

Leader Motorcycle Accessories Revs Up Product Line WITH PARK PRECISION MACHINING INC.

Tracey Cramer describes herself as an entrepreneur and avid motorcyclist. So when she purchased a start-up company called Leader Motorcycle Accessories in 2003, she couldn't have found a better fit. Since then she has worked with Park Precision Machining Inc. in Coon Rapids to expand her company's product lines and create a better riding experience for thousands of bikers across the country.

Based in Minnesota, Leader Motorcycle Accessories is a small, family-owned company that designs and sells accessories for cruiser motorcycles built by Harley-Davidson, Honda and other brands. Its best selling item is a motorcycle GPS mount, but the company also sells motorcycle mounts for phones, satellite radios, drink holders, iPods, clocks and even cameras—all essential items for bikers to have at their fingertips when they're out on the open road.

When Cramer took over the company 9 years ago, she knew a lot about running a business (she built a previous business from the ground up) and a lot about motorcycles (she was riding a motorcycle before she could drive a car), but she knew very little about engineering and manufacturing. That's where Park Precision came in.

"When I purchased this company, I sensed very quickly which vendors were worth keeping and which ones were worth dropping," Cramer said. "Park Precision was great at pointing out ways to improve a product design and lower costs. They also were quick to manufacture additional parts on short notice. The employees bent



over backwards and saved my tail quite a few times."

Cramer, mainly responsible for new product development, said she has completely changed the company's product line over the last 9 years, thanks in part to Park Precision. Most of her ideas for new products come from talking with fellow bikers. Other ideas pop into her head when she's riding her own motorcycle, a 2006 Kawasaki Vulcan 900.

Several years ago, her customers began asking for a dual accessory holder. With minimal knowledge of design and engineering concepts, she sat down with Park Precision and designed a concept for a dual holder that can be mounted at different angles and places on a motorcycle's handlebars. At other times, she has worked with Park Precision to design and manufacture individual holders for cell phones and clocks. These and other accessories can be found and

purchased through dealer shops, online catalogs, or the company's Web site at www.leadermotorcycle.com.

Today, Park Precision machines about 80 percent of Leader Motorcycle's gadget mounts—and continues to provide the same level of customer service and engineering assistance as it did during Leader Motorcycle's early days.

"I'm proud of the fact that almost all of our parts are made here in the United States, and most of them are made here in Minnesota," Cramer said. "We wouldn't be able to do that without the expertise and integrity of vendors like Park Precision Machining."

About Park Precision Machining Inc.

Park Precision Machining is a full-service job shop based in Coon Rapids that specializes in prototypes, short-run jobs, and turnkey projects. Like Leader Motorcycle, it is a small, family-owned company, with just 12 employees. But its level of technical expertise is no match for its size.

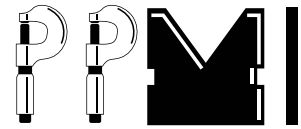
"We take a lot of pride in taking the time to understand a project in order to save our customers time and money down the road," said Jennifer Worden, office manager. "I don't think you find that with a lot of larger companies."

With an average of 20 years of experience, Park Precision's engineers frequently re-evaluate prints, processes, and parts to improve manufacturability.

As a recent example, one customer needed a batch of left-hand parts and a batch of right-hand parts for its machines. Park Precision offered to re-evaluate the manufacturing process so that both batches of parts could be machined at the same time with just one setup, saving the customer thousands of dollars. Another recent example involved a customer that needed prototype parts. Park Precision suggested increasing the length of the material by a little more than an inch to make two parts out of one block, resulting in a 42 percent

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Park Precision Machining, Inc.

reduction in material costs and a 15 percent reduction in machining time.

In addition to engineering expertise, Park Precision prides itself in on-time delivery. Many of its customers carry little to no inventory on hand, forcing them to work within short lead times. Park Precision works with customers to streamline the delivery process and avoid supply chain delays.

“You can’t judge a book by its cover,” said John Koos, production manager. “We may not be able to offer the lowest price every time, but we can promise a high level of expertise, quality and commitment to service. In short, we strive to provide the highest quality products in the shortest amount of time.”

Park Precision has continued to grow in spite of the economy and has even expanded its technological abilities, adding a multi-tasking turning center with live tooling, two other systems of CAD/CAM software, and a Romer Arm. Its founder, Robert Tummel, started the company in 1984 and will turn the company over to Jennifer Worden, his daughter, who has

worked there for 11 years, and John Koos and Mike Bodin, in the near future.

Other things people might be surprised to know about the company is that it has hired several high school students over the years after introducing them to machining and engineering concepts. Many of them decided to pursue a machining career or degree as a result of their internships with them. Park Precision also does cutting tool design testing for Benchmark Carbide and is familiar with many new cutting tools before they hit the market.

In summary, Park Precision says it isn’t striving to become the biggest job shop of its kind, just the best. It’s an approach that customers like Leader Motorcycle Accessories seem to appreciate.

“We’ve maintained a 100 percent quality and on-time delivery rating by most of our customers for several years now,” said Michael Bodin, quality manager and manufacturing engineer. “We’re really proud of that and our customers appreciate that level of service.”

Park Precision Machining Specializes in:

- CNC Machining
- CNC & Manual Drilling
- CNC & Manual Tapping
- CNC & Manual Turning
- CAD/CAM Programming
- Engineering and Design
- Prototypes and Short-run Production
- Custom Fixture Design
- Custom Fixture Manufacturing
- Mechanical Assembly



For more information on Park Precision Machining, visit www.parkprecision.com, or contact Michael Bodin at mike@parkprecision.com or Jennifer Worden at jennifer@parkprecision.com.

From left to right: Jennifer Worden, office manager; Robert Tummel, president/owner; John Koos, production manager; Michael Bodin, QA manager and manufacturing engineer.