

# GzBike

THUNDER DOWN UNDER

No 362

Gypsy Jokers MC  
**Jokers Wild  
Poker Run**

Odin's Warriors  
**Tattoo Show**

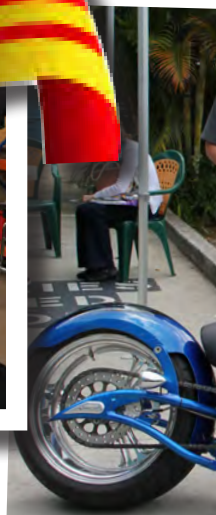


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\$9.50 inc. GST



# ROLLIES SPEED SHOP AMERICAN V-TWIN DEALERS EXPO



NEVER IN MOTORCYCLING HISTORY HAS AN EVENT LIKE THIS BEEN HELD ON AUSTRALIAN SHORES. OZBIKE WAS THERE TO CAPTURE THE ACTION.

FROM ITS somewhat humble beginning, Rollies Speed Shop has evolved into the largest distributor of aftermarket, performance and custom parts for Harley-Davidson and Victory Motorcycles in the Southern Hemisphere. Rollies Speed Shop distributes products for 50 plus American manufacturers to more than 350 V-twin dealers throughout Australia, New Zealand, Asia and the South Pacific.

Due to the current trend of some bikers opting to go down the 'hit and miss' track of internet

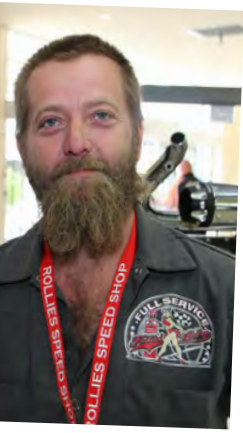
buying, many of our homegrown aftermarket parts and accessories dealers were feeling the pinch in one way or another. Rather than let the rot set in, the crew at Rollies decided to give their supporting Australian V-twin dealerships a good solid shot of adrenalin, and in a bold move, the plans were laid to hold a Dealer Expo. The idea was to bring to Australian shores some of America's finest manufacturers for a two-day get-together with Rollies faithful Aussie dealers. The benefits of this exercise would be paramount to

PICS BY JO  
WORDS BY CHUCK U FARLEY

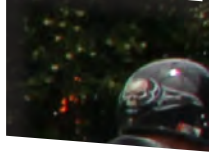
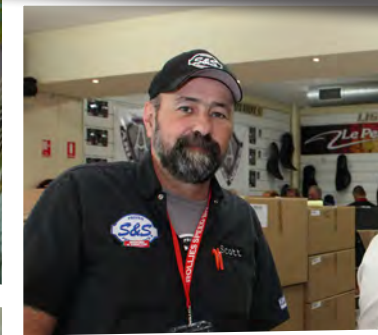
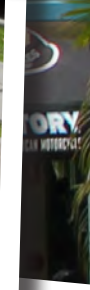
the preservation of the American V-twin industry in this country and a massive display of support for all the businesses involved.

Day One was strictly invite-only for dealers, manufacturers and media. The guest list read like a who's who of the custom and performance motorcycling world. With names like Cory Ness, Ted Sands from Performance Machine, and Bert Baker from Baker Drivetrains, just to name a few. The doors were to be opened at 9 am on Friday morning, but by 8.30, Rollies Speed





Rollies Speed Shop





Shop was buzzing with excitement as the manufacturers manned their respective trade displays and the Aussie dealers flocked to the shop in hordes. The visitors rolled through the doors, and after a brief speech and an introduction to Rollies helpful and professional staff, it was time to get down to business.

No real formal schedule to keep to, just a chance for Rollies Aussie dealers to meet up with the people who had been supplying top quality parts for many years from across the pond. It was an instant hit and the manufacturers thrived on the ever present enthusiasm that the dealers showed as they moved about the showroom from stall to stall and

discussed the many products that were on display in a casual and relaxed atmosphere. I overheard one bloke comment that he had been using a particular American manufacturers product for more than 20 years and didn't even have a clue as to what he looked like, let alone meet him face to face. That's what the day was all about, getting to meet the American manufacturers with one-on-one interaction.

Rollie had organised Training Seminars to be held throughout the day which also gave the visiting dealers a better insight as to how certain products could be used to their maximum performance. All very positive stuff!

Lunch was supplied by Rollie, and as the afternoon came to a close, all in attendance were invited to the Breakfast Creek Hotel for a few drinks to wind down after a huge day at the shop. Another chance for new friendships to be celebrated and old bonds to be strengthened.

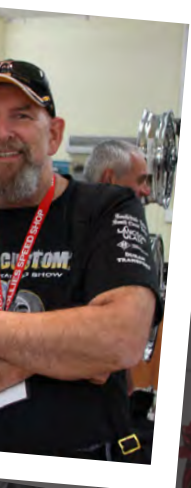
Day Two of the expo and once again it was down to business at Rollies Speed Shop. This time the doors were thrown open to the general public and they lapped it up. Our great friends from America loved the customers who took the time to stop and ask a few questions, and it was fun seeing the expression on some of their faces as they realised that the parts they were eyeing off were actually built







*THE IDEA WAS TO BRING TO AUSTRALIAN SHORES, SOME OF AMERICA'S FINEST MANUFACTURERS FOR A TWO-DAY GET-TOGETHER WITH ROLLIES FAITHFUL AUSSIE DEALERS*



and designed by the person standing behind the counter. This alone offered a once-in-a-lifetime opportunity for some prospective buyers. The point of Day Two was to generate excitement in the local V-twin community, driving business for all the Rollies dealers in the greater Brisbane area.

Rollies Speed Shop has a strategic relationship with Polaris Australia to help establish Victory Motorcycles in South East Queensland and Northern New South Wales and

test rides were available on a huge range of the Victory line-up. I jumped at the chance and took out a Vegas Jackpot and later a Cross Roads Hard Bagger, two completely different machines and both very exciting to say the least! But don't take my word for it—get on down to your nearest Victory Motorcycles dealer and test one out for yourself; you'll be glad you did!

Sadly, the day seemed to go so fast as any good time does and the shop closed its doors at 2 pm, thus

ending this ground-breaking Dealers Expo. A very well organised and highly professionally executed event that oozed style. I am sure that anyone, be it dealer, manufacturer or customer, would agree the Expo was a complete success.

That night we were all treated to a BBQ dinner (with real kangaroo steaks so the Americans could see what our Coat Of Arms tastes like) and the hospitality that only the Mt. Glorious Getaways rainforest retreat





## DEALERS AT ROLLIES TRADE EXPO

- Kuryakyn: Tom Gillete
- Performance Machine: Ted Sands
- Baker Drivetrain: Bert Baker
- Daytona Twin Tec: Allen Alvarez
- LePera Seats: Christine LePera
- Energy One Clutches: Kent Foltz
- Feuling Parts: Luke Leatherman
- Belt Drives Ltd: Grady and Sue Pfeiffer
- S&S Cycle: Scott Hakins
- Renegade Wheels: Chuck Frederick
- James Gaskets: Tamara Smith
- Advanced Valves & Valvetrain: Patrick Juteau
- Freedom Exhaust: Martin and Wendy Arteaga
- Zippers Performance Products: Bill Lam

can offer. A perfect end to an awesome couple of days.

So *Ozbikers*, if it's aftermarket parts you're after, get out there and do business with your local V-twin aftermarket dealer! You can't beat good old fashioned face-to-face service and after-sales advice. Rollies Speed Shop has done their bit, it's time to do yours and support our Aussie dealers.

Rollie and his lovely wife Liane would like to give special thanks to their staff who put their lives on hold to prepare for the Expo, to the Americans who travelled half way across the globe to offer training and provide product knowledge, to the dealers who travelled from every corner of Australia and New Zealand, and finally to the motorcycle magazines who covered the event. 🏍️

