-culture or mono-theme cult in its own right, but has become an umbrella for a wide range of motorcycle styles and formulas.

At the European Championship, gooseneck choppers stood alongside chopped lowriders, bobbers, knucks and shovels, streetfighters and performance customs of all heights, widths and lengths, and all possible degrees of rideability.



opportunity for us to showcase the excellence that the custom bike building community on both sides of the Atlantic (and beyond) is achieving.

The dramatic evolution of the custom bike industry in the last fifty years is well documented and is the stuff of legend. Indeed along the way it has yielded many builders of legendary status. The European and World Championship programs though are designed to contribute to the building of tomorrow's market. We want to capitalize on the unprecedented levels of public popularity that custom motorcycling is currently enjoying, and to provide a structure through which the market trends and future directions can be plotted.

In so doing, the shows also give the market a showcase for the work of the contemporary and new generation builders who will be the legends of tomorrow.

In terms of design trends, the clear message in October

If there is a principal difference between what was seen at the European Championship and the World Championship, it is that the European taste for retro is still a little more grounded in the history of Harley-Davidson itself than is the case in the United States.

Whereas in America the aftermarket child that was born to Harley-Davidson has clearly grown up, left home, got married and had kids already; in Europe it is still just graduating from High School in styling and design terms. However, in terms of finish, the two markets now share an equal and very high standard.

The high number of Knuckleheads, Panheads and Shovelheads (especially using the new S&S motor) betrayed Northern Europe's twin historical passions for Harley heritage and performance, which until as recently as the 1990s meant that the European custom scene had remained a largely backward-facing, imitative and restoration-focused market.

- Great Bikes, Great People

However, in the mid 1990s, the combined influence of the emerging muscle-bike-cum-streetfighter culture, and the forcing process that Europe's tough street legal regulations had on engineering thinking, resulted by the late 1990s in a whole new look and feel. One that has since become recognized by American dealers and builders specifically as the 'European style'.

It is here, in engineering design and solution terms, and in motorcycle geometry and handling considerations, that the European market has created for itself a unique position in the team picture that is now the broad-spectrum palette of worldwide custom motorcycle styling tastes.

That 'European style' was in evidence at the European

formats and systems.

Each builder was asked to choose his 12 favourite bikes in the wide open 'Free Style' class that is the chosen structure for the European and World Championship. He or she is then asked to simply list those favourite 12, in order, from first to last.

The points system (15 for first choice, 12 for second choice, ten for third choice, nine for fourth choice and so on) means that whilst there is advantage to a builder if his bike is a favorite among judge's assessments, that advantage is not distortingly great. The other advantage of this system is that when presented with such a high number of equally high-grade customs, it is easier to select 12 favorites than three, four or five.



Championship. However, with many of its exponents currently between projects, the European response to the retro 'vibe' is subtly different to what is being seen in America.

In Europe one sees builders more inclined to visit and question the assumptions that underpin chopper styling, than to raid iconic American styling cues of the twenties, thirties, forties and fifties. The two markets are clearly responding to public taste in interestingly and equally valid but quite different ways.

In a judging model that we plan to replicate at the World Championship, and make the hallmark of both competitions for the foreseeable future, the adjudications were (mostly) made by the builders themselves.

This is an approach which is increasingly finding favor with bike show organizers on both sides of the Atlantic, minimizing as it does the variables of all other judging

The formula also allows each judge to recognize excellence from other styles of motorcycle design than that which primarily 'floats their boat'. In essence, the European Championship and World Championship are about 'peer group review'. As in the scientific community, there are no better judges of a piece of work than those engaged in the same endeavour: rivals and fellow-travelers alike.

The European Championship saw some great bikes competing, but above all it brought some great people together. Isn't that the definition of what motorcycling should be all about?

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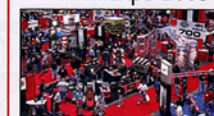
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