



NEWS

The 2009 V-Twin Expo Awards

ONCE again February's V-Twin Expo in Cincinnati played host to the industry's annual award ceremony - the 'Excellence in Motorcycling' awards. As in previous years Easyriders' Editor-in-Chief Dave Nichols was the Master of Ceremonies as innovators, designers and others, who have made a positive contribution to the market over the past year, were rewarded for their work.

The evening began with the **Motor of the Year** being presented to S&S Cycle for the second year running. Following last year's win, with the X-Wedge, the company took the honors this year with its newly launched KN-Series motor.

Next to the stage was V-Twin Manufacturing, the recipient of the **Frame Designer of the Year** trophy. Following that was the award of **Wheel Designer of the Year** to RC Components.

In recognition of his constant development of transmissions, the **Tech Product of the Year** award went to Bert Baker for his newly developed Baker Direct Drive seven-speed transmission.

The public appreciation and subsequent volume sales of the Flare windshield by Klock Werks was recognized in the award of the **Accessory of the Year** at the awards ceremony, which was accepted by Brian



Denis Manning of BUB Enterprises was the 2009 recipient of the Lifetime Achievement award

and Laura Klock.

Another business that is no stranger to receiving honors at the V-Twin Awards is Zipper's Performance Products, just as it did in 2006, the company once again took the **Performance Product of the Year**, this time for its ThunderMax G2 closed-loop EFI controller.

Awarded in recognition of innovation in the industry, the **Teresi Prize**, introduced in 2008, was this year presented to Hoppe Industries after the company's Quadzilla detachable fairing had been judged to be the most innovative product of the year.

Having in the past been known for its kit bikes, Big Bear Choppers is now being recognized for its complete bikes with the award of the **Custom Production Bike** trophy for its Paradox model. At the other end of the bike market the **Production Bobber of the Year** was

collected by Brass Balls for its Classic Bobber.

The Motor Company once again took to the stage as in previous years, this time for the award of **Motorcycle Design of the Year**, thanks to the redesigned 2009 FL Series powertrain and frame.

Big Dog Motorcycles was another manufacturer returning to the stage for a subsequent year. After collecting Bike of the Year in 2007 for the K-9, and again in 2008 with the Pitbull, company founder Sheldon Coleman took to the stage to accept the same award this year for Big Dog Wolf.

Heading up a company that spreads three generations of his family and has been in operation for nearly 40 years, there was little surprise at the **Industry Leader of the Year** award going to Arlen Ness. The presentation of his award follows on from the launch in 2008 of a Victory engine model in the Ness Motorcycles line-up.

Having a successful manufacturing business that continues to flourish in these tough economic times is reason enough for praise, but add to that organizing speed trials at Bonneville Salt Flats and running the fastest motorcycle at that event are the reasons why Denis Manning of BUB Enterprises took to the stage to a standing ovation to collect a **Lifetime Achievement award**.

The evening's awards were brought to a close with the surprise presentation



Performance Product of the Year went to Zipper's for its ThunderMax G2 closed-loop EFI controller and was accepted by Dan Fitzmaurice (right) and Jason Whitaker (center)

THE 2009 V-TWIN EXPO "EXCELLENCE IN MOTORCYCLING" AWARD WINNERS

- 2009 Motor of the Year**
S&S Cycle - KN Motor
- 2009 Frame Designer of the Year**
V-Twin MFG
- 2009 Wheel Designer of the Year**
RC Components
- 2009 Tech Product of the Year**
Baker Direct Drive 7-Speed Transmission
- 2009 Accessory of the Year**
Klock Werks - Flare Windshield
- 2009 Performance Product of the Year**
Zipper's Performance Products - ThunderMax G2 Closed-Loop EFI Controller
- 2009 Teresi Prize - Innovative Product of the Year**
Hoppe Industries' Quadzilla Detachable Fairing
- 2009 BIKE WINNERS**
 - Custom Production Bike**
Big Bear Choppers - Paradox
 - Cruiser of the Year**
Harley-Davidson FLSTSB Cross Bones
 - Production Bobber of the Year**
Brass Balls - Classic Bobber
 - Motorcycle Design of the Year**
Harley-Davidson FL Series Powertrain and Frame
 - Bike of the Year**
Big Dog - Wolf
- 2009 Industry Leader of the Year**
Arlen Ness - Arlen Ness Enterprises
- 2009 Lifetime Achievement**
Denis Manning - BUB Enterprises

of a custom Bobber to photographer Michael Lichter in recognition of the work he has done for Easyriders magazine. The bike was built with contributions from Sucker Punch Sallys, Dave Perewitz, Duane Ballard, DNA, Custom Chrome, Gard Hollinger and Baker Drivetrain.