

POWERSPORTS PRODUCTS FROM THE 2014 SEMA SHOW

Quality Components for Fun Machines

Motorcycles, ATVs, UTVs, snowmobiles and personal watercraft—small on size, big on entertainment value. And the New Products Showcase at the 2014 SEMA Show was brimming with powersports accessories designed to boost performance, add functionality and enhance appearance. The next few pages highlight the new and featured products displayed in the powersports category of the Showcase.



Doetsch Shocks
4x4 Heavy Metal Large-Bore Shock
 800-8-SHOCKS
www.doetschshocks.com
 PN: 70-XXXX

Doetsch Tech Heavy Metal 2.850 OD 4x4 replacement shocks are available for most truck applications. Heavy Metal is the largest production shock of its kind. Size does matter! Serviceable and tunable.



Titan Lifts
Bulldog "Custom-Profile" Cradle
Wheel Chock
 888-908-4826
www.titanlifts.com
 PN: WC-1500X-CP

Designed for use with the newly updated '14 Harley-Davidson touring fenders and custom fenders with a low trailing edge. The custom profile cradle has lowered support plates to prevent contact with motorcycle fenders that many other chocks will damage. Optional extension arms, narrow tire adapters and quick-detach base accessories available.



Doetsch Shocks
Truck and SUV Adjustable
Spring Pan Shocks
 800-8-SHOCKS
www.doetschshocks.com
 PN: 79XXXX

Doetsch Tech truck and SUV front adjustable spring pan replacement shocks allow ride-height adjustability. Height change is done by simply adding or removing steel rings. Lower, lift or stock—the user picks the height. Available for Chevy, Dodge, Ford, Nissan and Toyota.



Doetsch Shocks
UTV 2.0 Monotube Shocks
 800-8-SHOCKS
www.doetschshocks.com
 PN: 2XXXX

Doetsch Tech's 2.0 monotube replacement UTV shocks are fully serviceable and tunable. Threaded bodies allow height adjustability. Available with remote-reservoir option. Made to fit factory mounts.



**Lazer Star Lights
Motorcross Headlight Kit**
805-226-8200
www.lazerstarlights.com
PN: 20146322

Lazer Star Lights Motorcross Racing Headlight bracket offers serious racers and recreational riders an easy-to-use universal bracket that can be teamed with a wide variety of the company's LED light options. Seen here with two PN 100201. The LED MX kit is race proven and has competed and won by more than six laps at Glen Helen 24-hour races for two years running.

**Lazer Star Lights
Racer Taillight**
805-226-8200
www.lazerstarlights.com
PN: 1316020

Introducing the all-in-one racer taillight. The 3W, single-row taillight features two red LED segments at either end of the bar, with amber and blue segments within. A must on desert racecourses for many classes of vehicles in most sanctions. This product is an authorized taillight for the Best in the Desert 2015 race season.



**Razor USA
Crazy Cart**
563-345-6000
www.razor.com
PN: 25143490

The Crazy Cart by Razor is the ultimate drifting machine. It is an electric go-kart with a patented drift system that allows the driver to vary the rear caster angle and drift forward, backward, sideways, diagonally and everything in between. The Crazy Cart's two 12V batteries provide up to 40 minutes of continuous run time. YouTube: Crazy Cart TV.

**SCT Performance/Bully Dog
GT Platinum**
940-783-9914
www.bullydog.com
PN: 40417

The Platinum is four products in one unit: an engine tuner, a monitor, a gauge and a diagnostic device. The GT transforms the utility of a vehicle by increasing horsepower, improving fuel economy and providing monitoring features and diagnostic functions. The Platinum will work on Ford, Chevy, Dodge, Nissan and Jeep.



**Braille Battery
GreenLite G20 Lithium Battery**
941-312-5047
www.BrailleBattery.com
PN: G20

G20 is the lithium upgrade to lead/AGM batteries and offers quicker starting, lighter weight, improved electrical performance and longer life. Braille lithium battery technology is used exclusively in Indycar, Indy Lights, DTM, SuperGT, Australian V8 Supercars, nearly every sports car in IMSA and much more. Size replacement for PC680 and YTX20.





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www.whtknight.com
sales@whtknight.com



JRI Shocks
JRide Electronically Adjustable Shock
 704-660-8346
www.jrishocks.com

An innovative, electronically adjustable shock system that puts complete control of the vehicle's suspension in the palm of the user's hand. The patent-pending JRide system allows the user to make incremental compression and rebound adjustments to the vehicle's shocks without ever leaving the driver's seat.



JRI Shocks
Street Fighter Sport-Bike Shock
 704-660-8346
www.jrishocks.com

The new solution for racers and riders looking for optimal performance without breaking the bank. After countless hours of testing and development, the Street Fighter shock has proven capable of dominating at the privateer level. Its unique design allows the shock to fit virtually any late-model sport bike by simply changing the clevis.



Scosche
Stereo Installation Dash Kit for Harley-Davidson
 805-486-4450
www.scosche.com
 PN: HD7000AB
 For '96-'12 Harley-Davidsons. ISO DIN aftermarket stereo installation kit.



JRI Shocks
SB 32 Hot Rod Shock
 704-660-8346
www.jrishocks.com

The JRI SB/32 shock was designed to mirror the precision and attention to detail of today's crop of hot-rod builders. Its polished billet-aluminum exterior is equaled only by its superior ride quality and performance. The SB/32 is a masterfully engineered, peak-performing showpiece. Great for any hot-rod project in need of performance and elegance.



JRI Shocks
Mazda Miata MX-5
 704-660-8346
www.jrishocks.com

JRI's double adjustable shock package for the Mazda Miata is the ultimate solution for amateur racing series that limit the use of remote-reservoir shocks. The Miata platform includes JRI's unique internal two-way damper, which provides up to 2,000 lbs. of rebound adjustment range.



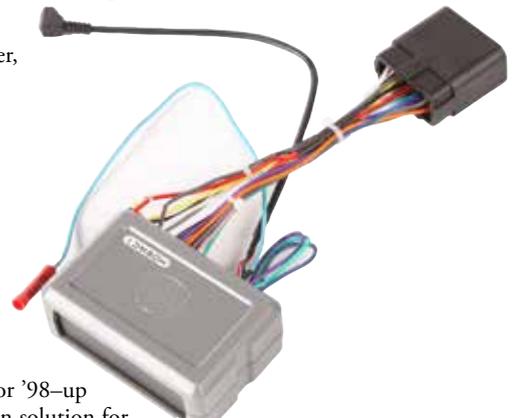
JRI Shocks
Hydraulic Ride Height System
 704-660-8346
www.jrishocks.com

JRI says that its hydraulic ride-height system is the ultimate solution for providing ride-height adjustment without sacrificing performance. The ride-height system eliminates all the deficiencies of traditional air-ride systems while retaining the performance benefits of coil-over shocks. No noisy compressor, leaking seals or changes due to elevation.



JRI Shocks
Sportsman Drag Shock
 704-660-8346
www.jrishocks.com

JRI's answer to the ever-increasing costs associated with drag racing, this double adjustable coil-over shock features separate rebound and compression adjustments at an economical price. Perfect for Super Gas, Super Comp and Stock Eliminator classes as well as the folks who compete in local bracket races.



Scosche
Handlebar Control Retention Interface for Harley-Davidson
 805-486-4450
www.scosche.com
 PN: HDSWC1

The HDSWC1 handlebar control interface for '98-up Harley-Davidson motorcycles is an installation solution for aftermarket radios, allowing a replacement radio to be seamlessly installed while retaining functional handlebar control.