

# Brett Smith resigns as President of S&S Cycle

NOV '08  
ISSUE #112

**S** &S Cycle President and company founder's grandson Brett Smith has resigned from his post with the Wisconsin-based engines and performance parts manufacturer.

In an exclusive interview with AMD Magazine, Brett's father George Smith said that "accepting Brett's decision has been the toughest business decision of my life, and not something that I welcome or have sought".

He went on to say "I'd like to pay tribute to the job that Brett has done for S&S Cycle. He took up the challenge some six years ago and under his watch the company has faced the most difficult period in its history. Recent times have been challenging for any company in our position, and whoever had been in the hot-seat would have had the most difficult series of issues to address".

"However he has done an outstanding job in dealing with those issues, and I and the Board of Directors at S&S Cycle are grateful to him for the determination and creativity that have characterized his stewardship of the business".

"I and the Board are one hundred percent supportive of the initiatives he

has set in motion to help prepare the business for its next fifty years of market leadership. These include the internet reseller policy, authorized dealer and distributor training and qualification programs, the successful creation of our world-class Customer Service Center at La Crosse, the way he has provided market leadership in the development of the Certified Engine Program, the successful launch of the X-Wedge engine, and more".

"The list of Brett's successes is long and impressive. In a short time he has made an outstanding contribution to the future of our company, and I genuinely believe that he has also done the interests of the wider market, of which we are a part, a vital service through the vision and leadership he has shown in relation to regulatory matters".

George Smith will now operate S&S Cycle as Executive Chairman and CEO, with Brett Smith's tenure as President ending on December 1st.

Commenting on his decision, Brett Smith told AMD Magazine that "those who know me well know that I have been considering stepping aside for some time, but wanted to see the plans that we had

laid for celebration of our 50th anniversary through to their conclusion, and to supervise the first stage of the reshaping of our costs that had become necessary to ensure the company is able to maintain its position of market leadership for years to come".

"I have enjoyed my time as company President, even though it has been a tough period for us; indeed for the market as a whole. I think I have achieved a lot, and have reached a point where much of what the company needed to do to shape itself for the future has been set in motion. So I sense that now is the right time to step down and take a break before setting myself some new challenges."

"I'd like to thank my family for the opportunity they gave me, and to thank our fantastic workforce and dealer network for the wonderful support they continue to give to S&S Cycle. I firmly believe ours is a business that can now face the future with confidence, and that generations of riders to come will be able to enjoy the benefits of a product line that combines the greatest aspects of the market's past with a genuinely future-facing performance opportunity".

## INTERMOT 2008



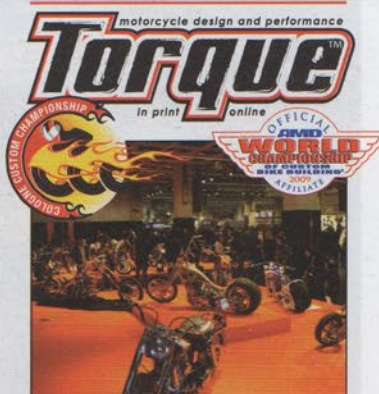
## PRODUCTS



Big Dog Motorcycles owner Sheldon Coleman sat aboard a custom 2009 Wolf to celebrate the 25,000th bike to roll off the assembly line. With Sheldon are members of the dealer network as they recently gathered for the annual Big Dog dealer meeting and new model launch in Wichita Ks.

Full story on pages 19-23

**bigdog**  
MOTORCYCLES



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# Local builder scoops first Cologne Custom Championship at INTERMOT Expo



INTERMOT Expo in Cologne, Germany, played host to the first Cologne Custom Championship at the beginning of October. The inaugural event, the latest European Affiliate of the Official World Championship of Custom Bike Building, was won by Cologne based builder Christoph Madaus of Madaus Design ([www.twintrax.de](http://www.twintrax.de)), with his prize being 5,000 Euro expenses contribution towards competing at the 2009 World Championship (Sturgis, South Dakota, August 2nd to 5th).



Christoph Madaus accepts his award from the IVM's Martin Grein (right) and AMD's Robin Bradley (left)

As one of the most prestigious European motorcycle shows, INTERMOT Expo draws up to 300,000 visitors, and is acknowledged worldwide as one of the most important motorcycle industry events on the global calendar. This year saw the launch of the Cologne Custom Championship, an invitational custom bike event designed to showcase the 'Best-of-the-Best' from the previous two years of the Affiliate program and European Championships in Europe.

Having placed 2nd in the Freestyle class and '2nd Best in Show' at the Big Twin Show in the Netherlands last year, and 15th at the European Championship in Mainz, Germany, in March this year, Christoph's bike – Twin Trax – was an obvious entrant for the Cologne Custom Championship, and having won many admirers for both the design and engineering innovation and execution, as well as the top honors, the bike will now make its US debut at Sturgis next year.

Second place at the Cologne Custom Championship was taken by Tobias Guckel's much admired 'Seppster II' (TGS Motorcycles, [www.tgs-motorcycles.de](http://www.tgs-motorcycles.de)) which pulled second place in this year's European Championship and third place in this year's World Championship.

Third place went to Andreas Bergerforth's 'Open Mind' (Thunderbike, Germany, [www.thunderbike.de](http://www.thunderbike.de)) which pulled 5th in the World Championship and is the reigning European Championship winning build.

The next INTERMOT Expo and Cologne Custom Championship will be staged at the same venue on October 13-17, 2010.





BY CHRISTOPH MADAUS

# TWINTRAX

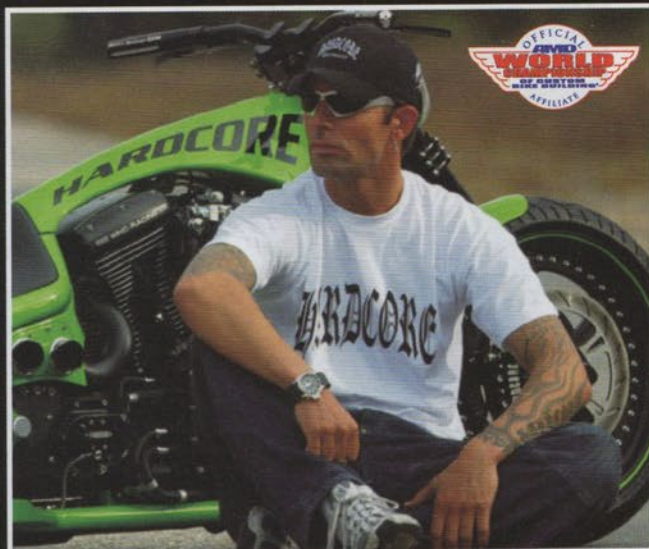
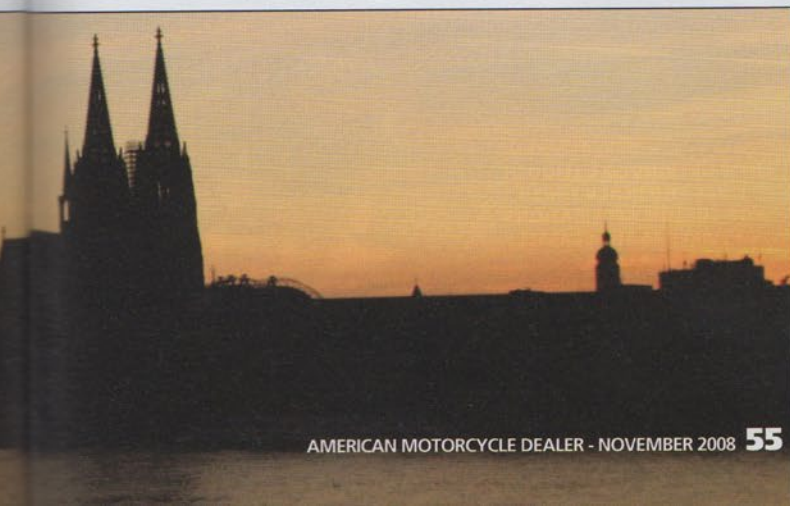


## 1ST PLACE



Torque takes an indepth look into this years winning bike on pages 56-57

>>>



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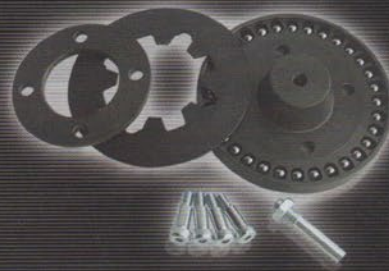


A belt drive connects the two engines together and then on to an H-D transmission, fitted with a set of aftermarket Andrews gears. Final drive is taken care of by a chain. Naturally, no off-the-shelf frame was available for this build, so Christoph designed and built his own with the rake set at 27 degrees. At the rear an aluminum box section swingarm is used, mounted on WP shocks. The same manufacturer provided the USD front end. The 15in rear and 18in front wheels are Twintrax/Fischer specials and carry a pair of 13in PM rotors and six-piston Harrison Billet calipers at the front and a single 11.5in PM

TWINTRAX is the result of a 13-year build by Christoph and was inspired by a format normally only seen on the drag racing scene – a pair of engines connected together in tandem. The engines in question are a pair of H-D/S&S hybrid 80ci Evos. For most, that combination would be powerful enough, but these have been rebuilt with Crane Fire Ball cams, K&N air filters and a custom exhaust system which uses four header pipes feeding into a single collector, which then splits into two SuperTrapp mufflers.



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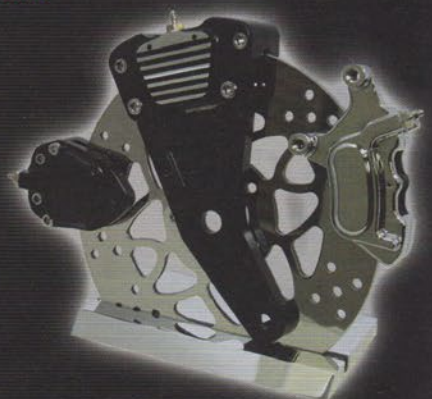
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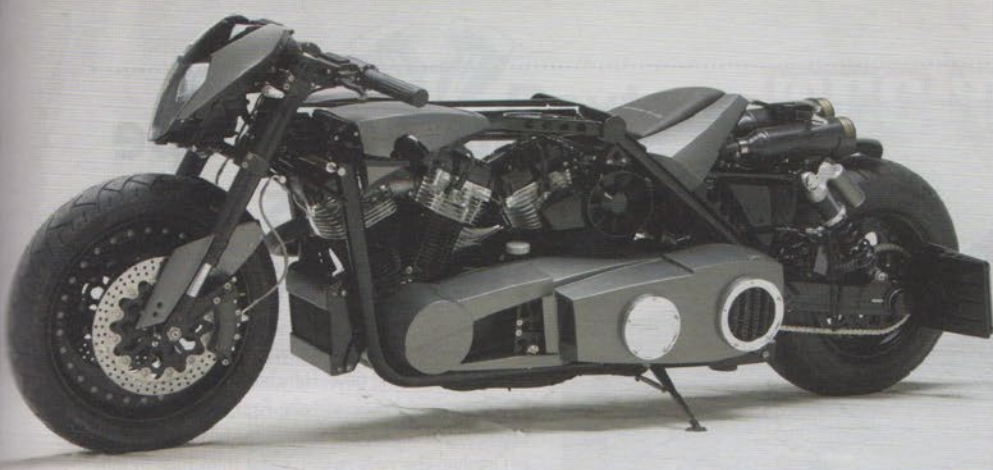
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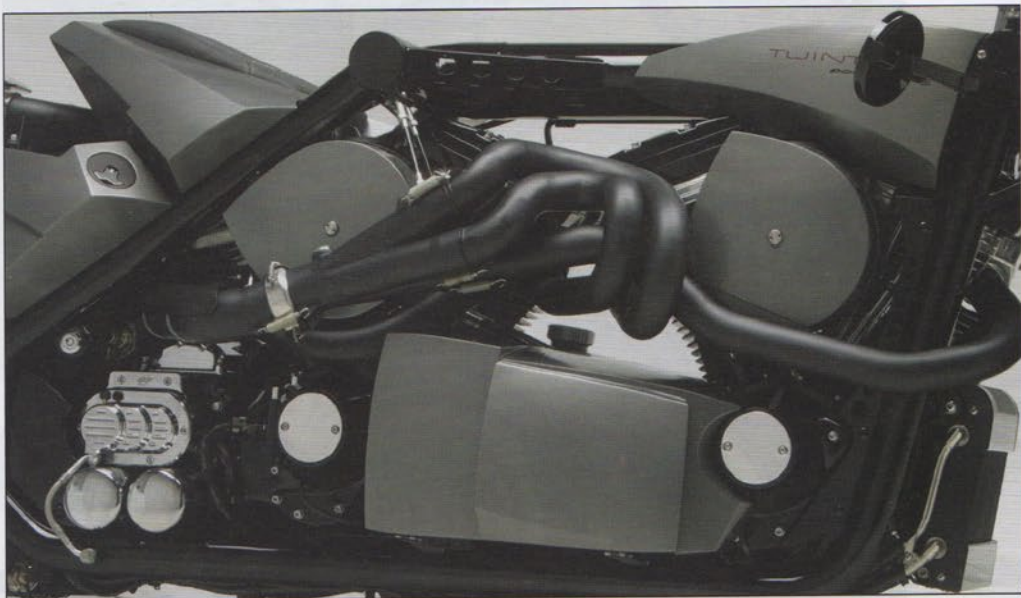




rotor and six-piston Harrison Billet caliper at the rear.

Completing the build are the aluminum gas and oil tanks, once again designed and built by Christoph, and a PI-Research racing digital dash, more commonly found on closed circuit race bikes.

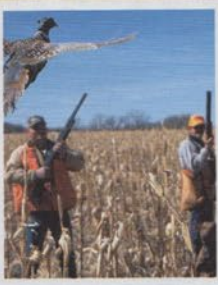
Christoph's win and the runners-up bikes reinforced the validity of the plan to develop the Cologne Custom Championship as a biennial invitational for Europe's top bikes as a celebration of excellence that exposes the engineering quality of the contemporary custom industry to many hundreds of thousands more riders than would normally be exposed to it, and we here at AMD would like to extend the thanks to all those involved in the custom motorcycle industry for their generous support in making such a showcase possible.  
[www.madaus-design.de](http://www.madaus-design.de)



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