

Bike Alert/JT Sprockets

the JT Sprockets

JT
SPROCKETS

Difference SPINNING WITH THE WORLD LEADER



Next time you slide a JT Sprocket across the counter you can do it knowing you're in good company. You might not be aware of it but JT Sprockets, part of the Bike Alert Group, is a world leader when it comes to aftermarket sprockets. This is a company accounting for roughly 60-percent of all aftermarket sprocket sales.

All of them. In Europe (JT's home base is London, England) that percentage is even higher. On a global scale JT Sprockets sells to the aftermarket as much as all the other brands combined. There's a reason for that. It's quality. "We have a commitment to supplying the most durable, best-built sprocket on the market, period," says Chris Boyiantzeas, Managing Director of the Bike Alert Group. "That can't be achieved with a fancy design or some fancy packaging," he says. "It can only be achieved by starting with the best raw materials available anywhere and then machining those sprockets with absolute precision and accuracy." And JT does both.

When JT Sprockets entered the market in the early-'80s the minimum goal was to match OEM quality and better anything else in the aftermarket. They did both, but by the turn of the millennium others in the aftermarket had

started catching up with the quality of the materials JT was using. So JT raised the bar again. They switched from the premium C45 steel they were already using to a super hard, ultra durable high-carbon C49 steel for the sprockets. Today JT is the only sprocket manufacturer using that C49 steel. And JT's counter shaft sprockets are made with SCM415 Chromoly steel and are fully heat-treated, an important distinction. When a sprocket is just surface hardened, as is often the case, once that protective layer wears through you're into the softer metal underneath, with no protection. A JT sprocket is hardened through and through. This commitment to material quality and treatment extends to the lightweight competition sprockets, as well. JT's are made from 7075-T6 aluminum, the highest-grade aluminum available. It's sourced in Austria, coming off the same production line as the aluminum used

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in the Airbus airplanes. “With any sprocket,” Chris explains, “the heart of its durability is the material used and the accuracy of the machining. While less expensive steel and aluminum are available we’ve never used them. Never. Half the price for materials quite often translates into half the life for a sprocket.”

Then comes the production, the tools and techniques JT uses to turn that quality steel and aluminum into a sprocket. Here, too, there’s a marked JT difference. Every sprocket is made the right way, by hobbing, machining and drilling—the only way to achieve the closest tolerances and the best tooth profiles. Producing a sprocket is a labor-intensive operation. It requires something like 22 separate steps and stages. JT doesn’t skip a single one. In its state-of-the-art factory, with more than 60 CNC machines on the floor, JT even includes finishing touches not generally offered. All the popular MX sprockets, for example, are supplied with self-cleaning grooves as standard, a feature that’s optional on many other brands. And every one of those sprockets, steel and aluminum, is designed to be as light as possible without sacrificing any strength or durability. Finally, each sprocket goes through 10 individual quality control checks before it leaves the factory.

The JT fitment range for all this covers approximately 2,500 different applications, by far the largest available anywhere. That’s not surprising when you

learn that JT produces 18 million sprockets a year, with more than 700,000 of them in stock at the London and Atlanta, GA, warehouses at any one time. Parts Unlimited stocks almost 1,000 separate part numbers from JT Sprockets, more than 250 applications in the aluminum sprocket line alone. More than just supplying sprockets for the popular model motorcycles and ATVs, JT has sprockets for virtually every motorcycle and ATV ever made. The applications for the U.S. and Canadian markets go clear back to the 1960s. Worldwide, JT supplies its sprockets into 62 countries, sprockets all specific to the machines sold and ridden in the Philippines, in Indonesia, in Uruguay, everywhere around the globe. And it’s a misconception to think that those world riders want the least expensive replacement sprocket they can find. Nothing could be further from the truth. In many, if not most, of the markets JT supplies riders who use their motorcycles as a sole means of transportation. Durability and reliability go right to the top of the list for anything they buy. They’ll gladly pay just a little more for a JT sprocket knowing they’ll get double or triple the service life. Per mile, that JT sprocket is a bargain.

Speaking of that durability and cost, consider this: When your customer settles for a lesser-quality sprocket he’ll not only get less life out of that sprocket, it’s almost a guarantee he’ll get less life out of the chain driving

it. As that budget sprocket wears away it’ll prematurely stretch the chain, taking that chain out with it. Spending the \$5 or \$10 more for a set of quality sprockets, in the big picture, is money well spent.

JT Sprockets are the world-rider’s choice. For the street, for off-road, for racing. Quality counts. It’s the reason why seven out of ten distributors of top-quality chains worldwide use JT Sprockets in their chain-and-sprockets kits. “In all our years in business,” Chris Boyiantzeas proudly concludes, “we’ve never received an in-service warranty claim, other than for the occasional packaging discrepancy.” So slide that JT Sprocket across the counter. You’re in good company, and you’re taking good care of your customer. JT Sprockets are all available through Parts Unlimited. ■

■ JT takes great pride in the quality of their sprockets, making sure each and every one is made the right way. Each sprocket goes through 10 individual quality control checks before it leaves JT’s state-of-the-art factory.

