

CUSTOM CHROME REPS ATTEND S&S® TRAINING

LA CROSSE, WI (October 4, 2006) S&S Cycle announces the completion of their first Distributor Product Training Course. This class was conducted at the Dealer Training & Certification Facility in La Crosse, Wisconsin on September 22 & 23, 2006.

[Custom Chrome](#) was the first distributor to take the initiative to send a group of representatives to this training class. A total of 16 reps from across the country attended this course, which was held on a Friday and Saturday to best accommodate their demanding travel schedule.

Distributor Product Training is modeled after the certification training offered to S&S dealers from around the globe. This 2-day course gives the distributor representatives an overview of *Proven Performance*® S&S engines and components, maintenance, and a feel for the level of expert instruction that dealers receive during the standard certification courses offered. Reps receive a complete set of service manuals and other material to give them valuable resources after they complete the training.

“Our Team is really fired up about being here – this training equips our sales force with the extra knowledge needed to differentiate ourselves in the market place,” said Steve Veltri, Senior Vice President for Custom Chrome. “We are preparing our team for an exciting new year of selling S&S products. Anybody who’s serious about this business, especially selling S&S products, needs to book their training course. We’ve heard a lot about it, and now after spending a couple of days here we know why it’s a world-class training center. The friendly Midwest hospitality from the S&S staff, along with people in the La Crosse area help make this an excellent experience,” concluded Veltri.

“Over the past several years, S&S has focused on developing alliances and relationships based upon mutual trust and effort,” said Brett Smith, president of S&S Cycle. “CCI’s decision to attend our training, and be the first distributor to have their sales representatives S&S trained and certified, clearly demonstrates their commitment to that same philosophy. The relationship we have with them goes far beyond a mere transactional relationship; it is a relationship based on a mutual commitment to the v-twin industry and *Proven Performance* products.”

“We are really pleased with the success of our training program,” said Charlie Hadayia, Sr. Manager of Race and Customer Services for S&S Cycle. “With our flagship Dealer Training Courses, the recent addition of Consumer Training, and now the start of Distributor Product Training, we feel very confident that the technical aspects of our performance products will continue to be represented well in the market. This ultimately benefits the consumer as they can be confident in the quality of advice they are receiving from professionals within our dealer and distributor networks when purchasing S&S equipment.”

The S&S Training & Certification Facility is proud to offer the latest in hand tools by [Mac Tools](#) and state-of-the-art diagnostic equipment from [SuperFlow](#) for students to use during their training experience.

S&S Cycle has been a leading manufacturer of Proven Performance v-twin motorcycle components and engines for over 45 years. George Smith and Stanley Stankos founded the company in 1958 in Blue Island, Illinois. Shortly after the founding of S&S, George, and his wife Marjorie (whose maiden name was also Smith), bought out Stanley Stankos and Smith &

Stankos became Smith & Smith (S&S). In 1969, S&S moved from Blue Island to Viola, Wisconsin and expanded to La Crosse, Wisconsin in 2004. This 3rd generation business supplies components and/or engines to several large custom OEs including: American Ironhorse, Arlen Ness, Big Bear Choppers, Big Dog, Bourget Bike Works, Hellbound Steel, Saxon, Swift, Titan, Ultra, & Victory (please see the S&S website for a complete listing). The S&S website is located at www.sscycle.com.