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KEY=EVOLUTION - NEVEAH DOYLE

How to Power Tune Harley-Davidson 1340 Evolution Engines for Road & Track

Motorbooks International How to get more power with reliability from Harley's 1340cc Evolution engine without wasting money. Includes cylinder head planing and porting, valves, valve springs, carbs, carbs, crank, con-rods, pistons, balancing, flywheel, main bearings and much, much more.

Donny's Unauthorized Technical Guide to Harley-Davidson, 1936 to Present

Volume Iii: the Evolution: 1984 to 2000

iUniverse 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.

Harley-Davidson Evolution Motorcycles

The Life Harley-Davidson

Motorbooks International "The Life Harley-Davidson explores all aspects of what it means to embrace Harley-Davidson - the motorcycles, the people, the pop culture, and the history"--

Harley-Davidson Motorcycles

Everything You Need to Know

Harley-Davidson

An Illustrated Guide

Chartwell Books Presents a pictorial history of Harley-Davidson motorcycles, detailing prices, production information, colors, and specifications for each model.

WALNECK'S CLASSIC CYCLE TRADER, JUNE 1998

Causey Enterprises, LLC

WALNECK'S CLASSIC CYCLE TRADER, JULY 1998

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Popular Mechanics

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WALNECK'S CLASSIC CYCLE TRADER, MARCH 2007

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WALNECK'S CLASSIC CYCLE TRADER, SEPTEMBER 2005

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WALNECK'S CLASSIC CYCLE TRADER, SEPTEMBER 2003

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WALNECK'S CLASSIC CYCLE TRADER, , NOVEMBER 2009

Causey Enterprises, LLC

Harley-Davidson Motor Company

ABC-CLIO It's 1901 and a guy named Harley has an idea. Put an engine on a bicycle. What? Outside his door, carts are still pulled by horses and autos are a rare sight. It's 1908 and a Harley-Davidson motorcycle sets a record by getting 188 miles to a gallon of gas. It's 1909 and the company introduces something new to its line: a V-twin cylinder engine. Fast forward to the 21st century, and the technical innovation hasn't stopped. But there's a lot more than just choppers in the mix. Examples: The Harley-Davidson racing team adds a seventeen-year-old girl to the roster. 250,000 people help celebrate Harley's 100th anniversary in Milwaukee, Wisconsin. And a museum devoted to the company's products opens up. Clearly, this is a company unlike any other. How did Harley do it? How did it go from making motorcycles to creating a Harley experience that puts hundreds of thousands of people aged sixteen to one hundred on the road traveling to events each year where they can meet company officials and other Harley riders? That's what this book is all about. In addition, the author offers special features that include a look at the colorful people associated with Harley, interesting trivia, a Harley-Davidson time line, a focus on products, a look at how the company treats its workers, what its detractors have to say, and where the company is headed. Honda may match Harley-Davidson for quality and perhaps innovation, but no one has matched the company for its ability to create 'buzz marketing' and turn casual riders into unofficial sales people. Harley-Davidson, it turns out, isn't just in the motorcycle business. As its mission statement points out, it's in the business of fulfilling dreams. This book documents how Harley-Davidson is a rare company in other ways: Its loyal workforce, for one thing, is guided by principles like trust and respect for the individual. For another, the company has made a superb effort to keep jobs in the United States, when it would be far cheaper and easier to use offshore labor. Teetering on the brink of bankruptcy in the early 1980s, Harley has roared back to capture the hearts of riders the world over, including the million-plus members of the Harley Owners Group (members are known, naturally, as HOGs). Harley-Davidson—a company that changed, and is changing, the world.

WALNECK'S CLASSIC CYCLE TRADER, FEBRUARY 2009

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Cycle World Magazine

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Harley-Davidson(R) CVO(tm) Motorcycles

The Motor Company's Custom Vehicle Operations(R)

MBI Publishing Company LLC Get an eyeful of the most beautiful Harley-Davidson bikes on the market, the CVO. This fully illustrated volume is loaded with the most mouthwatering bikes out there.

Pennsylvania Heritage

101 Harley-Davidson Performance Projects For Evolution Big Twins and Sportsters

Motorbooks 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.

ClassicCycle Trader

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WALNECK'S CLASSIC CYCLE TRADER, DECEMBER 2008

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Popular Mechanics

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Harley-Davidson Buyer's Guide

Harley-Davidson Shovelhead and Evolution Big Twins '70 to '99

Haynes Manuals N. America, Incorporated Complete coverage for your Harley-Davidson Shovelhead and Evolution Big Twins for 1970 thru 1999 covering FL, FX, FLT, FLH, FXR, Dyna and Softail, with 1200 and 1340cc engines 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...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 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, FEBRUARY 2007

Causey Enterprises, LLC

WALNECK'S CLASSIC CYCLE TRADER, JANUARY 2009

Causey Enterprises, LLC

The Harley-Davidson Motor Company

A 100-Year History

Cartech Incorporated Harley-Davidson: A name that brings a smile to anyone who loves American motorcycles. For 100 years, that name has been synonymous with freedom, open roads, raw power and good times, and the Milwaukee motorcycles have spawned legions of fans world-wide who are fiercely loyal to their V-twin-powered machines and the company that built them. Since 1903, the Harley-Davidson Motor Company has endured wars, recessions, depressions, strikes, buyouts and buybacks, foreign competition, and ever-changing markets. It has survived all that, and thrived. Harley is now stronger than it's ever been, and shows no sign of slowing down. In the fourth edition of this classic history, author David K. Wright has revised and expanded the book to include all 100 years of the company's history. He covers the motorcycles, the men who built them, the owners, the dealers, the racers, and the entire Harley scene, from celebrity owners and police bikes to one-percenters, from restorers to custom bike builders. Wright's extensive research, candid style, and deep appreciation for Harley-Davidson's history combine to make this an important part of every Harley rider's library. This is the complete story of Harley-Davidson, the American motorcycle of the 20th Century -- and now, of the 21st Century as well. Every H-D fan, from first-time rider to grizzled veteran, will want this fascinating, all-too-true story -- now offered proudly without Harley-Davidson approval or endorsement. Book jacket.

WALNECK'S CLASSIC CYCLE TRADER, OCTOBER 1999

Causey Enterprises, LLC

Motorcycles Coloring Book

Courier Corporation Over 100 years of history: 1885 Gottlieb Daimler Motor Bicycle, 1915 Harley-Davidson Model J, 1923 BMW R32, and other superb models. Captions.

The Rebels

A Brotherhood of Outlaw Bikers

University of Toronto Press The image of the outlaw biker is widely recognize in North American society. The reality is only known to insiders. To study the phenomenon of outlaw biker clubs, anthropologist Daniel Wolf bridged the gap between image and reality by becoming an insider. Electronic Format Disclaimer: Preliminary images removed at the request of the rights holder.

Bike Week at Daytona Beach

Univ. Press of Mississippi

Popular Mechanics

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Harley-Davidson

The Good, the Bad, and the Legendary

Voyageur Press Millions of loyal Harley fans can't be wrong. With their distinctive styling and sound, Harley-Davidson motorcycles have won the hearts of people--from all walks of life and from all over the world. "Harley-Davidson: The Good, the Bad, and the Legendary" captures just what it is about Harleys that make them so popular. This anthology is a tribute not only to this legendary piece of machinery, but also to the stories, history, and lifestyle behind its rise as the world's most popular bike. If you're still in awe of that first Harley, still riding and wrenching on Harleys, or still dreaming Harleys, then this book is for you.

Harley-Davidson Big Twins Owners Workshop Manual

Haynes Publications Harley-Davidson Big Twins 1970-99 Shop ManualHaynes.Sftbd., 8 1/4"x 1 3/4", 224 pgs., 536 b&w ill.

WALNECK'S CLASSIC CYCLE TRADER, OCTOBER 2009

Causey Enterprises, LLC

Techno-chop