



## Cincinnati Dealer Show

### Back to Basics

This year marked the 10th anniversary for the annual V-Twin dealer Expo in Cincinnati Ohio. Because of the blow suffered to the motorcycle industry by the declining economy we didn't know what to expect. For those of you unfamiliar with this event it's a convention where motorcycle industry manufacturers display their newest V-Twin aftermarket products and is open to only motorcycle dealers.

As it turned out the show was a pleasant surprise even though the displays and attendance were not what they

were during the boom of the custom chopper days. The major manufacturers like Kuryakyn, Performance Machine, Mustang Seats and Vance & Hines were there in full force with large professional exhibits featuring all of their new product lines for 2010. This year was also the first time we filmed the event for /Two Wheel Thunder /on the Discovery Networks HD Theater. In case you've been asleep on the wheel, Jay (me) and Michele Smith are back together after the /SPEED/ Channel shut down V-Twin programming and cancelled /American Thunder/, and after last year's debacle, it's the best thing that ever happened... Anyway check out the show in June 2010. We'll tell you even more in the next Johnny and Jay, although I think we are going to have to change the name of this column to Jay and Johnny now.



Getting back to the V-Twin Expo. We filmed segments with S&S, Arlen Ness, Custom Chrome, Heartland USA, LePera seats and a few others. It was pretty obvious that after Michele did a few interviews that the theme for the event was "Back to Basics" and gone were the people that wanted to make a quick buck off of crappy quality and poorly designed products. Also gone were the guys that were bike assemblers who didn't

have time tested proprietary products. Thank you GOD! When guys like Arlen and Cory Ness spend twelve hour a day's dressed in black business suits personally representing their products you know the good old days are back.

All in all the show definitely set the tone for a positive and optimistic 2010 in the V-twin industry.

Congratulations V-Twin Expo and thanks for keeping the dream alive. Please stop by and visit us during Daytona Beach Bike week across from the Iron Horse Saloon, just look for the hot chicks and the TV cameras, you'll find us.

