

COBRA'S SPRING NEWS

With the snows of winter a distant memory for most motorcyclists around the country, riders have begun to hit the road. Now is the time to let those buyers and their dealers know about the great new Cobra products available to freshen up their ride. We have the necessary stuff to make their bikes run stronger and look better.



WE'RE IN THE NEWS AGAIN Rockefeller Motorcycle Show

After a two-year hiatus, the Rockefeller Center hosted its second Motorcycle Show between May 19 and June 6. Launched with critical acclaim, this year's show, located in the lower plaza area of the Rockefeller Center, drew anywhere from 40,000 to 100,000 people a day to look at the 45 special and historic motorcycles on display. Cobra had two bikes showcased at the show: our still new Kawasaki Mad Kaw and our Suzuki Intruder. On a Today Show segment, Al Roker interviewed Lyle Lovett who spoke about the Mad Kaw for a minute. Just one more indication that motorcycles have indeed gone mainstream and have become an ever increasing part of contemporary culture.

Cycle World

It was hard to miss our Mad Kaw in the May issue of Cycle World magazine; it was on the cover, and there were six pages inside. Editor-in-Chief David Edwards hung out with Denny Berg to get the real inside story on the bike, and he followed that up with a great sidebar covering many of the one-of-a-kind customs we've made over the last 10 years. Everything from the Magnified, done in 1994, all the way up to the Kawasaki Stratacruiser we rolled out last year.

Red Rider

Red Rider Magazine featured our cool-blue custom VTX 1800C that we built for the Honda Riders Club of America to give away this year. The bike was on the cover and featured inside.

Hot Bike

Hot Bike ran a five-page feature story on Ken Boyko's personal Fat Boy custom, describing how the bike was built and how great it is to ride.

PowerSports Business

PowerSports Business named our Fi2000 one of its "Nifty Fifty" products at the Indy Dealer Show this year.



SPEEDSTERS FOR HARLEY-DAVIDSONS NOW IN STOCK

H-Ds now ready for PowerPort power built into the new Speedsters

Cobra's Speedsters are now in your local warehouses. These highly anticipated exhaust pipes feature full-length heat shields, chromed billet tips, and best of all, the PowerPort. This connector helps these pipes produce class-leading horsepower from idle to redline. Fits twin-cam Dyna and Softail Harley-Davidsons.

WE HAVE A WINNER!

Cobra Sweepstakes

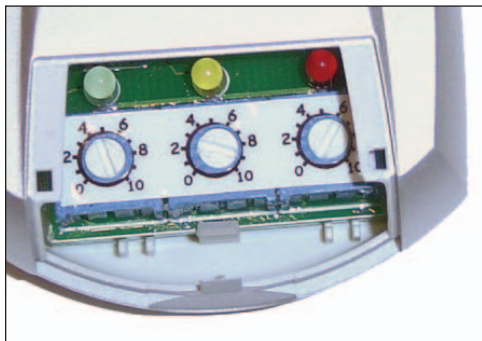
We have drawn a winner in our second annual sweepstakes giveaway contest. Westland, Michigan's Dennis Ducher is already anxiously waiting delivery of the Cobra Custom Honda VTX1800R model that has had extensive custom work done by our own Denny Berg. The bike is awash in Cobra chrome as well as covered with a wicked Lithium Apricot paint scheme with Candy-Apple red flames done by Zeak's. The 55-year-old Ducher is a life-long motorcycle enthusiast, and the proud owner of a Honda CB750K1 and a Suzuki Hayabusa, behind which he pulls a trailer. That's right, a trailer. No word on whether the trailer's tires are Z-rated.

But remember, there's still another Cobra Sweepstakes bike out there. We built another custom VTX1800: this one for the Honda Riders Club of America to help them with their membership drive. It's a VTX1800C, and it appeared at all 13 of the International Motorcycle Shows, giving us additional exposure during those events. Now that bike will continue to work for us when it appears at all the major Honda events through the end of the year. This program provides nearly 14 months of positive exposure for Cobra accessories and exhausts.

NEW Fi2000 IN STOCK

Just in time for new pipes

Just in time for spring tune ups, the new and improved Cobra Fi2000 digital fuel processor is in stock and ready for immediate delivery to your dealers. Available for all fuel-injected Big-Twin Harley-Davidson's and all fuel-injected Metric Cruisers, the new Fi2000 includes a third tuning pot that gives engine tuners more flexibility when working on engines with high performance modifications. It retains the same simple installation and ease of adjustment on its way to curing a host of ills caused by a fuel injection system that delivers a too lean air/fuel mixture.



Fi2000 KEY SELLING POINTS

- Fi2000 has \$20 price advantage over competition.
- Uses factory color matched, pre-crimped wires and connectors.
- R.P.M. set pot (4th pot) not required.
- Waterproof circuit board.
- Our new generation computer chips allow us to create smoother and more linear adjustments with the adjuster pots, especially in the sensitive cruise setting. And the pots are easier to read and understand. No "clock positions" to understand, just simple 0-10 settings.
- High impact marketing programs with strong advertising, events participation, and media relations: We aggressively promote our products!



SPEEDSTERS FOR '04 KAWASAKI VN2000 IN THE WAREHOUSE

First Speedsters for Metric Cruisers available now

Cobra's Speedsters are now in your local warehouses. These highly anticipated exhaust pipes feature full-length heat shields, chromed billet tips, and best of all, the PowerPort. This connector helps these pipes produce class-leading horsepower from idle to redline.



H-D TACHOMETER

HDs now get cool Cobra tach

Now in stock and available for dealer delivery are the Cobra tachometers for Softtail and Dyna Harley-Davidson motorcycles. Each comes with an 8,000 rpm tach, with high contrast digits and face, making it easy to keep track of your shift points. The tachometer mounts simply to the Harley's handlebar via its stylish chromed-billet clamp, and installs quickly with the help of our easy-to-follow instructions.

NEW ACCESSORIES IN WAREHOUSES

For Kawasaki VN2000 and Honda AERO 750

Just when you thought motorcycles could not get any bigger, along comes the Kawasaki VN2000, a gargantuan machine by any measure. But there's a lot more to this bike than its size, and we're the first to have the parts to make it even better. The same goes for the new Honda AERO 750. Check out the charts below to see all the accessories for the VN2000 and for the AERO 750 that are currently in your warehouse.

KAWASAKI VN2000

DESCRIPTION	PART #	RETAIL
Fatty Freeway Bars	01-2463	\$189.95
Sissy Bar Rack	02-3501	\$119.95
Mini Sissy Bar	02-4963	\$249.95
Standard Sissy Bar Pad Freedom	02-5022	\$59.95
Standard Sissy Bar Pad Bucket	02-5024	\$59.95
Short/Mini Sissy Bar Pad	02-5026	\$59.95
Jumbo Freedom Pad (Fits Cobra Std Bar)	02-5027	\$89.95
Jumbo Freedom Pad (Fits Cobra Short/Mini Bar)	02-5028	\$89.95
Backrest Rear Insert (Fits Cobra Bar)	02-5035	\$69.95
Backrest Rear Insert (Fits Cobra Short/Mini Bar)	02-5036	\$69.95
Backrest Rear Insert Swept (Fits Cobra Bar)	02-5037	\$69.95
Backrest Rear Insert Swept (Fits Cobra Short/Mini Bar)	02-5038	\$69.95
Standard Sissy Bar	02-5463	\$249.95
Short Sissy Bar	02-5963	\$249.95
Saddlebag Supports	02-6463	\$74.95
Headlight Visor	04-2005	\$19.95

HONDA AERO 750

DESCRIPTION	PART #	RETAIL
Freeway Bar	01-1118	\$174.95
Tachometer	01-1637	\$229.95
Sissy Bar Rack	02-3500	\$109.95
Mini Sissy Bar	02-4618	\$249.95
Standard Sissy Bar Pad Freedom	02-5022	\$59.95
Standard Sissy Bar Pad Bucket	02-5024	\$59.95
Short/Mini Sissy Bar Pad Freedom	02-5026	\$59.95
Jumbo Freedom Pad (Fits Cobra Std Bar)	02-5027	\$89.95
Jumbo Freedom Pad (Fits Cobra Short/Mini Bar)	02-5028	\$89.95
Backrest Insert (Fits Cobra Std Bar)	02-5035	\$69.95
Backrest Rear Insert (Fits Cobra Short/Mini Bar)	02-5036	\$69.95
Backrest Rear Insert Swept (Fits Cobra Std Bar)	02-5037	\$69.95
Backrest Rear Insert Swept (Fits Cobra Short/Mini Bar)	02-5038	\$69.95
Standard Sissy Bar	02-5118	\$249.95
Short Sissy Bar	02-5618	\$249.95

DESCRIPTION	PART #	RETAIL
Coolant Filler Cap	05-0044	\$39.95
Reservoir Cover Smooth	05-1120	\$29.95
Reservoir Cover Fluted	05-1121	\$29.95
Reservoir Cover Scalloped	05-1122	\$29.95
Front Caliper Caps Fluted	05-4067	\$59.95
Front Caliper Caps Swept	05-4068	\$59.95
Rear Caliper Cap Swept	05-4093	\$29.95
Rear Caliper Cap Fluted	05-4094	\$29.95
License Plate Frame "Cobra"	05-9000	\$44.95
License Plate Frame Lg. "Cobra"	05-9001	\$44.95
License Plate Frame "Vulcan"	05-9006	\$44.95
License Plate Mount Billet	05-9014	\$179.95
Front Floorboards	06-1961	\$199.95
Passenger Floorboards	06-3963	\$269.95
Front Floorboards Swept	06-4461	\$199.95
Passenger Floorboards Swept	06-4963	\$299.95
Speedster Shorts	4723	\$519.95
Speedster Longs	4923	\$539.95
Fi2000 Fuel Management System Tri Pot	92-0963	\$199.95

DESCRIPTION	PART #	RETAIL
Saddlebag Supports	02-6118	\$74.95
Lightbar	04-0118	\$249.95
Spotlight Visor (2 required)	04-2021	\$9.95 ea.
Oil Dip Stick	05-0039	\$44.95
Front Reservoir Cover Smooth	05-1100	\$29.95
Front Reservoir Cover Fluted	05-1101	\$29.95
Front Reservoir Cover Scalloped	05-1102	\$29.95
Front Reservoir Cover Swept	05-1103	\$29.95
Front Brake Caliper Cap Fluted	05-4051	\$29.95
Front Brake Caliper Cap Swept	05-4052	\$29.95
Rear Brake Caliper Cap Swept	05-4064	\$29.95
License Plate Frame	05-9000	\$44.95
Horn Cover	06-0140	\$79.95
Drive Shaft Bolts Cover Fluted	06-0621	\$89.95
Drive Shaft Bolts Cover Swept	06-0622	\$89.95
Drive Shaft Cover	06-0640	\$46.95
Passenger Floorboards	06-3618	\$269.95
Passenger Floorboards Swept	06-4618	\$269.95

COBRA VERSION

NEW ACCESSORIES IN WAREHOUSES

For Kawasaki VN2000 and Honda AERO 750

Just when you thought motorcycles could not get any bigger, along comes the Kawasaki VN2000, a gargantuan machine by any measure. But there's a lot more to this bike than its size, and we're the first to have the parts to make it even better. The same goes for the new Honda AERO 750. Check out the charts below to see all the accessories for the VN2000 and for the AERO 750 that are currently in your warehouse.

KAWASAKI VN2000

DESCRIPTION	PART #	RETAIL
Fatty Freeway Bars	087816	\$189.95
Sissy Bar Rack	083501	\$119.95
Mini Sissy Bar	087820	\$249.95
Standard Sissy Bar Pad Freedom	081537	\$59.95
Standard Sissy Bar Pad Bucket	081538	\$59.95
Short/Mini Sissy Bar Pad	080039	\$59.95
Jumbo Freedom Pad (Fits Cobra Std Bar)	084652	\$89.95
Jumbo Freedom Pad (Fits Cobra Short/Mini Bar)	084653	\$89.95
Backrest Rear Insert (Fits Cobra Bar)	087639	\$69.95
Backrest Rear Insert (Fits Cobra Short/Mini Bar)	080040	\$69.95
Backrest Rear Insert Swept (Fits Cobra Bar)	080075	\$69.95
Backrest Rear Insert Swept (Fits Cobra Short/Mini Bar)	080076	\$69.95
Standard Sissy Bar	087823	\$249.95
Short Sissy Bar	087826	\$249.95
Saddlebag Supports	087830	\$74.95
Headlight Visor	088960	\$19.95

DESCRIPTION	PART #	RETAIL
Coolant Filler Cap	081390	\$39.95
Reservoir Cover Fluted	089270	\$29.95
Reservoir Cover Scalloped	089292	\$29.95
Front Caliper Caps Fluted	081387	\$59.95
Front Caliper Caps Swept	081388	\$59.95
Rear Caliper Cap Swept	082023	\$29.95
Rear Caliper Cap Fluted	082020	\$29.95
License Plate Frame "Cobra"	089891	\$44.95
License Plate Frame Lg. "Cobra"	081588	\$44.95
License Plate Frame "Vulcan"	081762	\$44.95
License Plate Mount Billet	081389	\$179.95
Front Floorboards	082009	\$199.95
Passenger Floorboards	087850	\$269.95
Front Floorboards Swept	082005	\$199.95
Passenger Floorboards Swept	087858	\$299.95
Speedster Shorts	087748	\$519.95
Speedster Longs	087751	\$539.95
Fi2000 Fuel Management System Tri Pot	087761	\$199.95

HONDA AERO 750

DESCRIPTION	PART #	RETAIL
Freeway Bar	087800	\$174.95
Tachometer	085539	\$229.95
Sissy Bar Rack	083500	\$109.95
Mini Sissy Bar	087817	\$249.95
Standard Sissy Bar Pad Freedom	081537	\$59.95
Standard Sissy Bar Pad Bucket	081538	\$59.95
Short/Mini Sissy Bar Pad Freedom	080039	\$59.95
Jumbo Freedom Pad (Fits Cobra Std Bar)	084652	\$89.95
Jumbo Freedom Pad (Fits Cobra Short/Mini Bar)	084653	\$89.95
Backrest Insert (Fits Cobra Std Bar)	087639	\$69.95
Backrest Rear Insert (Fits Cobra Short/Mini Bar)	080040	\$69.95
Backrest Rear Insert Swept (Fits Cobra Std Bar)	080075	\$69.95
Backrest Rear Insert Swept (Fits Cobra Short/Mini Bar)	080076	\$69.95
Standard Sissy Bar	087821	\$249.95
Short Sissy Bar	087824	\$249.95

DESCRIPTION	PART #	RETAIL
Saddlebag Supports	087827	\$74.95
Lightbar	087833	\$249.95
Spotlight Visor (2 required)	089096	\$9.95 ea.
Oil Dip Stick	081391	\$44.95
Front Reservoir Cover Smooth	089240	\$29.95
Front Reservoir Cover Fluted	089250	\$29.95
Front Reservoir Cover Scalloped	089291	\$29.95
Front Reservoir Cover Swept	089231	\$29.95
Front Brake Caliper Cap Fluted	081765	\$29.95
Front Brake Caliper Cap Swept	081840	\$29.95
Rear Brake Caliper Cap Swept	081894	\$29.95
License Plate Frame	089891	\$44.95
Horn Cover	081668	\$79.95
Drive Shaft Bolts Cover Fluted	087630	\$89.95
Drive Shaft Bolts Cover Swept	080622	\$89.95
Drive Shaft Cover	089883	\$46.95
Passenger Floorboards	087847	\$269.95
Passenger Floorboards Swept	087855	\$269.95

TUCKER VERSION

NEW ACCESSORIES IN WAREHOUSES

For Kawasaki VN2000 and Honda AERO 750

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KAWASAKI VN2000

DESCRIPTION	PART #	RETAIL
Fatty Freeway Bars	0505-0017	\$189.95
Sissy Bar Rack	BLV23501	\$119.95
Mini Sissy Bar	1501-0007	\$249.95
Standard Sissy Bar Pad Freedom	BLV-25022	\$59.95
Standard Sissy Bar Pad Bucket	BLV-25024	\$59.95
Short/Mini Sissy Bar Pad	BLV25026X	\$59.95
Jumbo Freedom Pad (Fits Cobra Std Bar)	BLV25027	\$89.95
Jumbo Freedom Pad (Fits Cobra Short/Mini Bar)	BLV25028	\$89.95
Backrest Rear Insert (Fits Cobra Bar)	BLV25035	\$69.95
Backrest Rear Insert (Fits Cobra Short/Mini Bar)	BLV25036	\$69.95
Backrest Rear Insert Swept (Fits Cobra Bar)	BLV25037	\$69.95
Backrest Rear Insert Swept (Fits Cobra Short/Mini Bar)	BLV25038	\$69.95
Standard Sissy Bar	1501-0010	\$249.95
Short Sissy Bar	1501-0009	\$249.95

DESCRIPTION	PART #	RETAIL
Saddlebag Supports	3501-0016	\$74.95
Headlight Visor	BLV42005	\$19.95
Reservoir Cover Smooth	BLV51120	\$29.95
Reservoir Cover Fluted	BLV51121	\$29.95
Reservoir Cover Scalloped	BLV51122	\$29.95
Rear Caliper Cap Swept	BLV54093	\$29.95
Rear Caliper Cap Fluted	BLV54094	\$29.95
License Plate Frame "Cobra"	BLV59000	\$44.95
License Plate Frame Lg. "Cobra"	BLV-59001	\$44.95
License Plate Frame "Vulcan"	BLV59006	\$44.95
Front Floorboards	BLV61961	\$199.95
Passenger Floorboards	1621-0018	\$269.95
Front Floorboards Swept	BLV64461	\$199.95
Passenger Floorboards Swept	1621-0020	\$299.95
Speedster Shorts	1810-0086	\$519.95
Speedster Longs	1810-0076	\$539.95
Fi2000 Fuel Management System Tri Pot	1020-0018	\$199.95

HONDA AERO 750

DESCRIPTION	PART #	RETAIL
Freeway Bar	0505-0012	\$174.95
Tachometer	2211-0012	\$229.95
Sissy Bar Rack	BLV23500	\$109.95
Mini Sissy Bar	1501-0001	\$249.95
Standard Sissy Bar Pad Freedom	BLV-25022	\$59.95
Standard Sissy Bar Pad Bucket	BLV-25024	\$59.95
Short/Mini Sissy Bar Pad Freedom	BLV25026X	\$59.95
Jumbo Freedom Pad (Fits Cobra Std Bar)	BLV25027	\$89.95
Jumbo Freedom Pad (Fits Cobra Short/Mini Bar)	BLV25028	\$89.95
Backrest Insert (Fits Cobra Std Bar)	BLV25035	\$69.95
Backrest Rear Insert (Fits Cobra Short/Mini Bar)	BLV25036	\$69.95
Backrest Rear Insert Swept (Fits Cobra Std Bar)	BLV25037	\$69.95
Backrest Rear Insert Swept (Fits Cobra Short/Mini Bar)	BLV25038	\$69.95
Standard Sissy Bar	1501-0003	\$249.95

DESCRIPTION	PART #	RETAIL
Short Sissy Bar	1501-0005	\$249.95
Saddlebag Supports	3501-0014	\$74.95
Lightbar	2001-0009	\$249.95
Spotlight Visor (2 required)	BLV42021	\$9.95 ea.
Front Reservoir Cover Smooth	BLV51100	\$29.95
Front Reservoir Cover Fluted	BLV51101	\$29.95
Front Reservoir Cover Scalloped	BLV51102	\$29.95
Front Reservoir Cover Swept	BLV51103	\$29.95
Front Brake Caliper Cap Fluted	BLV54051	\$29.95
Front Brake Caliper Cap Swept	BLV54052	\$29.95
License Plate Frame	BLV59000	\$44.95
Horn Cover	BLV60140	\$79.95
Drive Shaft Bolts Cover Fluted	BLV60621	\$89.95
Drive Shaft Bolts Cover Swept	BLV60622	\$89.95
Drive Shaft Cover	BLV60640	\$46.95
Passenger Floorboards	1621-0012	\$269.95
Passenger Floorboards Swept	1621-0004	\$269.95

LEMANS VERSION