THE FACTS ABOUT RIDE ENGINEERING PRODUCTS

TO: Our Valued Customers FROM: Ride Engineering Inc.
Regarding: Features/Benefits & how our prices compare to our competition

I wrote this document to help explain why you as a consumer and motorcycle enthusiast should choose our brand over our competition. –A. Ciomo, President

W**hat is** Ride Engineering?

A company that makes **PREMIUM** bolt-on motorcycle accessories primarily for Japanese MX/Off-road & Sport bike applications (Hon–Yam–Kaw–Suz-some KTM).
Like:

1. **braided steel brake lines & billet brake related accessories**
(ex: front & rear lines, front line mounts, master-cylinder covers, brake clevis, aluminum banjo bolts & rear master-cylinder extensions)

2. **Anodized aluminum bolt-on parts primarily for dress up**
(ex: axle blocks, engine plugs, oil caps, front & rear master-cyl. covers)

3. **Highly functional bolt-on parts**
(ex: compression adjusters, wheel spacers, kill switch, holeshot device and for street: axle blocks, license plate frame w/ LED light & swing-arm spools)

4. **Sport bike fender eliminator kits**

5. **Triple clamps & bar mounts**

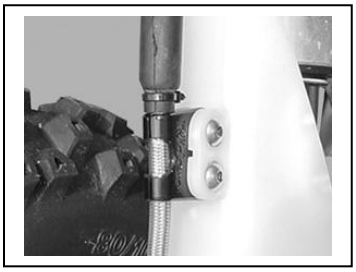
Does a Premium product have to be among the most expensive? Definitely NOT! Why do we consider our products premium? We make all our products to the highest quality standards of appearance, fitment, function and ease of installation. Skeptical? Read on to see how we compare to some of our competition in each of the above categories.

Ride Eng. Brake line products

Price of a front brake line:	Galfer $74.95	Ride Eng. $64.95	MSR $69.95
Price of a rear mast. cyl. Extension:	ZipTy Racing $44.95	Ride Eng. $29.95	
Price brake clevis: Pro Circuit $54.95	Fasst Co. $53.95	Ride Eng. $44.95	

So why choose Ride?

1. We offer two pages of thorough instructions that greatly reduce returns.
2. We are the only company to make the proper billet brake line mounts sized for braided lines. After all, isn't proper mounting of the line on a bike with 12" of travel one of the most important features?



3. We have two brake line color choices, black or clear & the mounts come in red, blue or black.
4. Ride lines & mounts have been use by the top AMA motocross and supercross Pros since 2001!
5. Our precision machined brake clevis reduces the amount of lever play, comes with a hair pin for quick disassembly for brake pedal servicing and weighs half as much as the stock metal one.
6. Ride rear master-cylinder extensions lower brake fluid temperature 50-75 degrees, a great part for brake draggers. At only $29.95, they are a great value that really works while adding a little color to the bike.

Ride Eng. Anodized bolt-on parts

Price mx axle blocks: Pro Circuit $59.95 Sunline/Works Conn. $49.95 Ride Eng. $44.95
Price ignition/timing/2-oil plugs: Works Conn. $89.95 Pro Circuit $89.95 Ride Eng. $79.95
Price mx front master-cylinder cover: Works Conn. $27.50 Ride Eng. $24.95

So why choose Ride?

1. On all Ride axle blocks, we use vibrant colors (red, YZ blue, KX green, gloss black) to accentuate your bike while making chain adjustment more precise and easier to read. Another one of our goals is to keep them the same weight or lighter than stock.
2. We are one of the few companies to also offer them for the most popular sport bike models (R1, CBR600/1000 & GSXR600/750/1000).
3. Our case plugs are concave to prevent your boot from scratching them and engraved as proof they are machined from billet aluminum.
4. Ride oil caps are a flush mount design for light weight and to lesson the surface area for a rock to puncture. We use a slot sized for a quarter to help keep them from being over-torqued. Never use a screw driver on any of our plugs, it will ruin the slot and the appearance (Motion Pro's special tool is O.K. too)!
5. All our front master-cylinder covers come with matching allen screws at no additional charge! A great value as the stock fasteners often get stuck in place and get damaged upon removal.
6. Ride's Valve Cap & Rim Lock Spacer kit is another unique product that includes matching billet valve caps to go with the rim lock spacers-these help distribute the load from the rim-lock nut evenly on the rim.

Highly functional bolt-on parts

Price of fork compression adjusters: Competition $ N/A (we own the patent) Ride Eng. $84.95
Price of a pair of wheel spacers: ZipTy Racing $34.95 Ride Eng. $31.95
Price holeshot device: Works Conn. $109.95 Pro Circuit $109.95 Ride Eng. $99.90

So why choose Ride?

1. Our patented fork compression adjusters allow riders to adjust their front suspension in that hard to reach area under the handlebar. Unlike the shock, access is often extremely difficult with a screw driver. The low profile housing allows the forks to be raised in the triple clamps while holding the adjustment wheel secure and accessible to your finger tips. Softer or stiffer fork settings can be achieved in seconds without tools by turning the wheel toward the "S" for soft or "H" for hard engraved on the part. Although they cannot be used with after-market speed bleeders because the bleeders interfere with wheel rotation, there are slots in the wheel that allow access to the air-bleed screws. Applications only fit Showa or KYB upside-down forks with compression on top. We don't make them for forks with rebound on top since once it's initially set; rebound is typically left in that position.
2. Ride wheel spacers are designed with a large flange machined on the leading edge that gets pushed through the seal. This flange "locks" it into the wheel, easing the task of setting the wheel back into the swing-arm or forks. Often the dust covers are no longer required. They are available in vibrant colors, to further personalize your ride.
3. Our engine kill/starter switch is another unique product because it's built into the clamp that holds the clutch perch or front brake master onto the handlebars. This eliminates one item (two for electric start motorcycles) completely off the handle bars, making more room for hand guards, lap timers, gps, etc. It's available in silver or black and one design fits all five brands from play bikes to 500cc.
4. Ride's holeshot device has no moving parts to jam or fail. It's based on a design Yamaha factory racing has used for years. The "hook" is simply inserted into a rectangular slot cut into the fork protector. When the suspension compresses, the large radii on the edges of the hook allow it to release. Since late model fork protectors are made from thinner plastics, we've added a machined "support window" to reinforce the slot. The set sells for $99.90.

Sport bike fender eliminator kits

Price of fender eliminator kit –CBR600: Competition Werkes $109.95(uses stock tail light) Ride Eng. $99.95(comes with LED tail light) -R6: Comp. Werkes $129.95(comes w/ turn signals) Puig $89.95 Ride Eng. $64.95 -GSXR600/750: Puig $99.95 Comp. Werkes $89.95 Ride Eng.$54.95

Since our kits are among the least expensive are they still Premium?
Why choose a Ride Eng. fender eliminator kit?

1. Material-we use thicker grade aluminum than our competition, yet it's much lighter in weight than the steel used by Puig & Comp. Werkes.
2. Finish-aluminum is a space age alloy which deserves a high quality finish. We use a "brush" like finish and then black anodize our kits to better "hide" them and create that race track look. Some of our competitors paint theirs (Puig), while Comp. Werkes leaves the steel raw making it shiny and noticeable when it shouldn't be.
3. Each Ride Eng. kit is contoured to fit the bike it was designed for perfectly-filling in any voids left when removing the stock plastic fender.
4. All our kits allow the stock turn signals to be re-used but after-market ones are equally applicable.
5. Drilling and cutting are never required when installing a Ride Eng. fender eliminator kit. All mounting hardware is always included complete with detailed instructions.
7. For those that want no hassle with the law we offer two options to illuminate the license plate: A black anodized billet license plate frame that houses an LED light at the bottom for $64.95; and a silver low cost alternative for just $29.95 that simply bolts onto the two lower holes of any US motorcycle license plate.
8. We even offer a carbon fiber tank protector made from REAL 2x2 carbon fiber weave for customers that don't like cheap imitations.

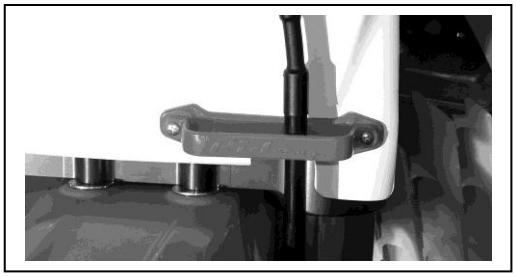
Triple Clamps & Bar Mounts

Price of a complete set of triple clamps (top clamp, bottom clamp, stem, lower bearing & over-sized bar mounts): RG3 $640 Pro Circuit $600 Ride Eng. $510 Pro Taper $500 Sunline $600 Applied $400(does not come with stem or bearing $100)

So why choose Ride?

1. Triple clamps are as much a statement about your commitment to the sport of motocross as any performance gain they may add. Like our green used for Kawasakis-there's no mistaking them for stock!
2. All our clamp sets come with a pressed on stem and lower bearing for a quick and easy installation. This allows riders to use them back to back with stock right at the track to feel the performance difference.
3. Ride Eng. bar mounts work on stock triple clamps and stock bar mounts work with our clamps (Honda & Kawasaki only) giving the consumer the option to purchase them or not. Yamaha and Suzuki customers must replace the stock bar mount to use our triple clamps.
4. Ride bar mounts are unique in that they use four pinch bolts instead of two-a design that helps reduce handlebar twist even in the stock triple clamp's two post design.
5. Further improvement is the addition of the one-piece billet upper-not only is it very strong and very difficult to bend or twist-it helped reduce the weight down to what a set of stock 7/8" bar mounts weigh!
6. Ride bar mounts are eccentric and offer + or – 3mm of adjustment forward or backward.
7. For $15, you can purchase a set of replacement bar studs in the event one is bent in a hard crash.
8. Weight savings is 5 to 8 oz on all our clamp sets. Protaper, & RG3 are the same or even add weight to your bike.
9. Our brilliant anodized colors really accent your bike (like the red used by Team Honda)!
10. Two Offset choices are available for each brand for better handling.
11. All our clamps are rubber mounted to reduce hand fatigue.
12. Ride Triple clamps are 100% machined from solid chucks of billet aluminum using the same alloys found on the factory team's bikes. Applied uses a 7000 series aluminum alloy that is more brittle and breaks if it's flexed too far. PC and RG3 use 6061, an alloy that is flexible, but not that strong-as a result they have to increase the wall thickness which adds weight.

13.100% machined clamps ensure completely round fork bores which enhance suspension performance over stock.
14. Stock clamps are ugly forgings. Pro Tapers are forgings that have been "cleaned up" to look like billet triple clamps. Often the fitment is not so good and they are more difficult to install.
15. Having to remove the stock stem and bearing to be used on an Applied lower clamp saves little expense. Paying the service dept. for the labor will cost $40-$90 to press them in and out. Purchasing the stem and bearing from Applied adds $100 to the price.
16. Ride Eng. triple clamps have been tested and proven by top 10 Supercross racers.
17. Ride Eng. triple clamps are currently being used by Yamaha's factory lites mx/sx race team. Since our clamps are almost exactly like their factory clamps, they'd rather use ours and save their race budget for other expenses. Our team riders have podiumed twice in 2009!
18. We don't machine the boss on the lower clamp for the brake line guide to save weight and to help keep our prices low. Don't forget to order a plastic front number plate guide so You have everything you need to ride with your new set of triple clamps!



All Ride products are made locally in California by over 15 different companies. Purchasing our products supports the U.S. economy. Remember this the next time you see a gross disparity in pricing between our parts and another brand. Thank you for reading about Ride Engineering!

MADE IN THE USA

For new products, part numbers, current pricing and product applications always check ride-engineering.com.