

May 18, 2011

Dear Jagg Supporters:

Recently we have been embroiled in a counterfeit situation regarding our Jagg Oil Coolers. Initially, it appeared as if Tedd's V-Twin Mfg. was using our images with their Sifton logo to sell oil coolers. Since the pricing was so low and they appeared to be Jagg Oil Coolers we received several dealer inquiries wondering how our parts could be sold at such a low price and asking how they're supposed to compete. During our investigation we were able to get our hands on some of these parts. It turns out they are not Jagg Oil Coolers at all. Rather, these are fairly detailed copies of Jagg Oil Coolers commissioned by and produced for Tedd's V-Twin Mfg.'s Sifton brand by a Taiwanese manufacturer.

We have always welcomed and even encouraged competition. We genuinely feel as if it assists us to educate the end user to understand the benefits of our products. We will then rely on the educated consumer to make a purchasing decision. We think the competitive advantage in such a fair practice is that an educated consumer will choose the quality, performance, and value that we represent. Of course, such reprehensible behavior as has been displayed in this instance is not competition, rather, counterfeiting and trading on the image of another...and it is wrong.

Aside from the aforementioned ethical point there are a few very important quality characteristics of the counterfeit parts that must be noted:

- The counterfeit copies that we were able to obtain were full of sand. In one unit we were able to shake out over 1 oz of pure sand. (photo 1.)



Photo 1.

Photo 2.

- These counterfeit copies are produced with brass end tanks, copper fins, aluminum headers and tubes, steel baffle, and steel top and bottom plates. These dissimilar metals have caused quite a bit of corrosion inside the units. This corrosion has separated and upon opening the units we were able to remove large corrosive metal flakes. (photo 2.)
- These counterfeit copies do not include oil tube turbulators. Properly designed and fully brazed turbulators are necessary for internal oil dispersal and therefore heat rejection. (photo 3.)



Photo 3.

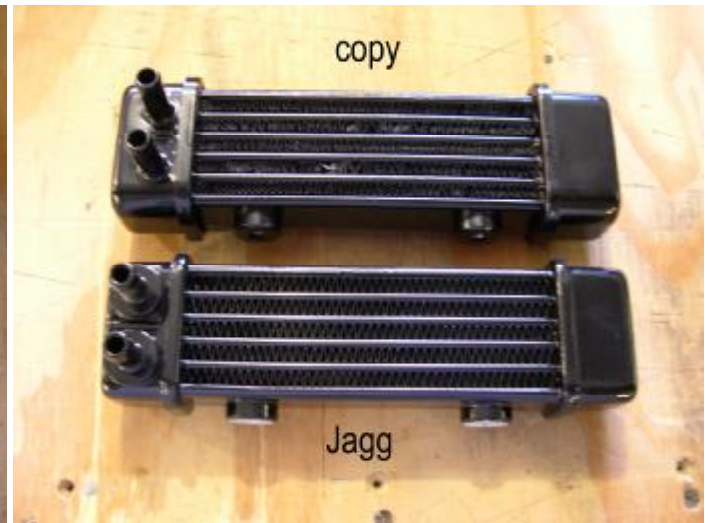


Photo 4.

- Oil coolers may look similar but must be produced to a very high standard. Oil pumps deliver oil in pulsations under pressure. These pulsation cycles will rapidly cause joint fatigue and leaking in low quality oil coolers.

These counterfeit parts are presented with the same names given to our Jagg Oil Coolers. Slimline, Deluxe, Chrome, and Lowmount, etc. It is therefore further apparent that there was intent to capitalize and trade on our image. We are in the process of addressing this issue from a legal standpoint.

For a trained eye it is simple to tell the difference between these counterfeit copies and authentic Jagg Oil Coolers. However, for consumers it can be more difficult. It is not hard to imagine our mutual customer acquiring one of these counterfeit copies. It will be a real shame if the poor performance he experiences is attributed to our mutual efforts but it will certainly escalate beyond shame when the shabby quality causes catastrophic engine failure.

We count ourselves blessed to have been part of the family that is the motorcycle market for two generations. While this type of behavior has become all too commonplace in our world today it is a real pity that there are those among our family that will resort to such conduct. Moving forward we have taken the decision to begin to provide greater product identification directly on our parts. For your part, we respectfully request your assistance to alert our fellow riders of this issue. Only by purchasing Jagg Oil Coolers from authorized Jagg Oil Cooler representatives can you ensure authenticity.

We sincerely thank you for your assistance in this serious matter. Please feel free to contact us with any questions, comments, or suggestions.

Sincerely,

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