

December 2010 · Number...8



## SH48, Premium Top case

SHAD TECHNOLOGY: we strongly believe in design



Feliz Navidad  
Bon Nadal  
Joyeux Noël  
Buon Natale  
Feliz Natal  
Merry Christmas  
Pretitige Feestdagen  
Fröhliche Weihnachten  
Eftihismena Christougenna  
Zorionak Eta Urte Berri

# SHAD

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❖  
Find out about  
SHAD USA

❖  
Photography Competition:  
and the winners are...

❖  
SHAD STYLE seats:  
100% comfort

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## EDITORIAL

### Ideas and projects: another step into the future

As part of our client commitment, we're starting 2011 with a new collection of products that are going to strengthen our market position as motorbike accessory manufacturers.

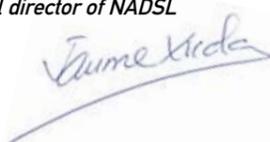
We're adding the new SH48 model to our top cases collection, that is consolidated with a top quality product from our catalogue.

Our experts have developed a case support that enables users to adapt it to the pillion fitting for the sportiest motorbike (racing) segment. This system enables riders to have a case much closer to them and in the motorbike's centre of gravity, which makes it much more stable (SHAD SPORT RACK).

But SHAD's big project this year is the seat collection for the main scooter and motorbike models on the market. With this ten seat collection that we have developed during 2010, plus those that we have up our sleeve for 2011, we aim to increase our clients' comfort on long journeys and around the city.

At SHAD we continually strive to come up with new ideas and we set ourselves the most challenging aesthetic and technical goals in order to offer markets increasingly more sophisticated products.

Jaume Xicola  
General director of NADSL



### The first Catalan electric motorbike is born

The RIEJU brand launched its own electric scooter just a few days before the Milan Trade Fair.

The Rieju Mius has a 4 KW motor that runs on lithium-ion batteries. It can go up to 50 km before it needs to be recharged.

Here's a photo of its launch, equipped with our SH33.



## THE GREAT SURPRISE AT THE COLOGNE TRADE FAIR WAS THE LATEST BMW K 1600 GT AND THE K 1600 GTL

### NADSL has developed and fitted the seats for the German brand

BMW entrusted us to develop and then make the seats for these star models that the brand exhibited at the Cologne Trade Fair: the K 1600 GT and the 1600 GTL. These seats provide maximum comfort, total heating and cater for the special characteristics of each market.

The GT line (GT standard front seat, GT comfort front seat and GT pillion) designed for Europe has single seat saddles with adjustable height and two positions. The difference between the comfort seat and the standard seat is the larger area of support, so there is less pressure when sitting down, which makes them ideal for touring.

The GTL line (GTL soft high seat, GTL low) designed for the United States has much wider, two-seater saddles; they're genuine sofas. The two heights make riding much more comfortable on long journeys.

The GTL high has the extremely comfy soft touch system, which is obtained by incorporating three different foam overlays under the cover.

Specifications

GT front seat:	425 mm x 360 mm
GT comfort front seat:	400 mm x 385 mm
GT pillion:	520 mm x 380 mm
GTL soft high seat:	800 mm x 475 mm
GTL low seat:	800 mm x 475 mm
External design:	depending on the specific characteristics of the geographic area
Inner content:	foam and polyurethane
Colour:	black
Materials used:	water repellent PVC artificial leathers, polyurethane foam, 100% heating
Base:	propylene with 20% mineral filler
Availability:	March 2011



Official BMW photo.



### MORE COMFORT WITH THE ACCESSORIES

NADSL also makes the lumbar supports and backrests for these motorbikes. They are adapted to the special characteristics of each market.



Official BMW photo.

## TAILOR MADE ORDERS ❖



## SHAD's new extranet lets our clients process their orders

We continue to improve our customer service. Business hours and dates won't stop our clients making their orders on SHAD's new extranet. Using this virtual tool helps users process the deliveries themselves, which can save on postage. They can consult the real status of the order, stock updates, the prices and personalised discounts. Moreover, extranet is an excellent communication channel that provides users with information about our latest products and special offers. Our clients can also send us their enquiries and suggestions.

The application is very easy to use. Just by sending us a contact email address, clients will then be sent a password so that they can sign up. The pull-down menus on the different lines of products let clients enter the references. Stock availability is shown by means of a colour system: red means out of stock, yellow means limited stock and green means in stock.

Any order that is made through the extranet is given priority. A manager from the Commercial Department will be available to help out with any queries made.

The extranet will be completely up and running by January to further SHAD's commitment to quality and service. ➤



extranet.shad.es

## AND THE WINNERS ARE... ❖

Following the votes from the jury, that was made up of five individuals from SHAD's Human Resources, Commercial, Technical Office departments and the Management, we would like to announce the winners of the Third Photography Competition:

- 1st. prize: "Gusano de luz" by Juanma Cervantes
- 2nd. prize: "Il matrimonio" by Beniamino Russo
- 3rd. prize: "Tres mares" by Roberto Hoz

This third edition has been an outstanding success given the huge amount of participants, compared to previous competitions. The originality, quality and colourfulness of the photos made it even harder for the jury to make their final decision. Thanks to everyone who took part! Keep on trying in future contests!

"Gusano de luz" ❖  
Winning photo by  
Juanma Cervantes



"Il matrimonio" ❖  
2nd. prize: Beniamino Russo



"Tres mares" ❖  
3rd. prize: Roberto Hoz

# INTERMOT FULL OF INNOVATIONS ❖

## SHAD had its main novelties for 2011 on display at the Cologne International Trade Fair (Germany)

In Cologne, SHAD exhibited the new range of comfort seats for motorcycles, SHAD STYLE, the innovative SHAD SPORT RACK fitting for sport motorcycles and the new SH48. Also in this line, the updated SH37 was on display, with a much more functional and original look to it. As for case accessories, our brand showed off the new brake lights with LED technology, the DOBK29KL and the DOB40KL, with much more quality and less consumption. We will give you all the details about the leading innovations in this edition.



The sales managers from SHAD busy with the clients.



Our technical manager, Pere Ayala, with the Yamaha sales representative, Akira Kumasaka.

The trade fair was more than beneficial. In contrast with an edition that had hardly any new products, the latest releases from SHAD predict a very promising new year indeed. In this way, our company reasserts itself as leader in innovation within the motorcycle accessory sector and strengthens its commercial presence in the existing markets.

The SHAD stand was a much frequented meeting point for distributors and clients during the trade fair. David Thiry, general manager of D3T DISTRIBUTION, said that the new collection of seats "is going to open up a new market line in France because the competition takes much longer to deliver". As for, the general manager of Multimoto (Portugal), Andrés Duarte, highlighted "the excellent quality" of the seats. According to Oleg Andrianov, manager of Motopiter (Russia) "it's a great piece of work and what's more, it's modern". With regard to the new SH48, Hidehiro Isobe, international head of the Japanese firm Nankai, pointed out that "the new SHAD line is much more sophisticated" compared to previous lines. The head of the imports department from OTOSEVER (Turkey), Mine Sever, was really surprised with the new top case. "Novelties enable companies to compete with their rivals better", remarked Sever.



SHAD fits out the Triumph motorbike seats.



The public at the trade fair taking interest in our SHAD STYLE seat line.

## Also at the Brazilian *Salão da Motocicleta*

An international brand like ours attends the most important trade fairs in the world. At the *Salão da Motocicleta*, held in Brazil last October, the new SH39 and SH46 were on display. There was a good turnout at the SHAD stand with members of the public taking interest in the new releases. SHAD is positioned as a leading brand in the Brazilian market.



The SHAD stand at the Brazilian trade fair.

## FROM MOTORCYCLE RACING TO TOURING ❖

### We devised it to design an innovative rack which is the equivalent of the case mount fittings

Let the motorcycle racing market tremble. The new SHAD SPORT RACK is here, a new case fitting system in motorbikes. It looks simple. It's practical, it's a revolutionary improvement for riders, in which the case is brought closer to the centre of gravity. An easy to use accessory that you're going to have on your motorbike very soon.

The new SHAD SPORT RACK is the equivalent of the fittings needed to mount a case. This innovative fastening method turns motorbike racing into touring and, vice versa, all in a matter of seconds, just by removing the pillion.

The main advantage of the rack is that it is simple to assemble, as is the coupling between the case and the motorbike, which is much clearer. Motorcyclists have many more possibilities: they can remove the rack, put on the seat or have more space.

This clever system, which is unique on the market, has been developed for the Kawasaki Z750 (2007-2010) and the Z1000 (models up to 2009). It will cover new models next year. ❖



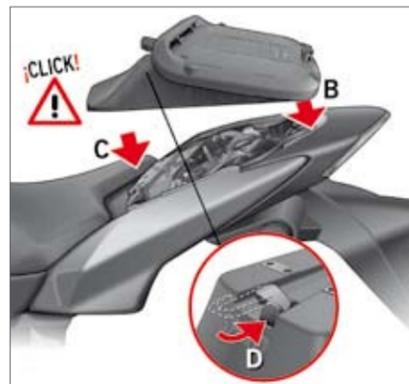
Rack details.



NEW  
SHAD SPORT RACK



Remove pillion.



Mount SHAD SPORT RACK.



Remove SHAD SPORT RACK.

## FIND OUT ABOUT SHAD USA ❖

In 2009, our subsidiary SHAD USA started its business activities. Its head office, in Miami, is in charge of all the commercial, marketing and distribution operations for the US., Canadian and Mexican markets. From its warehouse, SHAD USA distributes our entire range of products to all the states in the country thanks to its twenty sales representatives.

SHAD USA is made up of a team of four individuals. Angie Maya is the head of Marketing, and is in charge of the sales too, together with Pascual Bernal. Marlon Posada runs the warehouse and logistics and Michael Schuiten, as commercial manager, supervises all the daily operations, sets up strategic alliances and also recruits and manages the national network of sales representatives. Twenty sales agents in total cover the chosen areas in the country. "Our objective is to consolidate the commercial coverage in different areas and add ten more sales representatives to the network in the first half of 2011", announced Schuiten.

With less than a two year track record, SHAD USA has obtained its objective: make an

impression on the North American market. The company has made important agreements with KYMCO USA and YAMAHA USA, as official case supplier. "Whilst we are making key partner contacts, we want to create a solid commercial network through a direct distribution model", said Schuiten.

SHAD USA is expanding at a tremendous rate. In sixteen months its distribution network has grown to cover around 200 establishments, which has coincided with one of the worst economic recessions in history. "SHAD USA just gets stronger, in spite of the fact that many distributors are closing down. We hope to attain our objectives with regards to growth for 2013", stated the high spirited Schuiten.

In less than two years, SHAD USA has obtained its objective: make an impression on the North American market

The SHAD products are highly esteemed in the United States. Many leading magazines have done features on them. Our cases were listed in the "Top 50" best products in the publication *Powersports Business Magazine*. The *Dealernews Magazine* recommended our top cases this year as being top quality accessories for the motorcycle.

Of course in this market, SHAD USA reinforces its presence online through its web page with direct access to groups from Facebook, Twitter and Flickr. Nowadays, these have become authentic platforms to share information about our products and are meeting points for our clients. ❖



Michael Schuiten in SHAD USA.

From left to right, Michael Schuiten, Angie Maya, Marlon Posada and Pascual Bernal.



# MISSION ACCOMPLISHED

## SH48: maximum capacity, quality and exclusive design

The SH48 started off as a challenge for our Technical Department: create a high quality product, that satisfies all the market demands

### Maximum features

Maximum room: it holds two big full face helmets plus kit.

Futuristic lines and adaptable to all medium and large cylinder motorbikes and scooters.

Technically compact and resistant to the elements and the tough road conditions of some of our markets such as Brazil, Colombia, Mexico, Indonesia, Malaysia, etc.

Minimal weight for comfy riding that cuts down on support and chassis vibrations.

After fourteen months preparing the project, technical development, making moulds, prototypes, pre-series and tests, this top case, that represents our company's supreme model of technology and aesthetics, will be put on the market in January. Our SH48 will be available in three ranges of base colours, with side support strips and the lock.

There will be a variety of decorative case covers too. An anatomical lumbar support can also be

added to the case (optional) and a brake light can be adjusted to the rack (optional).

This set makes a case cool, elegant, extremely modern and competitive, so that it adapts perfectly to the latest trends in the motor world.

### Technical Specifications

Capacity:	2 full face helmets + kit
Weight:	3.7 kg. An excellent weight for a high quality product that has great features
Colours:	titanium, dark and carbon
Available:	at the beginning of 2011



### Accessories



#### DOUBLE LUMBAR SUPPORT

The case has a comfortable double lumbar support that provides more safety and comfort (optional, developed by our SHAD STYLE department). Its upper and lower parts make it a very useful and complete accessory.

It's the only one available on the market with these features.

#### RACK

Made from polypropylene with fibre. It has the lightest metallic "u" shaped support system which makes it more resistant. It has been designed with the ICEM SURF and CATIA V5 programs.

## WHY OUR COMFORT SEATS? ❖

They were a hit at Intermot. They sell in France, a country with a long tradition in special seats. They will shortly be launched in other countries. Our many years of experience guarantee that the SHAD STYLE line is going to revolutionise motorbike riders' comfort. Now we are going to tell you why.



### THE COMFORT X-RAY

BECAUSE IT IS A COMFY SEAT: we have substantially improved the standard seat comfort.

1. MORE CONTACT AREA.  
Ergonomic covering.
2. MORE SUPPORT FOR THE PASSENGER.  
Relaxed, rested legs.
3. **BIELASTIC FOAM.**  
It cushions the bounce of the seating for the rider and the passenger. There is more elasticity, vibration absorption. Neither its shape nor its position are lost over time, it's durable and hard-wearing (comfort for life).
4. THE HARDNESS OF THE FOAM AND OTHER MATERIALS USED TO MAKE THE SEAT ARE DESIGNED ACCORDING TO THE TYPE OF MOTORBIKE IT IS GOING TO BE USED FOR (SCOOTER, TRAIL, RACING...).  
High and long seat= softer foam  
Low and thin seat= harder foam
5. SEAMS.  
Sealed and waterproofed.
6. ARTIFICIAL LEATHER.  
Water-repellent.
7. LUMBER SUPPORTS.  
Adapted in certain models of Maxiscooter (T-max and X-max).
8. ALL PARTS OF THE SEAT ARE MADE FROM SCRATCH FOR OVERALL IMPROVEMENT.  
Improved base, foam and cover.



BECAUSE LEADING BRANDS PUT THEIR TRUST IN US ❖

Our long tradition includes making seats for the leading brands on the market: BMW, TRIUMPH, KTM, HONDA, YAMAHA, SUZUKI, PEUGEOT, MBK, PIAGGIO GROUP, GAS GAS, MOTORHISPANIA.

BECAUSE WE KNOW THE MARKET ❖

SHAD has already developed a range of comfort seats for BMW, that has exclusive sale of the brand.

HIGH QUALITY MATERIALS ❖

Our seat range undergoes the strictest quality controls, and other processes established for the OEM clients.

AVAILABLE IN DIFFERENT COLOURS AND LOOKS ❖

Each model has its own style; the lines, the colour combination and the artificial leathers vary.

UNIQUE IN THE MARKET ❖

There isn't any other seat like it, made with the latest technology.

DESIGNED FOR MEDIUM AND LONG DISTANCE JOURNEYS ❖

Intended for users on medium and long distance journeys around the city and the motorway.

### THE COMFORT X-RAY FOR CLIENTS

- YOU WON'T LOSE YOUR STANDARD SEAT.  
Clients buying the SHAD STYLE seat, keep their standard seat.
- IMMEDIATE DELIVERY.  
In 24/48 hours the client's got it. No waiting.

**Tmax** ❖



**Xmax** ❖



**600** ❖



**GLADIUS** ❖



**Kawasaki 2750/1000** ❖



**Kawasaki ER-6n ER-6f** ❖



**PIAGGIO** ❖



# FITTINGS



**PIAGGIO X7 EVO 300 i (2010)** ❖  
Ref.: VOX718ST TOP MASTER



**HONDA PCX 125 (2010)** ❖  
Ref.: H0PC10ST TOP MASTER



**YAMAHA BW'S 125 (2010)** ❖  
Ref.: Y0BW10ST TOP MASTER



**YAMAHA FZ8 (2010)** ❖  
Ref.: Y0FZ16ST TOP MASTER



**YAMAHA XT 1200 (2010)** ❖  
Ref.: Y0XT10ST TOP MASTER



**HONDA SH 125/150 i (2010)** ❖ **HONDA SH 300 i (2010)** ❖  
Ref.: H0SH10ST TOP MASTER Ref.: H0SH30ST TOP MASTER



**DUCATI MULTISTRADA 1200 (2010)** ❖  
Ref.: D0ML10ST TOP MASTER



**APRILIA SPORTCITY 125 i / 300 i CUBE (2010)** ❖  
Ref.: A0SP10ST TOP MASTER

## MORE FITTINGS SHORTLY

BRAND and MODEL	DESCRIPTION	REF.	BRAND and MODEL	DESCRIPTION	REF.
APRILIA SCARABEO 300 LIGHT 2010	TOP MASTER	A0SC30ST	AGILITY 125 RS 2010	TOP MASTER	K0GL10ST
HONDA CB 1300 2010	TOP MASTER	H0CB30ST	GRAN PEOPLE GT 300 i (PRIMAVERA) '10	TOP MASTER	K0GP30ST
XCITING 500 i R ABS 2010	TOP MASTER	K0XT50ST	SUZUKI GSF 1250 BANDIT N/FA 2010	TOP / SIDE	S0BN10ST/SF

**SHAD**

# MORGAN ESNAULT, SUPERBIKE RIDER



**“The stress before the race can make you go faster and be more aggressive than your competitors”**

Morgan Esnault, 18 years old, Superbike (SBK) rider. In this category, racers compete with motorbikes derived from standard models. Esnault made his debut in 2006 in the French Promosport Championship Junior Cup. This year he came fourth in the Pirelli 600 Trophy. The asphalt is still burning at Magny-Cours after Esnault dropped in at the World Superbike Championship last October.

Shad News- When did your passion for motorbikes start?

Morgan Esnault- When I was three I used to ride a motocross motorcycle for kids. At ten, I went over to a 250 cc motocross bike. That is when a manager from a 125 cc GP team asked me if I wanted to do some speed tests. It was like a dream come true. That is when the championships started.

SN- Your first motorbike was a HONDA QR 50, do you remember it?

M.E.- Of course I do. When I was three, my sister had a HONDA QR 50. One afternoon my dad told me to have a go on it. It only took me a minute to figure it out.

That was a nice surprise for my mum!

**“In this sport, 99% is hard work and the rest is talent”**

SN- Your debut was in 2006, where and what was it like?

M.E.- That year, the TEAM RACING SPIRIT team's manager suggested that I go to the Magny-Cours circuit. I remember that the motorbike wasn't running properly in the morning. The problem had been sorted out by the afternoon and then, just a few days afterwards, I had got a contract to compete for the Junior Cup.

SN- How does a SBK rider train?

M.E.- It all starts with physical training. There are trials all through the winter with a coach. The coach really knows how to work you hard! He watches to see whether you are more or less capable or whether you hold back. You need to do some sport every day for the races. As for mental training, every rider does it in their

own way. In this sport, concentration and mental control are essential.

SN- What qualities do you think you need?

M.E.- Apart from being fast, the most important thing is to work hard. The best riders, the number ones, never stop working. 99% is work and the rest is talent. Many things are involved in motorbikes: the rider, the motorbike itself, the tyres, the manager, the mechanics, the engineers, time... If you work hard, it's much easier to deal with everything so that you're more productive.

SN- What qualities must a good SBK have?

M.E.- The motorbike must have a good set of tyres. The rest is complementary. If you understand your motorbike, you'll know why it doesn't work. That's what good riders do. But good mechanics, engineers and budget for the spare parts for the motorbike are important too.

SN- Who is your favourite SBK racer?

M.E.- I like Biaggi, Crutchlow and in MotoGP, Rossi, De Angelis... I don't have an idol. I admire talent and hard work.

SN- How do you feel on the circuit?

M.E.- When I race, I do my best. I'm happy. You can't regret anything, if you do your best. I get rid of all my adrenalin.

SN- What do you do when you get nervous before the race?

M.E.- Stress before the race is very important. Experience teaches you to turn this stress into strength. Stress is power that helps you to work, be faster and more aggressive than your competitors.

SN- Lédenon 2007, it spurred you on ...

M.E.- It is a good and bad memory for me because it was the only race that my father couldn't come to because of work. My mother was there. It was my first podium, thanks to my dad and all my family.

**“Without Shad's help in the last race, I would never had had a chance for the 2011 World Championship”**

SN- Montmeló, your best circuit. Why?

M.E.- Because now I live here in Catalonia, it's home for me, it's a perfect circuit. I have very good memories too.

SN- What goals do you have for 2011?

M.E.- There are various teams interested in me for the World Championship. My priority is to find sponsors so that I can join these teams. Without Shad's help in the last race, where I was invited to participate, I would never had had a chance for the 2011 World Championship.



Mickey Corporation