

**PERFORMANCE
EXHAUST CAP**

**FLEXHAUST
SYSTEMS**

UNLIMITED

DR-Z400/DR-Z400SM

- Ryan
- Jen
- Jordan

Market

- \$9.8 billion in sales of motorcycles and accessories
- Strong desire for individuals to make bike their own



Stock Exhaust Systems



Aftermarket Exhaust Systems

- Aftermarket exhaust systems increase performance, improve sound, and add custom styling
- End cap welded or riveted, therefore end caps must be purchased as part of a complete exhaust system



FMF Q4 S/A Silencer

Fits: 2006, HONDA, CRF450R

Regular: \$359.99

Our price: \$324.99



Yoshimura TRC Comp Series Full Exhaust System

Fits: 2006, HONDA, CRF450R

Regular: \$545.95

Our price: \$439.99



Big Gun Evo X Slip-On

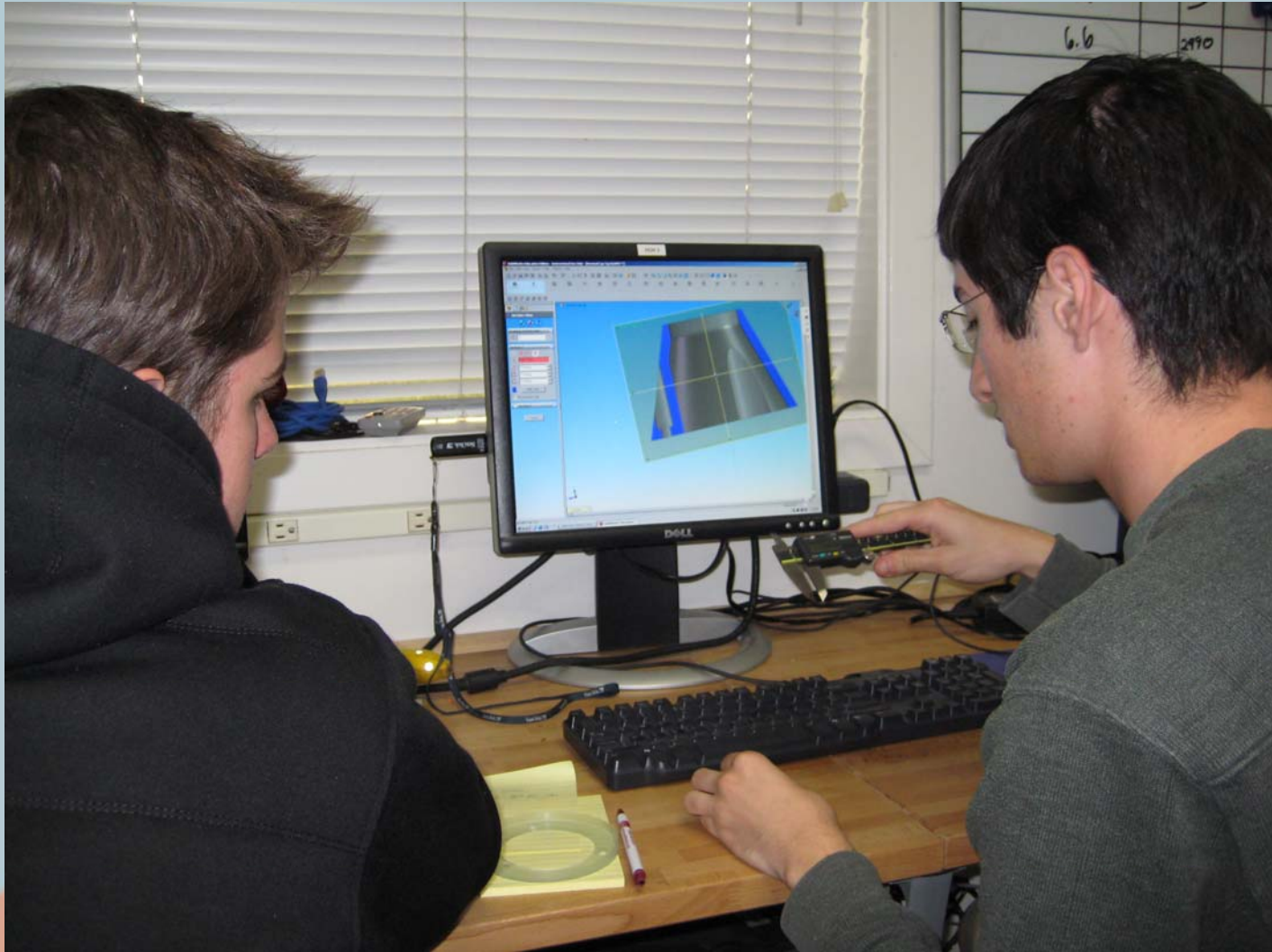
YOUR PRICE \$305.95 MSRP \$339.95

Product Niche

- Create a custom end cap to fit on stock mufflers
- Much cheaper than purchasing complete exhaust system
- Will provide better sound, better styling, and possibly better performance than a stock end cap



Design



Design

- End cap must fit stock muffler
- End cap should be stylish, durable, easy to install, and easy to manufacture



Multiple Styling's



Printing Prototypes

- Why SLA?



Finishing

- Removing support
- Sanding
- Base coat



Paint

- Flat black

- Satin Chrome



Manufacturing Options

- Casting
- Machining
- Stamped metal



Packaging

- Standard low-cost cardboard + bag package
- Package includes: end cap, base plate, and hex bolts



Manufacturing Cost and Product Pricing

- Primary cost: tooling
- Tooling will last at least 5 million parts
- Replacement stock end caps - \$100



Styling and Performance Assessment



Styling and Performance Assessment



Styling and Performance Assessment



Conclusion

